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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

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Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

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Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

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Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
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In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

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The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

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The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

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Findings and Discussions

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
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Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
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Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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Dr. Mriganka Saikia
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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

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Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

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Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

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Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
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In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

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The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

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The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

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Findings and Discussions

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
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Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
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Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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Dr. Mriganka Saikia
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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

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Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

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Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

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Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
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In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

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The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

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The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

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Findings and Discussions

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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therefore rated as excellent. Another 48 percent rated their destinations as good. It indicates that almost 67 percent tourists were found to be satisfied after visiting the tourist spots. Only about 5 percent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However about 27 percent of the sampled tourists expressed their satisfaction as moderate. The value of Cronbach's alpha has been found as o,801 which is considered as very good and reliable. I t can be concluded that there is a high consistency and good reliability among the statements in questionnaire of the study.

Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

Limitations of the study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. The explanatory econometric analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Another major drawback of this study is its limitation of primary data for tourists from the selected spots as

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well as other tourist destinations of Assam. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides tourist visited the destinations, the future study should collect data from various stakeholders specially from local community, accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Thus, the authority must take proper steps to develop tourism infrastructure in the State. Also, proper policies and implementation of polices must be taken for the improvement and development of tourist facilities to attract more tourists to Assam. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the economy of Assam.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
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Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
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Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 percent tourist reported tour operators' knowledge of foreign languages as excellent, 39 percent rated as good, 9 percent reported as moderate, while 20 percent tourists reported as poor. It is found that only 12 percent tourists are highly satisfied with traffic management as they rated it as excellent, 16 percent tourists rated as good, 30 percent rated as moderate, while 26 percent as poor and 16 percent tourists rated as very poor.

About availability of car parking facilities only 1 percent tourist rated as excellent, 27 percent tourist rated as good, 27 percent tourist rated as moderate, 31 percent rated as poor and 14 percent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 percent reported it as excellent, 16 percent reported as good, 24 percent reported as moderate, while 23 percent reported as poor and 19 percent reported as very poor. About information received before the arrival to chosen destination, only 14 percent tourist rated as excellent, 35 percent tourist rated as good, 31 percent tourist rated as moderate, 16 percent rated as poor and 4 percent rated as very poor. It is found that only 3 percent tourists rated events available in the selected spots as excellent, 11 percent tourist rated as good, 34 percent rated as moderate, while other 34 percent rated it as poor and 18 percent tourists rated as very poor. Regarding souvenirs, only 2 percent reported it as excellent, 6 percent reported as good, 43 percent reported as moderate, while 34 percent reported as poor and 15 percent reported as very poor. About pedestrian areas found in chosen destination, 25 percent tourist rated as excellent, 24 percent tourist rated as good, 22 percent tourist rated as moderate, 25 percent rated as poor and 4 percent rated as very poor. It is also seen that 37 percent tourists rated parks and green areas available in the selected spots as excellent, 41 percent tourist rated as good, 12 percent rated as moderate, 10 percent rated it as poor. Regarding landscape beauty, 36 percent reported it as excellent, 40 percent reported as good, 18 percent reported

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as moderate, while only 6 percent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 percent tourists rated historical and cultural heritage as excellent, 38 percent rated as good, 18 percent rated as moderate, while only 9 percent rated it as poor. About environmental safeguard, 15 percent tourist rated as excellent, 30 percent tourist rated as good, 45 percent tourist rated as moderate, and only 10 percent rated as poor. It is also seen that only 3 percent tourists rated safety and security in the selected spots as excellent,20 percent tourist rated as good, 43 percent rated as moderate, 26 percent rated it as poor and 8 percent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 percent reported as excellent, 18 percent reported as good, 34 percent reported as moderate, while 27 percent reported as poor and 20 percent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 percent tourists found as good, 22 percent rated as moderate, 36 percent rated as poor, while 38 percent rated it as very poor. Only 23 percent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 percent tourist rated as moderate, 29 percent tourist rated as poor, while 19 percent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 percent tourist rated it as moderate, 37 percent tourist rated as poor, while 45 percent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 percent reported it as good, 40 reported as moderate, 34 percent reported as poor, while 23 percent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

Overall tourist's satisfaction

Table-2 presents overall satisfactions level of sample tourists related to selected destinations. It is found that 19 percent of tourists were highly satisfied their tourist destinations and

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Table-2: Overall Rating about selected tourists destination by Sample tourists

Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	156 (19.5)	384(48.0)	216(27.0)	44(5.5)	Nil(0)	800(100)

Figures in the brackets indicate the percentages of the total.
Source: Computed on the basis of primary data collected during the field survey.

Policy suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. A good human resource and career planning, professional outlook in every aspects of tourism industry, provide facilities for training and certification of existing and aspiring service providers to bridge the skill gap for non managerial skilled man power in order to meet the needs and demand of the tourists, provision for selling traditional crafts and artwork at the tourist sites, for the long-term success of Assam's tourism, the tourism authority must take steps to develop a tourism culture in the state. Hence, the government should implement a comprehensive and coherent tourism strategy. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.

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A Case Study on Level of Tourist Satisfaction about Facilities Available in Selected Destinations of Assam

Dr. Mriganka Saikia
Associate Professor, Department of Economics, Dhing College, Assam, India

Abstract

The prime objective of the study is to examine the level of tourist's satisfaction visiting Assam. Attempts have been made to analyze the satisfaction regarding infrastructure, tourist facilities, hospitality of local community found in tourist destinations. It is based on primary data collected through standard questionnaire from selected tourists of the destinations. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018. The study has used 5-point Likert Scale. The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. It is recommended for improvement infrastructure, tourist facilities and creation of new markets for local crafts and handicrafts.

Keywords: *Tourist's satisfaction, Tourist's destinations, Assam.*

Introduction

The 'tourist stay' generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, "tourism is a branch of economy which avoids central place and the agglomeration of economy" (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has

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not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam. It is in the above background that the present work has been designed to evaluate tourist satisfaction visiting tourist destinations namely Kaziranga and Manas.

Objectives

The main objectives of the study are-

(i) To analyse tourist satisfaction.

(ii) To recommend suggestions for solving the problems facing by tourists visiting Assam.

Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the level of tourist's satisfaction and dissatisfaction touring Assam. This study will examine the satisfaction level of tourists. Hence, the present study will provide means and ends to improve the tourism sector of Assam. This study is unique and innovative in view as it has adopted a comprehensive method of knowing the level of tourist's satisfaction of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The study has selected tourist spots because, this two selected spots are the most important wildlife tourist's destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc.

Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts statistical approach to study tourist's satisfaction visiting Assam. To

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know about level of tourist's satisfaction about available facilities, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale.

Data and its Sources

The present study uses primary data. The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist travelling selected destinations. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analyzed with the help of descriptive statistics.

Sample Design

The study aims to learn the factors influencing their visits and also problems faced by them during the visits. This study is based on total of 800 respondents. Out of 800 respondents, 500 tourists are domestic tourists and 300 tourists are foreign tourists selected randomly from selected tourist spots during October, 2017-March, 2018.

Socio-economic Profile of Tourists

In the present study, 800 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this study, socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. About 34 percent of the respondents reported that they were coming from other states of India excluding Assam. There are 47 percent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 19 percent of the respondents were international travellers. Out of 800 Tourists, 57 percent were males and 43 percent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Out of 800 respondents, 15 percent were between 15 to 25 years, 22 percent were between 26 to 35 years, 35

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percent fall 36 to 45 years age group, 15 percent fall in 46 to 59 age group, 10 percent fall in 60 and above. This indicates that the three-fourth of the tourists i.e. 75 percent were below 45 years, while only 10 percent were above 70 years.

It is found that among the sampled tourists in this study, there is few illiterate people. It indicates that education is an important factor to create the interest of travelling from one place to another. Out of the total sample tourists, 20 per cent are found to be house wife, 25 per cent are found to be student, 5 per cent are found to be retired and non-worker. It also indicates that only 4 per cent are unemployed, while 50 percent are employed. From this study, it is found that 9 per cent tourists are doing professional practice and 20 per cent sample tourists are found to be engaged in their own business. More than 38 per cent tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 percent sampled tourists have earned less than Rs.50000 and 25 percent of them have earned between Rs. 50001 to Rs.100000 as their monthly income. Majority of our surveyed tourists i.e. 70 percent have visited the spot for the purpose of holidaying. Only 10 percent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 20 percent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit. Majority of tourists comprising 25 percent came with the sole intention of pilgrimage to visit the spots while 20 percent respondents visited due to unique cultural attractions. It is found that 16 percent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam. It is also observed that 14 percent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 percent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 percent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 percent visited the spots to enjoy both unique cultural and wildlife attractions. Merely, 3 percent tourist had visited due to the pleasant climate of the spots. It is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total

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expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

The study presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourist.

Findings and Discussions

Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 percent have visited the spot for the purpose of holidaying. On the other hand, only 10 percent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 percent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

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Table-1 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 percent tourists reported transport facilities as moderate and 26 percent reported as good, while only 6 percent tourists commented transportation facilities as excellent while 22 percent considered transport facilities as poor. Only 20 percent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 percent tourists is satisfied as they rated as good, 35 percent tourists is satisfied as they rated as moderate, while 2 percent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 percent tourists rated as excellent, 28 percent tourists rated as good, 44 percent tourists rated as moderate and 18 percent rated as poor. Regarding road condition and connectivity to tourist destination, 31 percent reported as very poor, 23 reported as poor, 30 percent reported as moderate, while only 16 percent reported as good. It indicates the fact that almost 54 percent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are dissatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 percent considered air link from or to tourist destinations as very poor, 24 percent as poor, 20 percent found moderate, while 22 percent reported good and only 5 percent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots.

Results reveal that only 3 percent tourists rated entertainment facilities as excellent, 5 percent tourists rated as good, 22 percent tourists rated as moderate, and 32 percent tourists rated as poor and 38 percent tourists rated as very poor. From the study of tourists opinion about hospitality of local people, it is found that 32 percent tourists rated as excellent, 30 percent tourists rated as good, 29 percent tourists rated as moderate, 8 percent tourists rated as poor and 1 percent tourists rated as very poor. About cleanliness of the destination, only 3 percent tourists rated as excellent, 39 percent tourists rated as good, 29 percent tourists rated as moderate, 25 percent rated as poor and 4 percent rated as vary poor. In this study, it is found that 29 percent tourists consider shopping facilities available in selected spots as moderate, 25 percent as poor, 20 percent reported as very poor, while only 11 percent tourists consider

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shopping facilities as excellent and 15 percent rated it as good. From table- 1, it is found that 39 percent tourists are highly satisfied with climate as they rated it as excellent, 47 percent tourist rated as good, 9 percent rated as moderate, while 5 percent tourist rated as poor. About availability of tour operators 14 percent tourist rated as excellent, 39 percent tourist rated as good, 36 percent tourist rated as moderate and 11 percent rated as poor.

Table-1: Ranking of facilities available in selected tourists destination by Sample tourists

Facilities	**EXCELLENT**	**Score**	**GOOD**	**Score**	**MODERATE**	**Score**	**POOR**	**Score**	**VERY POOR**	**Score**	**Total Score**	**Rank**
Transport	48	240	208	832	368	1104	176	352	0	0	2528	15
Food	160	800	344	1376	280	840	16	32	0	0	3048	7
Accommodation	80	400	224	896	352	1056	144	288	0	0	2640	14
Road condition and connectivity	0	0	128	512	240	720	184	368	248	248	1848	27
Air Link	40	200	176	704	160	480	192	384	232	232	2000	24
Entertainment	24	120	40	160	176	528	256	512	304	304	1624	29
Hospitality of Local people	256	1280	240	960	232	696	64	128	8	8	3072	5
Cleanliness	24	120	312	1248	232	696	200	400	32	32	2496	16
Shopping	88	440	120	480	232	696	200	400	160	160	2176	20
Climate	312	1560	376	1504	72	216	40	80	0	0	3360	1
Availability of tour operators	112	560	312	1248	288	864	88	176	0	0	2848	9
Cooperation of the tour operators	176	880	352	1408	232	696	16	32	24	24	3040	8
Tour operators' knowledge of foreign languages	256	1280	312	1248	72	216	160	320	0	0	3064	6
Traffic Management	96	480	128	512	240	720	208	416	128	128	2256	19
Car parking	8	40	216	864	54	216	248	496	112	112	2160	21
Information about the destination	144	720	128	512	48	192	184	368	152	152	2328	17
Information received before the arrival to chosen destination	112	560	280	1120	248	744	128	256	32	32	2712	13
Tourist information in your chosen destination	160	800	280	1120	136	408	168	336	56	56	2720	12
Events	24	120	88	352	272	816	272	544	144	144	1976	25
Souvenirs	16	80	48	192	344	1032	272	544	120	120	1968	26
Pedestrian areas	200	1000	192	768	176	528	200	300	32	32	2728	11
Parks and green areas	296	1480	328	1312	96	288	80	160	0	0	3240	3
Historical and cultural heritage	280	1120	304	1216	108	432	72	144	0	0	3192	4
Landscape beauty	288	1440	320	1280	108	432	48	24	0	0	3248	2
Environmental safeguard	120	600	240	960	360	1080	80	160	0	0	2800	10
Quality of the water and bathing area	8	40	144	576	272	816	216	432	160	160	2024	23
Safety	24	120	160	640	344	1032	208	416	64	64	2272	18
Opening hours of banks	0	0	32	128	176	528	288	576	304	304	1536	30

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Cultural programmes	0	0	184	736	232	696	232	464	152	152	2048	22
Sporting activities	0	0	0	0	144	432	296	592	360	360	1384	31
Amusement activities	0	0	24	96	320	960	272	544	184	184	1784	28

Source: Computed on the basis of primary data collected during the field survey.

Regarding cooperation of the tour operators, 44 percent reported it as good, 29 reported as moderate, 22 percent reported as excellent, while only 2 percent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 percent tourists are satisfied with cooperation of the tour operators.

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