RESEARCH ARTICLE

DIMENSIONS OF SERVICE QUALITY IN TOURISM : THE CUSTOMERS' PERSPECTIVE IN INDIAN SCENARIO

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ABSTRACT

Tourism is one of the major service industries across the globe. According to the World Tourism Organization, international tourists arrivals in the first four months of 2006 were 236 million worldwide, which is estimated to be an additional 10 million in the same time period of 2005, which amounts to an increase of 4.5 The importance of international tourism can be seen in its role in the generation of foreign exchange earnings. Tourism is one of the top five export categories for as many as 83# of countries and is a main source of foreign exchange earnings for at least 38% of countries. Tourism is one such motivating factor that encourages local government to look after the projects involving improvement of civic amenities such as better sewage system, proper roads, proper electricity, good connectivity, which helps in improving the standard of living for the residents thus facilitating tourism. Tourism is a major social phenomenon and is driven or governs by social, religious, recreational, knowledge seeking and business interest. It is motivated by human urge for new experiences, adventure, education and entertainment.

The present work explores the dimensions of service quality in tourism in the context of Indian scenario from customers' perspective. The following section discusses the over view of Tourism Industry, challenges faced by Tourism industry worldwide by considering both the developed and developing economies, reviewing the work done on the dimensions of service quality and customer satisfaction in tourism in the developed and developing economies. The study has identified ten dimensions of service quality in tourism as perceived by a tourist. The paper has been concluded by summarizing the work and providing directions for future research.

Keywords : Service Quality, Tourism Industry, SERVQUAL.

1. INTRODUCTION

Service Quality and Customer Satisfaction : Be it tourism or any other industry, service quality and customer satisfaction continue to draw the attention of both researchers and practitioners alike. The research interest in service quality has been attributed to its relationship with costs (Kellogg et al., 1997), financial performance (Nelson et al., 1992; Rust & Zahorik, 1993; Rust et al., 1994), customer satisfaction (Bolton &Drew, 1991; Boulding et al., 1993; Cronin & Taylor, 1992), customer retention (Boshoff, 1997;Hocutt, 1998; Keaveney, 1995) and price elasticity (Bolton &Myers, 2003). Customer satisfaction has been gaining importance as it is seen as a leading indicator of future profits (Anderson & Fornell, 2000) and customer loyalty (Anderson & Sullivan, 1993; Bearden & Teel, 1983; Oliver, 1980). By increasing loyalty, customer satisfaction secures future revenues (Bolton, 1998; Fornell, 1992; Rust et al., 1994), reduces the cost of future transactions (Reichheld & Sasser, 1990), decreases price elasticities (Anderson, 1996) and minimizes the likelihood that customers will defect if quality falters (Anderson & Sullivan, 1993). Word-of mouth from satisfied customers lowers the cost of attracting new customers and enhances the firm's overall reputation, while the same from dissatisfied customers naturally has the opposite effect (Anderson, 1998; Fornell, 1992). Satisfied customers are economic assets with high returns and low risks (Fornell et al., 2006). Customer satisfaction also creates shareholder value by increasing future cash flow growth and reducing its variability (Gruca & Rego,

2005). A basic concept analysed from the literature on service quality and customer satisfaction is that both are conceptually distinct, but closely related constructs. (Dabholkar, 1995; Parasuraman et al., 1994; Sureshchandar et al., 2002).

Dimensions of Service Quality : SERVQUAL being introduced by Parsauraman et al. (1988) has been adopted widely across. Initially it was a 22 item scale which later on was reduced to 5 items scale with reliability, assurance, tangibility, empathy and responsiveness (Prasuraman et al. ,1991) .It has served as a basis for measurement approaches used in published studies examining service quality in a variety of context- eg real estate brokers (Johnson, Dotson and Dunlop 1988), physicians in private practice (Brown and Swartz 1989), accounting firm (Bojanic 1991).However SERVQUAL was being criticized by researchers due to the non-exhaustiveness of the items because of which items cannot be generalized. (Babakus & Boller, 1992; Carman, 1990; Cronin & Taylor, 1992, 1994).It has raise questions regarding need to measure expectations (eg. Babakus and Mangold 1992; Cronin & Taylor 1992,1994), the interpretation and operationalization of expectations (eg. Teas 1992, 1994), the reliability and validity of SERVQUAL's difference score formulation (eg Babakus and Boller 1992, Brown et. al 1993) and SERVQUAL's dimensionality (eg. Carmann 1990, Finn and Lamb 1991). Many unresolved issues emerging from this debate include the empirical vs diagnostic value of expectations in service quality measurements, the relative merits and

demerits of SERVQUAL (i.e. difference score) vs. direct (i.e. non difference score) formulations of the perception – expectation gap and he dimensionality of the instrument's item. The major concern about the SERVQUAL was its use of measurement with different scores which resulted in different numbers of factor dimensions, improper managerial approaches, and conceptual problems (Brady, 1997). Carman (1990) and Cronin and Taylor (1992) have argued that the performance only measure increases variance when they removed the expectation measure. On the basis of this result, Cronon and Taylor (1994) suggested the use of SERVPERF by arguing that only the performance part of the SERVQUAL should be included. Even though service process has been emphasised, no attention has been paid to what customers achieved after receiving a service.

2. RESEARCH ON DIMENSIONS TO MEASURE SERVICE QUALITY IN TOURISM

Based On Servqual : The major service evaluation tool is SERVQUAL model, and Parasuraman et al. stated that this model could apply to various service contexts. Many tourism researchers use this model to evaluate the quality of services provided in tourism and affiliated industries (Baker & Fesenmaier 1997; Childress & Crompton 1997; Fick & Ritchie 1991; Leblanc 1992; Ostrowski, O'Brien, & Gordon 1993; Vogt & Fesenmaier 1995). For example, SERVQUAL was tested by Mackay (1987) in the Canadian municipal parks, and he extracted the same five dimensions as Parasuraman et al.'s (1985) model (as cited in Crompton et al. 1991). In another study, Brown and Swartz (1989) expanded SERVQUAL and found that service providers do not understand the level at which customers evaluate their experiences. Bigne etal. (2003) also employed SERVQUAL to test the quality of service received from travel agencies, and they found that it is still a valid and reliable model with which to evaluate the service quality provided by travel agencies. MacKay and Crompton (1988) proposed a conceptual framework for studying service quality in the recreation and leisure industries–the REQUAL model (REQUAL). In addition, Crompton et al. (1991) stated that SERVQUAL cannot be used to evaluate service quality in the different types of recreation services sectors and suggested the need to develop a new scale to fit tourism or other recreation services sectors.

Parasuraman et al. (2005) developed a multiple-item scale (E-S-QUAL) based on theoretical foundations for evaluating the service quality delivered by Web sites in the process of placing an order. The findings revealed that two scales were possible for online customers: E-SQUAL (the basic scale) and E-RecS-QUAL. Collier and Bienstock (2006) extended service quality research on e-service quality to include both Web site interactivity and outcome quality.

Lodging specific instrument called LODGSERV was created by Knuston et. al (1991), which is a 26 item index designed to measure customer expectations for service quality. LODGSERV cannot be generalized as it is lodging specific .O'Neill (2000) studied how perceptions

change between the time of exit from the attraction and at some time in the future after the tourist has arrived back home. The study was done on visitors to a theme park in Western Australia, by adapting the 22-item SERVQUAL questionnaire to the context of an adventure park.

In a study done is Kerala (India), Edward (2006), using the attribute approach in studying service quality in tourist detinations, measured the perception on the performance of these attributes: quality of accommodation, tourist information, airport services, restaurants, local transportation, safety, hygiene, staff attitude, local people friendliness, staff language, tour operator service, tour guide service, climate, rest and relaxation, activities of fun/excitement, nightlife, shopping, basic amenities near attractions, reaching/ access, opportunities for sightseeing, beach cleanliness, natural attractions, cultural attractions and historical attractions. Perceptions on these attributes were measured using single items.

Other Than Servqual : HOLSAT, an instrument, developed by Tribe and Snaith (1998) has approached satisfaction related attributes through the use of expectations/ performance analysis. This instrument has been tested in Cuba, an economy that has traditionally not emphasised service quality and which is short of funds for investment. The instrument consist of 56 items covering restaurant provision, bar provision, nightlife provision, shopping facilities, hotel meal provision, prices, access to Cuban heritage and culture, industrial pollution and service quality. It also failed to comprehensively measure the services as it did not considered few attributes like amenities (money exchange facilities, internet connectivity, etc.) which can be of high priority for a foreign tourist.

Chaudhary (2000) carried out a study to determine the pre tip and post trip perceptions of foreign tourists considering India as a tourist destination. The areas covered for the study included Delhi, Pune and Chandigarh and data was collected on 20 attributes:inexpensive destination, variety of good arts, availability of tourist landmarks, rich cultural heritage, inexpensive shopping, hospitality to tourists, quality deluxe hotels, good transportation facilities, reliable train service, less exploited (close to nature), unsafe from petty crimes, country of cheaters, unsafe domestic airlines, poor guide services, unhygienic conditions, unsafe drinking water, non- availability of night life, poor quality of roads, nuisance caused by beggars, unethical practices existing in travel trade business.

Lee and Chan (2006) have used the Kano's two dimensional quality model for evaluating the service quality of Taiwan's hot spring hotels. The traditional one-dimensional quality model assumes that if a service provider delivers what consumers expect from a service's sufficiency, the consumers are satisfied. Kano's two dimensional model recognizes the fact that the sufficiency of service quality may not affect consumer satisfaction, and sometimes it may result in consumer dissatisfaction. They applied factor analysis to reduce 15 travel satisfaction variables into three dimensions- the

environment equipment factor, the hot spring correlation factor and the transportation convenience factor. They also analysed 23 quality elements according to Kano's model and classified them into attractive quality elements, one dimensional quality elements, must be quality elements, indifferent quality elements and reverse quality elements. They found that none of the quality elements could be classified as attractive.

3. RATIONALE OF THE STUDY

The present study is conducted in India in order to identify comprehensively the dimensions of service quality in tourism because apart from two major studies covering India as a destination (Chaudhary, 2000; Edward, 2006) no other study has covered this destination so comprehensively. The findings of the present study are expected to be of immense business value to both tour operators as well as destination managers.

4. METHODOLOGY

Dimensions of service quality and items to represent these dimensions have been generated by detailed literature review and by conducting exploratory research by conducting depth interviews with officials of Department of Tourism (Uttar Pradesh), tour operators and academicians in the state of Uttar Pradesh. The dimensions and items thus generated have been presented to 50 tourists to seek their views and concurrence for establishing competency of these dimensions and items in representing service quality in tourism industry in India. For the purpose of the study 50 tourist who have visited tourist destinations of Uttar Pradesh like Agra, Benares, Allahabad were surveyed using structured questionnaire. Responses were rated using 5 dimension Likert Scale where 1 stands for strongly disagree and 5 for strongly agree. For collecting secondary data published reports, research papers of reputed journals and web search techniques were used.

5. OBJECTIVE

* To find the dimensions of service quality and their corresponding measurement variables in tourism industry from customers' point of view by focusing on India.
* To find out dimensions with highest and lowest satisfaction level.

6. DIMENSIONS OF SERVICE QUALITY IN TOURISM : THE CUSTOMER PERSPECTIVE

This paper is an attempt to identify the dimensions of service quality in tourism industry in India. Through detailed literature review and development of insight by exploratory research, following 10 dimensions are proposed that best describes the service quality in tourism industry including Core tourism experience, timely and accurate information availability, hospitality, reasonability of prices, health & Hygiene, facilities, value for money, cuisine, logistics, security.

Core Tourism Experience : The core service expected

out of each destination generally varies between one destination to other but certain common aspects could be easily seen which most of the tourist wishes to enjoy. For example natural beauty (Edward, 2006; Yuksel & Yuksel, 2001), good climate (Edward, 2006;Tribe & Snaith, 1998), richness of cultural heritage (Chaudhary, 2000; Edward, 2006) etc.

Core tourism experience can be measured by the following sub dimensions: Natural beauty, Climate, Landmarks, Cultural heritage, Sightseeing, Closeness to nature, Scope of excitement (trekking, waterfall visit etc.), Privacy, Peaceful atmosphere

Availability Of Timely And Accurate Information : Relevant information is very important for any traveller. Proper and accurate information about how to reach at the destination, place to stay, dine makes the tourist experience favourable. Information should be made available to tourist in form of pamphlets or handouts which is most convenient to them. It will also ensure that none of the important tourist spot is missed out. Ease of communication with the guide or other service providers is also a crucial factor. Kozak & Rimmington, 2000; Yuksel & Yuksel, 2001). Burns et al. (2003) have treated 'information' as a dimension of tourist satisfaction. Following sub dimensions can be used to measure this dimension of service quality: Availability of tourist information centre at airports/ railway stations, Availability of tourist information centre at place of stay, Availability of tourist information centre at tourist spots, Personal guidance in the tourist bus and tourist spot, Ease of communication in a common language comfortable to both tourist and local people.

Hospitality : Tourism is fundamentally a hospitality industry.As a tourist is spending considerable time away from home, they would desire the new place to be a home away from home. Sub dimensions are: Courtesy of immigration staff at airport, Courtesy of staff at the place of stay, Trustworthiness of staff, Responsiveness of staff , Attitude of staff towards female tourist, Safety concern for female tourist

Reasonability of Prices : Fairness of cost at place of stay, Fairness of cost at tourist spots, Fairness of cost of goods in shops, Fairness of fares of local transportation.

Health And Hygiene : Following sub dimensions constitute health and hygiene: Cleanliness and hygiene at airports/ railway stations, Cleanliness and hygiene at the place of stay, Cleanliness and hygiene of restaurants outside the place of stay, Disturbance created by beggars/ hawkers.

Facilities : Following features constitute the essence of facilities. Internet connectivity at the place of stay, Telcom connectivity at the place of stay, Money exchange facilities, ATMs facilities, Access to medical help, Availability of pubs and parlors

Value For Money : Following sub dimensions are worth considering a measure value for money as dimension of service quality in tourism industry: Price worthiness of

tour package, Price worthiness of accommodation, Price worthiness of transportation facilities(train/ flights), Price worthiness of local conveyance facility, Price worthiness of goods in shops.

Cuisine : The taste of local food (Tribe & Snaith, 1998; Yuksel & Yuksel, 2001) and the availability of food that the tourist would prefer to eat (could be local food or food that they eat in their home country) thus become indicative of the dimension, food. Alampay (2003), Panton (1999) and Yuksel and Yuksel (2001) considered this as a factor in their research. Following sub dimensions can be considered: Taste of local food served at the place of stay, Taste of local food at restaurants outside the place of stay.

Logistics : Sub dimensions include: Convenient accessibility of tourist spots, proper infrastructure, proper traffic.

Security : A tourist would want to feel safe at the place of stay(Burns et al., 2003; Yuksel & Yuksel, 2001), at the landmarks that she/he is visiting which may be more prone to terrorist attacks (Tribe & Snaith, 1998) and while travelling (Chaudhary, 2000; Yuksel & Yuksel, 2001).

Use of the following three item scale is suggested to measure security: Security at the place of stay; Security at tourist spots/ place of visit; Safety of domestic travel (e.g. airlines, trains, buses, taxis, auto rickshaws).

7. ANALYSIS & FINDINGS

TABLE 1: Mean Score of 47 Statements

DIMENSIONS	EXPECTATIONS	OFFERINGS	GAPS (E-O)	% OF SATISFACTION
Natural Beauty	4.78	4.21	.57	88.07
Landmarks	4.45	3.53	.92	79.32
Cultural Heritage	4.34	3.75	.59	86.40
Sight Seeing	4.89	3.87	1.02	79.14
Closeness to nature	3.65	3.24	.41	88.76
Scope of excitement	3.56	2.45	1.11	68.82
Privacy	4.99	4.00	.99	80.16
Peaceful atmosphere	4.89	3.99	.90	81.59
Availability of tourist information centre at airports/ railway stations	4.56	4.23	.33	92.76
Availability of tourist information centre at place of stay	4.78	3.50	1.28	73.22
Availability of tourist information centre at tourist spots	4.48	3.22	1.26	71.87
Personal guidance in the tourist bus and tourist spot	4.50	3.20	1.30	71.11
Ease of communication in a common language comfortable to both tourist and local people	4.78	4.21	.57	88.07
Courtesy of immigration staff at airport	4.67	3.21	1.46	68.73
Courtesy of staff at the place of stay	4.78	3.34	1.44	69.87
Trustworthiness of staff	4.54	3.22	1.32	70.92
Responsiveness of staff	4.89	3.45	1.44	70.55
Attitude of staff towards female tourist	4.99	4.21	.78	84.36
Safety concern for female tourist	4.97	3.21	1.76	64.58
Fairness of cost at place of stay	4.67	3.42	1.25	73.23
Fairness of cost at tourist spots	4.79	3.53	1.26	73.69
Fairness of cost of goods in shops	4.59	3.11	1.48	67.75
Fairness of fares of local transportation	4.89	2.98	1.91	60.94
Cleanliness and hygiene at airports/ railway stations	4.99	3.21	1.78	64.32
Cleanliness and hygiene at the place of stay	4.98	3.98	1	79.91
Cleanliness and hygiene of restaurants outside the place of stay	4.39	3.13	1.26	71.29
Disturbance created by beggars/ hawkers	4.33	4.10	.23	94.68
Internet connectivity at the place of stay	4.21	2.98	1.23	70.78
Telcom connectivity at the place of stay	4.32	4.01	.31	92.82
Money exchange facilities	4.89	4.21	.68	86.09
ATMs facilities	4.98	4.12	.86	82.73
Access to medical help	3.93	3.24	.69	82.44

Availability of pubs and parlors	4.56	2.94	1.62	64.47
Price worthiness of tour package	4.89	3.40	1.49	69.52
Price worthiness of accommodation	4.21	3.43	.78	81.47
Price worthiness of transportation facilities (train/ flights)	4.32	3.23	1.09	74.76
Price worthiness of local conveyance facility	4.89	3.11	1.78	63.59
Price worthiness of goods in shops	3.76	2.43	1.33	64.62
Taste of local food served at the place of stay	4.65	4.01	.64	86.23
Taste of local food at restaurants outside the place of stay	4.87	4.23	.64	86.85
Convenient accessibility of tourist spots	4.34	3.21	1.13	73.96
Proper infrastructure	4.45	2.04	2.04	45.84
Proper Traffic	4.78	3.21	1.57	67.15
Security at place of stay;	4.93	3.98	.95	80.73
Security at tourist spots/ place of visit	4.23	3.34	.96	78.95
Safety of domestic travel (e.g. airlines, trains, buses, taxis, autorickshaws)	4.34	2.98	1.36	68.66

DIMENSIONS	EXPECTATIONS	OFFERINGS	GAPS (E-O)	% OF SATISFACTION
Core tourism experience	4.44	3.59	.85	80.85
Information Availability	4.62	3.67	.95	79.43
Hospitality	4.80	2.90	1.9	60.41
Reasonability of Prices	4.73	3.26	1.47	68.92
Health and Hygiene	4.67	3.60	1.07	77.08
Facilities	4.48	3.58	.90	79.91
Value for money	4.41	3.12	1.29	70.74
Cuisine	4.76	4.12	.64	86.55
Logistics	4.52	2.82	1.7	62.38
Security	4.5	3.43	1.07	76.22

It is clearly reflected that the lowest level of satisfaction level is in the dimension of hospitality (60.41%). The gap between expectation and offerings is highest in this dimension giving lowest level of satisfaction level. Highest satisfaction level is in the dimension of cuisine (86.55%). The gap between expectations and offering is lowest in this dimension. Satisfaction level for core tourism experience is 80.85% which reflects that the tourists are satisfied with the places they have preferred as their holiday destination.

8. SUGGESTIONS

- Hospitality is considered as one of the most important dimension for service quality in tourist industry but it is clear from the table above that the satisfaction level is lowest for the same. In terms of sub dimension it can be said that security concern for female tourists especially those who are travelling alone is having highest gap. This needs immediate attention and action on the part of the UP tourism department to ensure safe and pleasant trip for this clientele. Apart from strict and timely punishment, regular patrolling by the local police can help in maintaining a safe environment.
- Logistics is one dimension where satisfaction level of tourist is second last. Lack of proper infrastructure like roads etc. gives unpleasant experience to tourist. Also tourist spots are not very much accessible due to lack of proper transportation facilities. Traffic congestion is one big problem. Following above mentioned issues needs proper consideration.
- Cuisine is one dimension where the satisfaction level is highest which clearly means that the local food is liked by majority of the tourist. Infact some of the

cuisines are world famous among the popular personalities of India and all over the world. This dimension should be strengthened more to develop a competitive edge.

- Due to absence of decent and high quality options of pubs and parlors, the nightlife is dull in Uttar Pradesh which acts as a constraint especially for tourists coming from other countries or metro cities of India. This sub dimension needs consideration.

9. SCOPE FOR FUTURE RESEARCH

- In this study a scale has been developed to measure service quality in tourism industry by extensively reviewing the literature available. The 10 dimension scale has been used to measure service quality in tourism industry in Uttar Pradesh. Studies can be conducted in other states to measure service quality in tourism industry using the same instrument.
- The present study has covered only the customers' perspective. Similar type of study can be done from service providers' point of view to develop a new scale to measure service quality from their perspective.

10.CONCLUSION

The study has clearly presented in detail what constitute service quality in tourism industry in Indian scenario from customers' point of view. The challenges faced by developed and developing economies has been discussed and from the discussion it can be concluded that the issues of developing economies should be viewed differently from the issues of developed economies. The challenges faced by the tourism industry in the developed economies are mostly at macro level whereas on the other hand the developing economies still have to struggle with the basic issues of hospitality and logistics.

By extensively reviewing the literature, a 10 dimension scale or instruments is developed for measuring service quality in tourism industry. The empirical analysis has reflected the point that the dimension on which UP tourism needs to work upon most is hospitality as the satisfaction level is lowest for the same followed by logistics. These two dimensions are considered as the essence of service quality in tourism industry which needs serious consideration on the part of the authorities.

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12. ANNEXURE

QUESTIONNAIRE

EXPECTATIONS Core Tourism Experience	SD	D	N	A	SA	PERCEPTION Core Tourism Experience	SD	D	N	A	SA
Natural Beauty						Natural Beauty					
Climate						Climate					
Landmarks						Landmarks					
Cultural Heritage						Cultural Heritage					
Sight Seeing						Sight Seeing					
Closeness to nature						Closeness to nature					
Scope for excitement						Scope for excitement					
Privacy						Privacy					
Peaceful atmosphere						Peaceful atmosphere					
EXPECTATIONS Availability of Timely and Accurate Information	SD	D	N	A	SA	PERCEPTION Availability of Timely and Accurate Information	SD	D	N	A	SA
Availability of tourist information centre at airports/ railway stations						Availability of tourist information centre at airports/ railway stations					
Availability of tourist information centre at place of stay						Availability of tourist information centre at place of stay					
Availability of tourist information centre at tourist spots						Availability of tourist information centre at tourist spots					

Personal guidance in the tourist bus and tourist spot						Personal guidance in the tourist bus and tourist spot					
Ease of communication in a common language comfortable to both tourist and local people.						Ease of communication in a common language comfortable to both tourist and local people.					
EXPECTATION HOSPITALITY	SD	D	N	A	SA	PERCEPTION HOSPITALITY	SD	D	N	A	SA
Courtesy of immigration staff at airport						Courtesy of immigration staff at airport					
Courtesy of staff at the place of stay						Courtesy of staff at the place of stay					
Trustworthiness of staff						Trustworthiness of staff					
Responsiveness of staff						Responsiveness of staff					
Attitude of staff towards female tourist						Attitude of staff towards female tourist					
Safety concern for female tourist						Safety concern for female tourist					
EXPECTATION Reasonability of Prices	SD	D	N	A	SA	PERCEPTION Reasonability of Prices	SD	D	N	A	SA
Fairness of cost at place of stay						Fairness of cost at place of stay					
Fairness of cost at tourist spots						Fairness of cost at tourist spots					
Fairness of cost of goods in shops						Fairness of cost of goods in shops					
Fairness of fares of local transportation.						Fairness of fares of local transportation					
EXPECTATION Health and Hygiene	SD	D	N	A	SA	PERCEPTION Health and Hygiene	SD	D	N	A	SA
Cleanliness and hygiene at airports/ railway stations						Cleanliness and hygiene at airports/ railway stations					
Cleanliness and hygiene at the place of stay						Cleanliness and hygiene at the place of stay					
Cleanliness and hygiene of restaurants outside the place of stay						Cleanliness and hygiene of restaurants outside the place of stay					
Disturbance created by beggars/ hawkers						Disturbance created by beggars/ hawkers					
EXPECTATION Facilities	SD	D	N	A	SA	PERCEPTION Facilities	SD	D	N	A	SA
Internet connectivity at the place of stay						Internet connectivity at the place of stay					
Telecom connectivity at the place of stay						Telecom connectivity at the place of stay					
Money exchange facilities						Money exchange facilities					
ATMs facilities						ATMs facilities					
Access to medical help						Access to medical help					
Availability of pubs and parlors						Availability of pubs and parlors					
EXPECTATION Value For Money	SD	D	N	A	SA	PERCEPTION Value For Money	SD	D	N	A	SA
Price worthiness of tour package						Price worthiness of tour package					
Price worthiness of accommodation						Price worthiness of accommodation					
Price worthiness of transportation facilities(train/ flights)						Price worthiness of transportation facilities(train/ flights)					
Price worthiness of local conveyance facility						Price worthiness of local conveyance facility					
Price worthiness of goods in shops.						Price worthiness of goods in shops.					
EXPECTATION Cuisine						PERCEPTION Cuisine					
Taste of local food served at the place of stay.						Taste of local food served at the place of stay.					
Taste of local food at restaurants						Taste of local food at restaurants					

outside the place of stay						outside the place of stay					
EXPECTATION Logistics	SD	D	N	A	SA	PERCEPTION Logistics	SD	D	N	A	SA
Convenient accessibility of tourist spots						Convenient accessibility of tourist spots					
Proper infrastructure						Proper infrastructure					
Proper traffic						Proper traffic					
EXPECTATION Security						PERCEPTION Security					
Security at the place of stay						Security at the place of stay					
Security at tourist spots/ place of visit						Security at tourist spots/ place of visit					
Safety of domestic travel (e.g. airlines, trains, buses, taxis, autorickshaws						Safety of domestic travel (e.g. airlines, trains, buses, taxis, autorickshaws)					

DEMOGRAPHIC PROFILE

1) Age
   a) Less than 25 years
   b) 25 years-35 years
   c) 35 years-45 years
   d) Above 45 years
2) Gender
   a) Male
   b) Female
3) Income (p.a.)
   a) Less than Rs. 2,00,000
   b) Rs.2,00,000- Rs. 4,00,000
   c) Rs. 4,00,000-Rs.8,00,000
   d) Above Rs. 8,00,000
4) Nationality
   a) Indian
   b) Others (Please Specify)

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