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A STUDY ON TOURISM AWARENESS AND SATISFACTION IN SOLAPUR DISTRICT.WITH SPECIAL REFERENCE TO PANDHARPUR, AKKALKOT AND SOLAPUR.

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Abstract:- At any destination accommodation, catering and entertainment constitute the primary tourist services, which make hotels, and its supportive services of vital concern to large proportion of tourist (Burkart and Medlik 1981). Tourism provide lot of business opportunities in the form of hotel services ,food and catering services and other related and inter –linked services (Smith 1989) to the people during their journey to a destination. In fact , volume of tourism business with the improve rods and communication services gave way to hotel business (Burkart and Medlik 1981), like motels, guest houses ,bed and breakfast services, accommodation catering etc. (With 1992).

Keywords: Tourism Awareness and Satisfaction ,catering and entertainment

1.INTRODUCTION

For spiritual and pilgrimage reasons a large number of people in India desire to visit holy places and different places and different shrines. but still it is eminently a common activity dealing with human being moving from place to place and it due course (Tewari 1994) They need accommodation for stay and if they are offered comfortable , well-furnished hygienic facilities , safety and other services along with good food at fair and reasonable price, the tourists not only like the visit (Kaul -1985) but repeatedly visit the same place where they enjoy maximum satisfaction .The customer for travel and tourism are more sophisticated and more demanding (Middleton 994)

SIGNIFICANCE OF TOURISM.

Tourism is unique because it involves industry without smoke, education without classroom, integration without legislation, and diplomacy without formality.

- 1.The Tourism is an activity essential to the life of nations because of its direct effects on social, cultural, legislation, and diplomacy without formality.
- 2.Tourism involves cultural exchanges and results in cultural enrichment of those who travel as well as of those at the receiving end. Cultural factors attract tourist to destinations.

A Profile of Solapur district.

Solapur is a wonderful city in India that is perfect for living, working, visiting and even for running a business. The Solapur is considered to be the gate way to south and north of India that it has an overwhelming population today.

As Solapur is an ancient land of shiv Yogi, this land has seen the flourishing of many mystic cults and spiritual places here. In addition to this, there are also many industrial houses here located in Pandharpur, Tuljapur, Gangapur, and Akkalkot. With the urban development, that has been seen here since ages.

The people of Solapur love festivals and festivities. Being traditional minded, the Siddheswar festival and

Ashadi, Kartiki is an important part of Solapur culture. Not only are people of Solapur very traditional, they crave entertainment too. The culture of Solapur provides the people with numerous movie theatres showing the latest movies. There are well maintained gardens that can be visited for relaxation and enjoyment.

Solapur district one of the holy districts in Maharashtra. Thousands of people from the different part of country used to visit "LORD VITTHAL" for spiritual satisfaction of soul. Lord Vitthal of Pandharpur is famous god in India. The pilgrim who visited Lord Vitthal is called Warkari because they visit the holy place of lord Vitthal in every month on Ekadashi Day (Eleven day of Marathi month) regularly. Their gathering is called Wari. There are four famous waries which are named as "ASHADHI, KARTIKI, MAGHI, and CHAITRA". Every year number of European student, historians and social workers visited the number of pilgrim increases day by day. The number increased up to nine to twenty lakhs.

Table No 1

Sr. No.	Year	PANDHARPUR	Growth Rate
1	1996	1178676	4.03
2	1997	1245560	5.67
3	1998	1306494	4.89
4	1999	1460608	11.80
5	2000	1485980	1.74
6	2001	1488058	0.14
7	2002	1583209	6.39
8	2003	1787712	12.92
9	2004	1866030	4.38
10	2005	1898501	1.74
11	2006	1911810	0.70
12	2007	2130550	11.44
13	2008	2067644	-2.95
14	2009	1998884	-3.33
15	2010	2048000	2.46
	2011	2098000	
	2012	2100200	

The holy town Pandharpur is situated at 17° 40' North latitude and 75° 23' East longitude on the height of 462.12 meters (1526 feet) above mean sea level; has general slope from west to east. The town has 12.07 sq. k.m.s area and located on right bank of meandering Bhīma River, a tributary of Krishna. The railway line passes through the town in north-south direction dividing the town in two parts. According to 2001 census the total population of the town above one lakh.

OBJECTIVE OF THE STUDY

Following objectives have been

- 1-In spite of sizeable growth in tourist's services always experience various difficulties in view of their socio-economic. Laid down for conducting the study
- 2-To measure the satisfaction level regarding hotel services availed during the pilgrimage.
- 3-To give observation and suggestions on the basis of study.

HYPOTHESIS

- 1.Characteristics and profile of visitors influence their behavior and satisfaction services provided during the pilgrimage

RESEARCH METHODOLOGY

This study is based on primary data. The data was collected through interview with the help of a structured

questionnaire. 150 samples were selected by adopting convenience sampling method. The sample comprised of Solapur district and Maharashtra. Primary data was collected from the respondents through questionnaire technique. The secondary data was collected from various books, journals, published materials and website. The sampling method used for the survey was the convenience sampling method.

The marketing effectiveness has been measured separately in terms of arithmetic mean. The relationship between overall satisfaction about particular services (dependent variable) and different marketing mix variable (independent variables) was estimated with help of multiple regressions.

NATURE AND SCOPE OF THE STUDY

Traditionally hotel industry accounted for a major proportion of commercial and trade related accommodation services. 240 respondents selected for study, 80% of respondent stayed in matha, 20% respondent stayed in hotel. 2500000 people are visiting the Lord Vitthal every year which means that more than 20 lakh pilgrims need hotel services and this pilgrim traffic has been increasing. The market potential for these hotel services may further be from the proportion of respondent presented in

MEASUREMENT OF CUSTOMER SATISFACTION.

The measurement of customer satisfaction in hotel services is the evaluation of marketing efforts through customer experiences based judgment. It is barometer for measuring the success of hotel business in terms of quality of marketing efforts by the hoteliers. Pilgrim satisfaction measurement provides an opportunity to the marketers at any pilgrimage destination to exploit the maximum market potential and gain repeat business for their services.

Analysis and Interpretation.

1-Average Score and Average Analysis

2-Chi-Square Analysis.

The Table No 1 describes the level of satisfaction of the pilgrims

Tourism is a promoter of development, both at macro and micro level, the growing importance assigned to tourism depicts the country's earnestness to attract more and more tourists from every point of the world.

The extraordinary diversity presented by India, for permutations of its dazzling attractions are endless. The development of any industry in general and in particular, mainly depends on the level of satisfaction of tourists during their visit which includes attractions appropriate hotel accommodation transport facility medical and communication facilities etc.

Table No-1
Satisfaction of Accommodation and Other Amenities at Pandharpur

level of satisfaction	Table No. -2						Avg.Score
	H.S.	S	N	DS	HDS	NS	
Pandharpur							
Vitthal Temple	120	28	2	0	0	0	4.79
Gopalpur	59	60	30	0	0	1	4.19
Kaikadi Maharaj Math	41	92	17	0	0	0	4.16
Akkalkot							
Swami Smarth Temple	112	30	8	0	0	0	4.69
Shivpuri	27	72	15	0	0	36	4.11
murlidharMindir	33	72	39	0	0	6	3.96
Solapur							
ShriSiddeshwar Temple	104	40	5	0	0	1	4.66
RevanSiddeshwar	17	73	56	0	0	4	3.73
Bird cenchature	14	114	22	0	0	0	3.95

Accommodation and other facilities

Accommodation and other amenities	H.s	S	N	DA	SDA	NR	Avg.Score
Room facilities & other services	25	62	34	7	0	22	3.82
Food and Beverage	26	95	24	4	0	1	3.96
Service of staff	26	83	35	3	0	3	3.90
Information Centre.	27	85	27	0	1	10	4.13

Source: Primary Data.

It is observed that from the Table No. 1- that tourist attraction due to several listed factors and accommodation and other amenity play a vital role in affecting the satisfaction level of the tourist of the tourist spots. Gopalpur is the main attraction, followed suit by the Shivpuri and bird centauries. Although there are several other tourist spots, it is obvious that the Tourism Department has to step up its efforts to propagate these places and also ensure more tourist attraction through advertising by using the different powerful media.

With regard to accommodation, it is obvious that the respondents are satisfied with information available in the tourist information center besides food and beverage, room facilities etc. It is concluded that the respondents are widely accepted and highly satisfied while visiting the place as Gopalpur, Shivpuri and bird centauries.

Problems Faced During the Tourism.

The Table No 2 explains the problems faced by the respondents during the trip. In every business, there are factors which contribute to the growth whereas certain factors hinder the growth and tourism is no exception to this. Like every tourist spot, Pandharpur also has its own share of problems like environmental pollution, poor standard of cleanliness and its accompanying problems, beggar's nuisance, poor sanitary problems etc.

**Table No-2
Problem Faced During the Trip**

level of satisfaction/Problem faced	SA	A	N	DA	SDA	Total	Average
Clean drinking water	10	68	75	19	10	150	3.37
Environmental pollution	20	70	51	9	1	150	3.55
Beggars nuisance	16	66	53	14	1	150	3.49
Exploitation by Auto	15	65	55	11	1	150	3.59
Impolite behavior of hotel staff	7	27	61	50	5	150	2.87
Lack of cleanliness	14	86	18	19	13	150	3.46
Co-operative shopkeeper	7	40	68	28	7	150	3.08
Parking facility	19	42	46	19	21	150	3.05
Banking facility	11	22	19	59	39	150	2.38
Transport facility	7	28	83	16	16	150	2.96
Sanitary facility	6	14	27	31	72	150	2.01
Helpful staff of mandir	11	22	19	59	39	150	2.38

Source: Primary Data

It is obvious from the Table No 2, that the basic problem faced by the tourists is that of environmental pollution which is caused due to extensive use of plastic and disposal of the same in places other than allotted dustbins. Hence, the chance of harm done to nature due to inability for recycling the same is a serious problem which calls for immediate remedy. Tourism department should initiate steps to display notice in prominent places against use of non-durable plastics. Also levy of penalties for wrong doers should be implemented on an immediate basis. The next biggest problem faced is the beggar's problem faced is the beggar's nuisance which looms large before the Tourism Department and acts as a potent deterrent against development of tourism. The Government should initiate steps against beggary or evolve schemes for self-employment or development of handicrafts or introduce entrepreneurship schemes to alleviate beggary.

The increase in mode and number of transport vehicles used calls for ample parking facilities to be arranged. Moreover, systematic and allotted parking slots will help in smooth flow of traffic. It is concluded that the environmental pollution is a problem highly faced by the respondents.

Table No.-3
Age versus Level of satisfaction.

Age/Levels of Satisfaction	Up to 25	26to 50	Above 51
Pandharpur			
Lord Vitthal Temple	4.90	4.78	4.93
Gopalpur Temple	4.10	4.24	3.93
Kaikadimaharaj math	4.20	4.40	3.86
Akkalkot			
Swami Samarth Temple	4.90	4.64	4.71
Shiv puri	4.20	4.11	4.00
Murlidharmandir	3.90	3.89	4.05
Solapur			
ShriSiddeshwar Temple	4.70	4.63	4.80
Revansiddeshwar Temple	3.90	3.74	3.64
Bird cenchuari	4.00	3.95	3.93

Accommodation and other amenities	H.s	S	N	DA	SDA	NR	Avg.Score
Room facilities & other services	25	62	34	7	0	22	3.82
Food and Beverage	26	95	24	4	0	1	3.96
Service of staff	26	83	35	3	0	3	3.90
Information Centre.	27	85	27	0	1	10	4.13

Source: Primary Data

It is observed that, from the Table No. 3 that the average score analysis between the level of satisfaction with age group mentions that the up to 25 years age group respondents are very much attracted by Pandharpur, Akkalkot and Solapur Temple and they are satisfied with many of the listed places. The respondents between upto 25 years and 50 years are highly satisfied with Akkalkot and solapur. The tourist respondent's aged between years and years are highly satisfied with Temple While considering the accommodation, all age groups of the tourist respondents are satisfied with listed services and facilities.

Table No.4
Gender wise Level of Satisfaction

Gender /Tourist attraction	Male	Female
Pandharpur		
Lord Vitthal Temple	4.89	4.88
Gopalpur Temple	4.29	4.28
Kaikadimaharaj math	4.25	4.10
Akkalkot		
Swami Samarth Temple	4.66	4.59
Shiv puri	4.12	4.01
Murlidharmandir	3.98	3.89
Solapur		
ShriSiddeshwar Temple	4.67	4.72
Revansiddeshwar Temple	3.63	3.85
Bird cenchuari	3.96	3.99

Accommodation and other amenities

Room facilities & others services	3.85	3.88
Food and Beverage	4.01	3.90
Service of staff	3.85	3.99
Information Centre.	4.21	4.12

Source: Primary Data

It is observed from the above table that Temple are popular amongst the respondents irrespective of the sex. The male tourist respondents are highly satisfied with the female tourist respondents are highly satisfied with Temple

**Table No-5
Marital Status versus Level of Satisfaction**

Gender /Tourist attraction	Married	Unmarried
Pandharpur		
Lord Vitthal Temple	4.98	4.97
Gopalpur Temple	4.35	4.25
Kaikadimaharaj math	4.15	4.35
Akkalkot		
Swami Samarth Temple	4.75	4.65
Shiv puri	4.27	4.97
Murlidharmandir	4.01	3.99
Solapur		
ShriSiddeshwar Temple	4.80	4.65
Revansiddeshwar Temple	3.69	3.61
Bird cenchuari	3.97	3.94

Source: Primary Data

It is observed from the above Table No. 5 tourist respondents are highly satisfied with Temple. They are mostly satisfied with other places mentioned in the list. The Tourist information center, room facilities and services and food and beverage are more attractive for the tourist respondents. It is depicted that the tourist information centre is more helpful for the domestic tourist. It is concluded that the observation of male married tourist than female tourist.

**Table No-6
Occupation versus Level of Satisfaction.**

Occupation /Tourist Attraction level of satisfaction	Professional	Employed	Business	Retired	Students	Others
Pandharpur						
Lord Vitthal Temple	4.92	4.81	4.61	5.00	4.83	4.64
Gopalpur Temple	4.31	4.13	4.26	3.73	4.33	4.07
Kaikadimaharaj math	4.19	4.13	4.18	3.91	4.28	4.14
Akkalkot						
Swami Samarth Temple	4.84	4.69	4.58	4.73	4.50	4.86
Shiv puri	4.32	3.93	4.09	4.30	4.22	3.78
Murlidharmandir	3.88	3.75	4.03	4.45	4.12	3.85
Solapur						
ShriSiddeshwar Temple	4.58	4.78	4.66	4.64	4.56	4.79
Revansiddeshwar Temple	3.58	3.56	3.87	3.73	3.83	4.00
Bird cenchuari	3.97	3.88	3.89	3.91	4.11	4.00

Accommodation and other amenities

Room facilities & other services	3.85	3.70	3.90	4.25	3.81	4.21
Food and Beverage	4.25	3.52	4.25	4.62	3.98	3.90
Service of staff	3.85	3.68	3.95	3.85	3.98	4.10
Information Centre.	4.21	4.01	4.26	4.57	3.97	4.51

Source: Primary Data

**CHI-SQUARE ANALYSIS
PERSONAL FACTORS VERSUS FREQUENCY OF TOUR**

HYPOTHESES: The personal factors of the respondents have significant influence on frequency of tours. It is observed from the above Table that among the personal factors, the hypothesis was rejected (significant) for age, occupation and annual income of the respondents. And accepted (not significant) for gender, marital status and educational factors of the respondents. It concluded that the age, occupation and annual income of the respondents have significant influence on the frequency of the tour.

**Table No-7
Personal Factors versus Trip Frequency of Pandharpur, Akkalkot And Solapur Tour**

Personal Factors	Chi square Value	P Value	Significant / Non Significant
Age	16.771	0.003	S
Gender	22.353	0.261	NS
Marital Status	18.623	0.467	NS
Education	18.957	0.550	NS
Occupation	45.6357	0.001	S
Income	36.214	0.002	S

S-Significant (P value 0 . 0 5)

Personal Factors Versus Trip Of Pandharpur, Akkalkot And Solapur.

HYPOTHESIS: The personal factors of the respondents have no significant influence on selection of the trip to Pandharpur, Akkalkot and Solapur. It is observed that the above table no.8 that the hypothesis was accepted (not significant) for all the personal factors. It is concluded that all the personal factors of the respondents have no significant influence on the selection of trip to PANDHARPUR, AKKALKOT AND SOLAPUR

**Table No.8
Personal Factors Versus Trip Of Pandharpur, Akkalkot SOLAPUR**

Personal Factors	Chi square Value	P Value	Significant / Non Significant
Age	6.711	0.655	NS
Gender	4.267	0.211	NS
Marital Status	3.219	0.344	NS
Education	5.989	0.740	NS
Occupation	13.562	0.567	NS
Income	13.214	0.743	NS

S-Significant (P value 0 . 0 5)

Table No-9
Personal factors versus Source of knowing about Pandharpur, Akkalkot and Solapur.

Personal Factors	Chi square Value	P Value	Significant /Non Significant
Age	9.458	0.658	NS
Gender	3.652	0.451	NS
Marital Status	5.812	0.211	NS
Education	27.214	0.009	S
Occupation	26.781	0.137	NS
Income	15.101	0.055	NS

S-Significant (P value 0 . 0 5)

Hypothesis is accepted (no significant relationship) for the age gender, marital status, occupation and income of the respondents and the source of information.

It is concluded that the education of the respondents have significant relationship toward th source of information.

PERSONAL FACTORS VERSUS SATUSFACTION DURING THE TRIP OF PANDHARPUR, AKKALKOT AND SOLAPUR.

HYPOTHESIS: The personal factors of the respondents have no significant difference on the satisfaction towards the trip.

Table No 10
Personal factors versus Satisfaction during the trip

Personal factors	Chi square Value	P Value	Significant /Not significant
Age	1.970	0.920	NS
Gender	3.220	0.190	NS
Marital Status	2.69	0.250	NS
Education	3.87	0.144	NS
Occupation	1.437	0.960	NS
Income	19.62	0.041	S

S-Significant (P value 0 . 0 5)

It is observed that the above Table No.10 explains that the occupation of the respondents alone has significant relationship with the satisfaction of the respondents i.e. the hypothesis is rejected. The hypothesis is accepted (No significant relationship) for other personal factors and the satisfaction level of the respondents. It is concluded that only The occupation of respondents has significant difference in the level of satisfaction towards the trip.

Observation s of the study.

- 1-All the tourist respondent are satisfied with the places and accommodation.
- 2-Majority of the respondent are highly satisfied with Pandharpur, Akkalkot Swami Temple .All the respondents, irrespective of their age group, are highly attracted by Lord Vitthal Temple .
- 3- The Environmental pollution is a major problem faced in Pandharpur and Akkalkot by respondent.
- 4-The age, occupation and annual income of the respondents has significant difference in the level of satisfaction towards the trip.

Suggestion and Recommendations

For certain awareness and satisfaction for the tourist and for the development of tourism in Solapur district, the following are suggested.

- 1-Traders association should regulate the price of the products.
- 2- To launch adequate number of sign boards to specify the order of visiting and the importance of monuments nearby it.
- 3-Provide parking facilities with concessional rate, drinking water facility should provide.
- 4-Information center should be functional and provide all round information.
- 5-Government should initiate steps towards infrastructural development.
- 6-High charges to be collected at the toll plaza which includes the cost of parking and allotted slots.
- 7-Govt should initiate a strict policy on environment cleanliness.
- 8-Special Tourism magazine about the various destinations in all tourism spots can be made available for easy reference and better understanding.
- 9-The Government and M.S.R.T.C.can do well to provide accommodation at reasonable cost, variety of food and transport facilities on large scale basis and also at concessional rates for group tourists from the rural and semi-urban areas.
- 10-Special security aqua can be formed by the government with the help of police department and tourist centers to protect the tourists and to make danger-free visit to tourist places.
- 11-Regular advertisement to attract tourists and to give awareness about the destination in different media to reach out people from all walks of life.
- 12-Tourism Department shall introduce audio guide facility, with which the tourist can listen to a recorded commentary about the tourism spot in his/ her own language.
- 13-Information center should be functional and provide all round information.
- 14-Inhouse magazines and CD Roms can be made available either free of cost or at a reasonable price so that it is affordable by all types of tourists.

SUGGESTIONS TO THE TOURIST

- 1-To get the first hand information about the tourism places, tourists may approach the tourist information offices before visiting the tourist places.
- 2-Tourist may get the help from the licensed Government Guide to avoid chating and to know the correct information about the places.
- 3-Usage of dust bins to maintain cleanliness in tourist spots.

CONCLUSION.

The present study has spoken about the tourist satisfaction towards tourist products and markets in Solapur district. It has done so in the light of literature on increased volume and flexibility of traveling activities due to one or the other reason. Competitive environment in the current scenario is increasing the need to travel. It is clear that attention is on the tourism products and markets of Solapur district. As consumer satisfaction is directly related with the quality of services of service industries hence, they are prime stakeholders. These study high lights the necessary measures that need to be taken regarding issues relating to transport facilities, infrastructure development, and environmental cleanliness and so on. It also shows that the place has high floating population and it gives good business. It is evident that the suggestive measures outlined in the study when implemented will help specially Pandharpur, Akkalkot and Solapur to attract more visitors Domestic and International as well increase the frequency of the tourists too.

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