

**Measuring the Satisfaction level of Tourists: A Study with reference to
Tiruchirappalli District, Tamil Nadu, India**

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Abstract

Tourism is a fastest growing industry where human spirit is deeply involved to know more about the nature and its mysteries. A tourist is keen to know about the phenomenon of the tourism and he has a hope of getting maximum satisfaction when he plans a tour programme. Tourism is a composite of activities- services and industries that delivers a travel experience namely transportation, accommodation, eating and drinking establishment, shops, entertainment, activity facilities and other hospitality related services available for individuals or groups that are travelling away from home. The present study has made an attempt to analyze the level of satisfaction of tourists who visited to different tourist centers at Tiruchirappalli District, India.

Measuring the Satisfaction level of Tourists: A Study with reference to Tiruchirappalli District, Tamil Nadu, India

Introduction

Tourism has been described as a leisure industry or smokeless industry. It is considered to be one of the ancient industries of the world. Primarily, tourism and travel was confined only to the rulers and kings of nations and some enterprising men traveled in search of God or for pilgrimage purposes. The concept of modern tourism is relatively new in its approach. With the growth of science and technology and economic abundance, revolutionary changes have taken place in the field of transportation and communication which have contributed enormously to the development of tourist trade all over the world. Now, the whole world has become a global village.

The tourism industry in India is one of the fast growing industries in terms of employment generation, revenue generation and for its immense national and regional development. Indian tourism is based upon unique civilization in which the major religions of the world (such as Hinduism, Islam, Christianity, Buddhism, Sikhism, Jainism). Wildlife and the ancient monuments are the main attractions for the tourists. **Rajagopala Nair and Seena Augustine (2005)** found that the main reason for visiting Kerala state is to enjoy the scenic beauty and study the culture and heritage of the state. Tourism is a composite of activities-services and industries that delivers a travel experience namely transportation, accommodation, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality related services available for individuals or groups that are travelling away from home. It comprises all visitor- related services. Besides, tourism is the sum total of tourist expenditures

within the geographical boundaries of a nation or a political sub-division or transportation centered economic area of contiguous states or nations.

Foreign Tourist Arrivals

Indian tourist industry attracts foreign tourists and thereby earns foreign exchange. **Table 1** shows the number of tourists from foreign countries who visited India from 2001 to 2010. In 2001, the number of tourists who came to India was 2537282 and it was decreased to 2384364 in 2002. Later it got increased in next two years 2003 and 2004 but it reduced to 5167699 in 2009. The percentage of change in foreign tourists' arrival to India over previous year is also shown in the Table. The negative percentage was recorded in 2002 and 2009. In 2003 the percentage was 14.3 and it increased to 26.8 in 2004. Later it showed a continuously decreased trend till 2008. The change is 8.1 percentage in 2010. Thus the number of tourists coming to India increased, but in percentage it shows decreasing trend.

The number of tourists of foreign countries visited India during the period from 2001 to 2010 is depicted in **Chart 1**. The trend line shows that the number of foreign tourists increased from 2001 to 2002. However, the line rose during the later period.

Foreign Exchange Earnings

The revenue through foreign exchange is analyzed in respect of growth in exchange earnings from tourism in absolute terms over a period of time and percentage of exchange earnings from tourism. These aspects are discussed in detail, supported by relevant statistics.

Table 2 reveals the estimated Foreign Exchange Earnings by India during the period from 2001 to 2010. In 2001, the Foreign Exchange Earnings was Rs. 15083 crores and it

decreased to Rs. 15064 crores in 2002. Later it showed an increasing trend till 2010. The percentage of change in Foreign Exchange Earnings over previous year was also shown in above Table. The percentage got reduced in the year 2002. In 2003, the percentage was high (37.6) and it decreased to 18.5 in 2005. Later it showed a decreased trend. In 2010, the percentage was 18.1. Thus, the earnings from tourism increased in volume, but in percentage, it showed a decreasing trend.

The human spirit is deeply involved in Tourism industry to know more about the nature and mysteries. A tourist is keen to know about the phenomenon of the tourism. It is true that the tourist is the central figure around whom the structure and framework of tourism activity revolves. A tourist has a hope of getting maximum satisfaction when he plans a tour programme. His taste, temperament, choice, style, language, financial capacity, education, standard of life, ideology, religion, personal beliefs, socio-economic factors- all these matter when he prepares his mind to go on a tour. His tour may be either individual or collective. It may be personal or official/semi-official, a pilgrimage or for the research formality, that makes the tourist bound in various activities.

Importance of the Study

The Government of India and their agencies, private sector units and individuals take various measures to promote tourism in India. Many development schemes and projects involving large investments are being initiated. The satisfaction of a tourist is important for the success of the industry. Therefore, the objective evaluation of the satisfaction of tourists in the light of its past experience and future expectation becomes imperative, particularly in the context of large-scale investment and consequential added social responsibility.

In this regard, such a study would be one of inventory-taking of the infrastructural facilities and level of satisfaction. Besides, a detailed study of the information about the attitudes, requirements, tastes and preferences of the tourists would go a long way in helping the policy-makers and practitioners to introduce better projects. A study of this nature shall necessarily involve a critical appraisal of satisfaction of tourist and identification of various factors which promote the satisfaction level of tourists.

Objectives of the Study

The main objective of this study is to evaluate the level of satisfaction of tourists and to identify the important causes for dissatisfaction of tourists in Tiruchirappalli District, Tamil Nadu.

Period of the Study

For the purpose of this study, the required primary data were collected for a period of three months, from January, February and March 2011.

Sample Size

The main objective of this study is to measure the level of satisfaction of sample tourists. So, the sampling design has been carefully decided and properly chosen for this study. Because of the difficulty, the universe of the tourists cannot be listed. Therefore, indirect method of sampling has been designed. To collect required information from tourists who visit the tourist places, the interview schedule has been used. The study is confined to Tiruchirappalli district. There are eleven tourist centres approved in Tiruchirappalli District. The sample respondents of 110 were identified from each tourist centre. For the purpose of this study, the tourists are mainly

classified on the basis of their sex. Ten respondents (five male and five female) were chosen from each tourist centre. Accordingly the total sample size become 110 (11 centers @ 10 respondents) and all were interviewed systematically at planned tourist centre. The details of tourist centres and sample size are given in **Table 3**.

The following procedures were adopted for obtaining the necessary primary data from sample respondents.

1. The researcher was stationed in advance at a selected tourist centre on fixed dates with prepared interview schedule.
2. The tourists, who were willing to answer the questions and prepared to spend sufficient time for this purpose, were identified and interviewed.
3. The researcher conducted interviews both on holidays as well as on working days.
4. The data collection has been done according to a fixed schedule and every day a review of the work completed has been made in accordance with that review, the work schedule for the next day has been fixed.

Data Collection

For the purpose of this study, both primary and secondary data were collected and used in this study. In order to collect primary data from sample tourists, interview schedule was used. The required secondary data were collected from books, magazines, websites, etc.

Pilot Study

A pilot study was carried out by taking 20 tourists in different tourist centres. The interview schedule was formulated taking into account the result of pilot study.

Tools Used for Analysis

In order to evaluate the level of satisfaction of tourists in Tiruchirappalli district, satisfaction indices, relative importance and ultimate satisfaction index were used as suggested by **Selvam. M¹**.

Evaluation of Satisfaction of Tourists in Tiruchirappalli District

In industries like tourism, the satisfaction of customer has significant impact on their future. Further, the cordial and continuous human relationship is most important. In the case of tourism industry, the intermediaries like, tourist guides, the hoteliers, transportation and information assistants should jointly create cordial relationship with tourists. Because, a satisfied tourist is the best and most powerful publicity medium. This will help the industry to manage the competition and create reputation. Realizing this, every tourist agency puts its efforts to create satisfactory tourists and thereby built reputation. Against this background, an attempt is made in this paper to analyse tourists' satisfaction. The important causes for dissatisfaction are also referred to.

Factor-wise distribution of sample Respondents

The factor-wise distributions for the different factors as suggested are given in **Table 4** tourists in Tiruchirappalli District. According to sample respondents in Tiruchirappalli District, there are 16 factors important for their satisfaction. It could be seen from Table that out of 108 tourists 24 have ranked accommodation provided at Tourists centres as excellent, 38 as good, 25 as satisfied and 21 as not satisfied. The corresponding rankings for tourist guide are 18, 40, 20

¹ **Selvam.M (1999)**, "Correlation between level of dissatisfaction and Dropout of Distance Learners: A Case Study", Indian Journal of Open Learning, 8 (3), pp. 265-271.

and 25 respectively (total respondents 103), for archaeology and architecture these are 26, 30, 24 and 26 respectively (total respondents 106) and so on. The distribution of tourists in respect of such factors like 'Availability of archaeology and architecture', 'Availability of food and drinking water', 'Behaviour of people in and around Tourist centres', 'Entertainments and cultural programmes', 'Transport facilities', etc are comparatively higher than that of other factors like 'Availability of Money changer facilities', 'Awareness of Tourism Information centres', 'Services of the Tamil Nadu Tourism Development Corporation', etc.

Level of Satisfaction

Level of satisfaction is a state of mind and there is no universally accepted tool to measure the same. However, an attempt is made to assess the same by adopting certain statistical methods as used in earlier studies. It would be better to briefly explain the methodology adopted to construct this satisfaction index. As stated earlier, sixteen important factors which influence the level of tourist satisfaction are identified.

The sample tourists were required to indicate the level of satisfaction they derived in respect of each factor by stating excellent, good, satisfied and not satisfied. For objective analysis, these qualitative grades are converted into quantitative terms. In the pilot study, respondents were asked to assign points (out of a maximum of 10) for a particular level of satisfaction they derived from each factor. To ensure uniformity, a 'forced' distribution of points was adopted for convenience, namely 8-10 for excellent, 6-8 for good, 4-6 for satisfied and 0-4 points for not satisfied. **Table 5** shows factor-wise average value as assigned by sample respondents. The values assigned in the respective group by the respondents are simply averaged. In other words, these values (as arrived at **Table 2**) when multiplied by the respective

'frequencies' gave the total satisfaction, the same, when divided by the total frequency for the respective factor gave the satisfaction index for that factor. It is clear from above table that for natural scenery at tourist centres, the respondents place first in respect of excellent and good satisfaction levels by providing 9 and 7 points out of 10 respectively. In satisfied and not satisfied levels, Availability of shopping facilities (5.8) and Awareness of Tourism Information centres (3.8) scored highest points respectively. The factors scored lowest points were Reasonableness of prices at Tourist centres in excellent and good indices and Accommodation at Tourist centres was in satisfied and not satisfied indices.

Satisfaction Index

The satisfaction indices for the different factors with reference to the tourists who visited different tourist centres in Tiruchirappalli district could be worked out by multiplying the numerical values for the different levels of satisfaction given in Table 1 and their respective frequencies given in Table 2. The indices so calculated for the tourists who visited Tiruchirappalli district are given in **Table 6**. It could be seen from above Table that the satisfaction index awarded by tourists, for Accommodation at Tourist centres works out to 5.76, for Attitude of Tourist guides 5.70, for Availability of archaeology and architecture 5.68 and so on. The factor namely Natural scenery at tourist centres got the first rank with 6.30 points in the satisfaction index followed by Availability of food and drinking water with 6.17 points. It is a surprise to note that the tourists who visited Tiruchirappalli District ranked last the factors like Services of the Tamil Nadu Tourism Development Corporation and Reasonableness of prices at Tourist centres.

Relation of Importance

It is a well known fact that all factors identified by tourists do not have same order of importance. Hence one must study the order of importance of the different factors and decide their relative significance. As stated earlier, the tourists are the best judges to evaluate the relative importance. The order of importance of the different factors as pointed out by the tourists is shown in **Table 7**. It could be easily noted from the Table that out of 108 respondents, 30 assigned 1st order, 25 assigned 2nd, 40 assigned 3rd and 13 assigned 4th order of importance for Accommodation at Tourist centres. The corresponding figures for a factor- Attitude of Tourist guides were 24, 28, 33 and 18 for 1, 2, 3 and 4th orders respectively, the total respondents being 103. The relevant figures for other factors were also shown in the Table.

The qualitative ratings are reduced to numbers by assigning weights, namely, 10 points for 1st order of importance, 7.5 points for 2nd, 5 points for 3rd and 2.5 for the 4th order of importance. The relative importance of each factor, in terms of points obtained for a maximum of 10, is given in the Table. It is seen that maximum points, namely 7.30, are given to a factor Natural scenery at tourist centres followed by Reasonableness of prices at Tourist centres, Availability of Shopping facilities, Awareness of Tourism Information centres, Climate and sanitary conditions, etc., in the order of importance.

Ultimate Satisfaction

The satisfaction index, relative importance and the product of these two, which is the weighted satisfaction index, as awarded by the tourists who visited to Tiruchirappalli district are given in **Table 8**. It is clear that 'Natural scenery at tourist centres' and 'Availability of food and drinking water' individually contributed relatively maximum to the level of satisfaction, namely,

6.49 and 6.30 marks, respectively. These factors have also contributed relatively more to the ultimate satisfaction namely 47.38/100 and 38.37/100 respectively because of their relatively higher importance indicated at 7.30 and 6.09 points. It is important to note that the factors like availability of Money changer facilities, Reasonableness of prices at Tourist centers and Services of the Tamil Nadu Tourism Development Corporation have scored lowest points in respect of satisfaction index, relation of importance and ultimate satisfaction. It follows from the Satisfaction Index and Relation of Importance the Ultimate Satisfaction derived by the tourists would improve if special emphasis is laid on the important factors by the authorities in the developmental programmes. The value of ultimate satisfaction index is 5.89 out of 10. This is a good level of satisfaction though further improvements could be effected by providing better services to the tourists who are to visit the various tourist centres in Tiruchirappalli District.

Findings of the Study

In the light of the study, the following are the major findings of the study.

1. In 2001, the number of tourists who came to India was 2537282 and it was decreased to 2384364 in 2002. Later it got increased in next two years 2003 and 2004 but it reduced to 5167699 in 2009.
2. In 2003 the percentage of foreign tourists visiting India over previous year was 14.3 and it increased to 26.8 in 2004. Later it showed a continuously decreased trend till 2008.
3. In 2001, the Foreign Exchange Earnings was Rs. 15083 crores and it decreased to Rs. 15064 crores in 2002.

4. The percentage of change in Foreign Exchange Earnings over previous year reduced in two years in 2001 and 2002. In 2003, the percentage was high (37.6) and it decreased to 18.5 in 2005.
5. The levels of satisfaction tourists who visited Tiruchirappalli District in respect of such factors like 'Availability of archaeology and architecture', 'Availability of food and drinking water', 'Behaviour of people in and around Tourist centres', 'Entertainments and cultural programmes', 'Transport facilities', etc are high.
6. The factors which scored lowest points were, Reasonableness of prices at Tourist centres in excellent and good indices and Accommodation at Tourist centres was in satisfied and not satisfied indices.
7. It could be seen that the satisfaction index for tourists, for Accommodation at Tourist centres works out to 5.76, for Attitude of Tourist guides 5.70, for Availability of archaeology and architecture 5.68.
8. Natural scenery at tourist centres got the first rank with 6.30 points in the satisfaction index followed by Availability of food and drinking water with 6.17 points. The tourists ranked last the factors like Services of the Tamil Nadu Tourism Development Corporation and Reasonableness of prices at Tourist centres.
9. Out of 108 respondents, 30 assigned 1st order, 25 assigned 2nd, 40 assigned 3rd and 13 assigned 4th order of importance for Accommodation at Tourist centres.
10. In relative importance of each factor maximum points, namely 7.30, are given to Natural scenery at tourist centres followed by Reasonableness of prices at Tourist centers, Availability of Shopping facilities, Awareness of Tourism Information centers, Climate and sanitary conditions, etc., in the order of importance.

11. 'Natural scenery at tourist centers' and 'Availability of food and drinking water' individually contributed relatively maximum to the level of satisfaction, namely, 6.49 and 6.30 marks, respectively.
12. Availability of Money changer facilities, Reasonableness of prices at Tourist centres and Services of the Tamil Nadu Tourism Development Corporation have scored lowest points in respect of satisfaction index, relation of importance and ultimate satisfaction.
13. The Ultimate Satisfaction Index derived by the tourists is 5.89 marks out of 10.

Suggestions

The following suggestions are made to the findings of this study.

1. The study suggested providing cost effective tourist infrastructure in Tiruchirappalli District for attracting tourists and Foreign Exchange Earnings.
2. Steps to be taken to increase the total number tourists and to promote round the year tourism.
3. There is a need to fix reasonable prices for the products at tourist centres and fee relating to visit the centres and accommodation facilities in Tiruchirappalli tourist centres to satisfy the tourists.
4. Efforts would be needed in the domestic front to create world class infrastructure and services and other logistics including improving air connectivity.
5. The authorities of the Tamil Nadu Tourism Development Corporation should concentrate on the welfare of the tourists.
6. There is a need to create the availability of Money changer facilities nearer to the tourist centres.

7. Heritage tourism would be expanded and to integrate the tourist centres with culturally rich villages and towns nearby.
8. Steps are to be taken to increase trained manpower in the tourist centres in Tiruchirappalli District.
9. The greater use of the tools of Information Technology like Internet and e-commerce be made to promote and to give publicity to tourism both at domestic and overseas level.

Conclusion

Tourism is one sector that has shown consistently high global growth in recent years. India too achieved spectacular success in tourism with a constant growth rate. Tourist satisfaction is the important factor for that success. The present study measure the satisfaction level of tourists who arrived at tourist centres in Tiruchirappalli District, Tamil Nadu. It derives the ultimate satisfaction of tourists was more than fifty percent with some constraints like high price, money exchange facilities, etc. Finally, safety and health and environmental preservation will continue to remain key concerns while satisfying the tourists of the future.

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Table 1- Foreign Tourist Arrivals in India for the last ten years

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change over previous year
2001	2537282	---
2002	2384364	-6.0
2003	2726214	14.3
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
2007	5081504	14.3
2008	5282603	4.0
2009	5167699	-2.2
2010	5583746	8.1

Source: Annual Report of Ministry of Tourism, 2010-11, Page No. 66

Chart 1- Foreign Tourist Arrivals for the last ten years



Table 2- Foreign Exchange Earnings for the last ten years

Year	Foreign Exchange Earnings (Rs. in Crore)	Percentage change over previous year
2001	15083	---
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	50730	14.4
2009	54960	8.3
2010	64889	18.1

Source: Annual Report of Ministry of Tourism, 2010-11, Page No. 66

Table 3- Tourist centres and sample size in Tiruchirappalli District

Sl. No.	Tourists Centre	Respondents		Total
		Male	Female	
1	Rockfort	5	5	10
2	Srirangam	5	5	10
3	Jambukeswara Temple	5	5	10
4	St. Lourde's Church	5	5	10
5	Hazrath Nathervali Darga	5	5	10
6	Mukkombu	5	5	10
7	Grand Anaicut	5	5	10
8	Samayapuram	5	5	10
9	Vekkaiammam Kovil	5	5	10
10	Vayalore	5	5	10
11	Puliancholai	5	5	10
Total				110

**Table 4- Factor-wise distribution of sample Tourists in Tiruchirappalli District,
Tamil Nadu**

Sl. No.	Factors	Distribution of Respondents				Total
		Excellent	Good	Satisfied	Not Satisfied	
1	Accommodation at Tourist centres	24	38	25	21	108
2	Attitude of Tourist guides	18	40	20	25	103
3	Availability of archaeology and architecture	26	30	24	26	106
4	Availability of food and drinking water	28	35	22	14	99
5	Availability of Money changer facilities	14	25	21	27	87
6	Availability of Shopping facilities	20	30	25	22	97
7	Awareness of Tourism Information centres	17	27	19	28	91
8	Behaviour of people in and around Tourist centres	26	32	24	19	101
9	Climate and sanitary conditions	19	40	26	19	104
10	Entertainments and cultural programmes	30	32	25	20	107
11	Natural scenery at tourist centres	25	34	25	14	98
12	Reasonableness of prices at Tourist centres	19	35	24	42	120
13	Safety in general	24	33	26	18	101
14	Services of Government of India Tourist Offices	18	29	25	23	95
15	Services of the Tamil Nadu Tourism Development Corporation	17	22	23	32	94
16	Transport facilities	26	35	24	15	100

Source: Primary data

Table 5- Factor-wise Average value as assigned by Tiruchirappalli District Tourists-

Out of 10

Sl. No.	Factors	Excellent	Good	Satisfied	Not Satisfied
1	Accommodation at Tourist centres	8.2	6.7	4.8	2.4
2	Attitude of Tourist guides	8.1	6.3	5.6	3.1
3	Availability of archaeology and architecture	8.4	6.4	5.4	2.4
4	Availability of food and drinking water	8.8	6.5	5.3	2.4
5	Availability of Money changer facilities	8.1	6.6	5.7	2.6
6	Availability of Shopping facilities	8.5	7.1	5.8	2.8
7	Awareness of Tourism Information centres	8.6	6.5	5.5	3.8
8	Behaviour of people in and around Tourist centres	8.5	6.4	5.5	3
9	Climate and sanitary conditions	8.6	7.2	5.4	2.4
10	Entertainments and cultural programmes	8.7	6.4	5	2.5
11	Natural scenery at tourist centres	9	7	5.2	3.1
12	Reasonableness of prices at Tourist centres	8.1	6	5.4	3.2
13	Safety in general	8.2	7	5.5	2.9
14	Services of Government of India Tourist Offices	8.6	6.7	5.2	3
15	Services of the Tamil Nadu Tourism Development Corporation	8.2	6.3	5.3	3.1
16	Transport facilities	8.5	6.5	5.1	3

Source: Primary data

Table 6- Factor-wise satisfaction index (Points out of 10) and their Positional Ranks

Sl. No.	Factors	Satisfaction Index	Positional Rank
1	Accommodation at Tourist centres	5.76	11
2	Attitude of Tourist guides	5.70	12
3	Availability of archaeology and architecture	5.68	13
4	Availability of food and drinking water	6.30	2
5	Availability of Money changer facilities	5.38	14
6	Availability of Shopping facilities	6.08	7
7	Awareness of Tourism Information centres	5.85	9
8	Behaviour of people in and around Tourist centres	6.09	6
9	Climate and sanitary conditions	6.13	5
10	Entertainments and cultural programmes	5.99	8
11	Natural scenery at tourist centres	6.49	1
12	Reasonableness of prices at Tourist centres	5.23	16
13	Safety in general	6.17	3
14	Services of Government of India Tourist Offices	5.77	10
15	Services of the Tamil Nadu Tourism Development Corporation	5.31	15
16	Transport facilities	6.16	4

Source: Primary data

Formula for calculating Satisfaction Index:

$$SI_i = \frac{\sum m_i n_i}{N}$$

Where,

SI_i = Satisfaction Index for the i^{th} factor

m_i = Numerical value for a particular level of satisfaction for the i^{th} factor

n_i = No. of respondents deriving the particular level of satisfaction for the i^{th} factor

N = Total No. of respondents for that factor for all levels of satisfaction

**Table 7- Factor-wise order of Importance awarded by the Tourists in
Tiruchirappalli District**

Sl. No.	Factors	Order of Importance				Total	Relation of Importance (Out of 10)
		1 st	2 nd	3 rd	4 th		
1	Accommodation at Tourist centres	30	25	40	13	108	6.67
2	Attitude of Tourist guides	24	28	33	18	103	6.41
3	Availability of archaeology and architecture	37	22	19	28	106	6.60
4	Availability of food and drinking water	26	19	26	28	99	6.09
5	Availability of Money changer facilities	13	25	28	21	87	5.86
6	Availability of Shopping facilities	39	16	23	19	97	6.93
7	Awareness of Tourism Information centres	25	32	18	16	91	6.81
8	Behaviour of people in and around Tourist centres	20	38	16	27	101	6.26
9	Climate and sanitary conditions	33	24	32	15	104	6.80
10	Entertainments and cultural programmes	28	33	24	22	107	6.57
11	Natural scenery at tourist centres	35	30	23	10	98	7.30
12	Reasonableness of prices at Tourist centres	40	36	21	23	120	6.94
13	Safety in general	32	14	29	26	101	6.29
14	Services of Government of India Tourist Offices	25	27	17	26	95	6.34
15	Services of the Tamil Nadu Tourism Development Corporation	21	18	25	30	94	5.80
16	Transport facilities	28	27	17	28	100	6.38

Source: Primary data

Formula for computing Relation of Importance:

$$RI_i = \frac{\sum m_i n_i}{N}$$

Where,

RI_i = Relation of Importance for the i^{th} factor

m_i = Numerical value for the i^{th} order of importance for a particular factor

n_i = Total number of respondents assigning the i^{th} order of importance for the particular factor

N = Total No. of respondents for each factor

**Table 8- Factor-wise contribution to the Ultimate Satisfaction enjoyed by sample Tourists
of Tiruchirappalli District in Tamil Nadu**

Sl. No.	Factors	Out of 10 Points		Ultimate Satisfaction (Out of 100 Points)SI x RI
		Satisfaction Index (SI)	Relation of Importance (RI)	
1	Accommodation at Tourist centres	5.76	6.67	38.38
2	Attitude of Tourist guides	5.70	6.41	36.54
3	Availability of archaeology and architecture	5.68	6.60	37.53
4	Availability of food and drinking water	6.30	6.09	38.37
5	Availability of Money changer facilities	5.38	5.86	31.55
6	Availability of Shopping facilities	6.08	6.93	42.14
7	Awareness of Tourism Information centres	5.85	6.81	39.88
8	Behaviour of people in and around Tourist centres	6.09	6.26	38.12
9	Climate and sanitary conditions	6.13	6.80	41.69
10	Entertainments and cultural programmes	5.99	6.57	39.32
11	Natural scenery at tourist centres	6.49	7.30	47.38
12	Reasonableness of prices at Tourist centres	5.23	6.94	36.30
13	Safety in general	6.17	6.29	38.78
14	Services of Government of India Tourist Offices	5.77	6.34	36.59
15	Services of the Tamil Nadu Tourism Development Corporation	5.31	5.80	30.78
16	Transport facilities	6.16	6.38	39.26

Source: Primary data

Formula for computing Ultimate Satisfaction Index:

$$\Sigma SI*RI$$

$$\text{Ultimate Satisfaction Index} = \frac{\quad}{\quad}$$

$$\Sigma RI$$

Where,

$\Sigma SI*RI$ = Product of Satisfaction Index and Relation of Importance

ΣRI = Total of Relation of Importance