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# TOURISM AND SUSTAINABLE DEVELOPMENT

Issues, Challenges and Best Practices

Editors

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# A Study on Service Quality and Satisfaction of Tourists in Goa

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**Abstract:** *Tourism sector is one the largest foreign exchange earner and contributing significantly to economy of India. Tourism sector generates considerable quantum of employment for skilled and unskilled people. India is one of the well known tourist destination in the globe and it has wide range of tourist places. Goa is one of the very important tourism places in India and is specifically known for sea, sand and sun. The findings are elucidating that significant difference is prevailing between socio-economic backgrounds of tourists and service quality. Responsiveness, reliability, empathy, assurance and tangibility have positive and significant impact on satisfaction of tourists in Goa. The findings of this study will assist all stakeholders of tourism in Goa to formulate and execute comprehensive planning, strategies and programmes for providing high quality of services to tourists and enhance their satisfaction and it will be useful for sustainable development of tourism in Goa.*

**Keywords:** *Satisfaction, Service Quality, Tourists*

## 1. Introduction

Tourism sector is the second largest foreign exchange earner and contributing significantly to economy of India. Tourism sector generates considerable quantum of employment for skilled and unskilled people and India is one of the well known tourist destinations in the globe and it has wide range of tourist places (Patel, 2012). Quality of service is a typical measure which is applied to evaluate effectiveness of a specific service, including service of tourism destination and thus, the quality of service of tourism place has a significant role in the delivery of services to tourists (Wyllie, 2000). Service quality is a main concern for tourism sector as it is highly tourist oriented delivery of services (Ross, 1993). Furthermore, the quality of service influences image of tourism places and willingness of tourists to use those services efficiently (Prabaharan *et al.* 2008).

Tourism is a commercial activity that provides happiness and unique experiences to tourists and these are directly connected with their satisfaction (Glatzer, 2000). Tourists have usually different experiences with places, services and their quality (Laws, 1995). Quality of service is an effective predictor of satisfaction of tourists and it is affected by features of tourist places, products and services and quality of services (Kozak and Rimmington, 2002). Goa is one of the very important tourism places in India and is specifically known for sea, sand and sun. Therefore, it is important to study service quality and satisfaction of tourists in Goa.



## 2. Review of Literature

Chin *et al.* (2011) found that accommodation, food, hygiene, common amenities and security were main components of services and quality of these services was significantly and positively related with satisfaction of tourists. Weilin and Stepchenkova (2012) concluded that quality of service, reputation of place, atmosphere, basic facilities were significantly influencing satisfaction of tourists. Sukiman *et al.* (2013) revealed that public facilities, hospitality services, transport, shopping facilities and quality of services were affecting satisfaction of tourists.

Barbara (2014) indicated that components of services and image of satisfaction were significantly influencing satisfaction of tourists. Latiff and Imm (2015) showed that quality of accommodation, hospitality, entertainment, communication, transportation and atmosphere were main service quality elements of tourist place. Quality of service was positively and significantly influencing satisfaction of tourists. Munhurrin *et al.* (2016) found that transport, hospitality, accessibility, environment, features, accommodation, activities and price of services were influencing satisfaction of tourists significantly.

Khuong and Duyen (2017) concluded that image of destination, perceived value and quality of service were positively associated with satisfaction of tourists and it was significantly influencing intention to return of tourists. Hikmah *et al.* (2018) revealed that unique features, products and quality of services were significantly and positively influencing satisfaction of tourists. Masrurul (2019) indicated that reliability, responsiveness, assurance, tangible and empathy were dimensions of quality of services and they were positively and significantly related with satisfaction of tourists.

## 3. Objectives of the Study

1. To study service quality provided to tourists in Goa.
2. To scrutinize difference between socio-economic backgrounds of tourists and service quality of Goa.
3. To assess impact of service quality on satisfaction of tourists in Goa.

## 4. Methodology

Goa is selected for the present study and convenience sampling method is employed to choose tourists and data are gathered from 300 tourists through questionnaire method. Percentage analysis is done to examine socio-economic backgrounds of tourists and mean and standard deviation are used for understanding service quality of Goa. t and ANOVA tests are adopted to scrutinize difference between socio-economic backgrounds of tourists and service quality of Goa. Multiple regression analysis is applied to assess impact of service quality on satisfaction of tourists in Goa.

## 5. Results and Discussion

### 5.1 Socio-Economic Backgrounds of Tourists

The socio-economic backgrounds of tourists are shown in Table-1. Most of tourists are from India (57.00 per cent) and large number of tourists are Male (66.33 per cent). Maximum



number of tourists pertains to age of 31 – 40 years (28.00 per cent) and highest quantum of tourists is under graduates. Majority of tourists receive income of Rs. 35,001– Rs. 45,000 per month (27.00 per cent) and married tourists are in large numbers (81.00 per cent)

**Table1: Socio-Economic Backgrounds of Tourists**

Socio-Economic Backgrounds	Number of Tourists	Percentage
<b>Kind of Tourist</b>		
Domestic	171	57.00
International	129	43.00
<b>Gender</b>		
Male	199	66.33
Female	101	33.67
<b>Age</b>		
Below 20 years	40	13.33
21 – 30 years	79	26.33
31 – 40 years	84	28.00
41 – 50 years	53	17.67
Above 50 years	44	14.67
<b>Education</b>		
Higher Secondary	48	16.00
Diploma	66	22.00
Under Graduation	99	33.00
Post Graduation	87	29.00
<b>Monthly Income</b>		
Less than Rs.25,000	46	15.33
Rs.25,001 – Rs.35,000	63	21.00
Rs.35,001 – Rs.45,000	81	27.00
Rs.45,001 – Rs.55,000	60	20.00
More than Rs.50,000	50	16.67
<b>Marital Status</b>		
Married	243	81.00
Unmarried	57	19.00

## 5.2 Service Quality of Goa

The view of tourists on service quality in Goa is shown below as:

### 5.2.1 Tangibility

The view of tourists on tangibility of Goa is shown in Table-2.



Table 2: Tangibility

Tangibility	Mean	Standard Deviation
Goa has modern infrastructure	3.37	1.04
Goa is very clean	3.90	0.83
Goa is maintained well	3.77	0.95
Goa provides pleasant atmosphere	3.86	0.90
Public amenities in Goa are excellent	3.34	1.07

The tourists are agreed with Goa is very clean, Goa is maintained well and Goa provides pleasant atmosphere, while, they are unsure with Goa has modern infrastructure and public amenities in Goa are excellent

### 5.2.2 Assurance

The view of tourists on assurance of Goa is shown in Table-3.

Table 3: Assurance

Assurance	Mean	Standard Deviation
Goa creates greater faith amongst tourists	3.35	1.05
Goa provides secured services for tourists	3.84	0.84
Employees of Goa tourism have abilities to give effectual services	3.31	1.01
Employees of Goa tourism are behaved decently	3.78	0.92
Goa gives better security to tourists	3.80	0.89

The tourists are agreed with Goa provides secured services for tourists, employees of Goa tourism are behaved decently and Goa gives better security to tourists, while, they are unsure with Goa creates greater faith amongst tourists and employees of Goa tourism have abilities to give effectual services

### 5.2.3 Empathy

The view of tourists on empathy of Goa is shown in Table 4.

Table 4: Empathy

Empathy	Mean	Standard Deviation
Employees of Goa tourism provide individual attention to all tourists	3.91	0.97
Employees of Goa tourism are taking care of tourists well	3.88	1.02
Employees of Goa tourism are possessing the best interest of tourists in their hearts	3.36	1.06
Employees of Goa tourism know the exact needs of tourists	3.33	1.08

The tourists are agreed with employees of Goa tourism provide individual attention to all tourists and employees of Goa tourism are taking care of tourists well, while, they are unsure with employees of Goa tourism are possessing the best interest of tourists in their hearts and employees of Goa tourism know the exact needs of tourists.



### 5.2.4 Reliability

The view of tourists on reliability of Goa is shown in Table-5.

Table 5: Reliability

Reliability	Mean	Standard Deviation
Goa gives services as it promised	3.39	1.01
Employees of Goa tourism are dependable in dealing problems associated with services	3.87	0.95
Employees of Goa tourism provide services correct at the first instance	3.85	0.98
Employees of Goa tourism gives services as required by tourists	3.42	1.02

The tourists are agreed with employees of Goa tourism are dependable in dealing problems associated with services and employees of Goa tourism provide services correct at the first instance, while, they are unsure with Goa gives services as it promised and employees of Goa tourism gives services as required by tourists

### 5.2.5 Responsiveness

The view of tourists on responsiveness of Goa is shown in Table-6.

Table-6: Responsiveness

Responsiveness	Mean	Standard Deviation
Employees of Goa tourism gives prompt services to all tourists	3.83	1.01
Employees of Goa tourism are at all times ready to help out all tourists	3.28	1.09
Employees of Goa tourism inform timings of services to all tourists	3.89	0.99
Employees of Goa are not busy to answer queries of all tourists	3.32	1.05

The tourists are agreed with employees of Goa tourism gives prompt services to all tourists and employees of Goa tourism inform timings of services to all tourists, while, they are unsure with employees of Goa tourism are at all times ready to help out all tourists and employees of Goa are not busy to answer queries of all tourists.

### 5.3 Socio-Economic Backgrounds of Tourists and Service Quality of Goa

To scrutinize difference between socio-economic backgrounds of tourists and service quality of Goa, t and ANOVA tests are employed and the results are shown in Table-7.



**Table 7:** Difference between Socio-Economic Backgrounds of Tourists and Service Quality of Goa

Particulars	t-Value / F-Value	Sig
Kind of Tourist and Service Quality of Goa	5.172** (t-value)	.000
Gender and Service Quality of Goa	5.068** (t-value)	.000
Age and Service Quality of Goa	7.214** (F-value)	.000
Education and Service Quality of Goa	8.325** (F-value)	.000
Monthly Income and Service Quality of Goa	6.749** (F-value)	.000
Marital Status and Service Quality of Goa	4.580** (t-value)	.000

\*\* Significant at 1 % level

The t-values and F-values are significant and those values explain that significant difference exists between socio-economic backgrounds of tourists and service quality of Goa.

#### 5.4 Impact of Service Quality on Satisfaction of Tourists in Goa

To assess impact of service quality on satisfaction of tourists in Goa, multiple regression analysis is used and the results are shown in Table-8. Adjusted  $R^2$  is 0.63 and  $R^2$  is 0.65 and these indices disclose the regression model is in good fit. F-value of 17.268 reveals the model is significant.

**Table 8:** Impact of Service Quality on Satisfaction of Tourists in Goa

Service Quality	Regression Coefficients	t-value	Sig
Constant	1.109**	11.458	.000
Tangibility ( $X_1$ )	.282**	7.290	.000
Assurance ( $X_2$ )	.325**	7.606	.000
Empathy ( $X_3$ )	.376**	8.175	.000
Reliability ( $X_4$ )	.390**	8.964	.000
Responsiveness ( $X_5$ )	.408**	9.342	.000
$R^2$	0.65	-	-
Adjusted $R^2$	0.63	-	-
F	17.268**	-	.000

\*\* Significant at 1 % level

Responsiveness, reliability, empathy, assurance and tangibility have positive and significant impact on satisfaction of tourists in Goa.



## 6. Conclusion

The outcomes of this study reveal that significant difference is prevailing between socio-economic backgrounds of tourists and service quality of Goa. Responsiveness, reliability, empathy, assurance and tangibility have positive and significant impact on satisfaction of tourists in Goa. To enhance service quality of Goa and satisfaction of tourists, Goa should improve its infrastructure with modern amenities and it should improve its public and common facilities. Goa should create greater faith amongst tourists and employees of Goa tourism must have abilities to give effectual services. In addition, employees of Goa tourism should possess the best interest of tourists in their hearts and they must know the exact needs of tourists. Goa should give services as it promised and employees of Goa tourism must give services as required by tourists. Employees of Goa tourism should ready to help out all tourists in at all times and they must not busy to answer queries of all tourists. In nutshell, the findings of this study will assist all stakeholders of tourism in Goa to formulate and execute comprehensive planning, strategies and programmes for providing high quality of services to tourists and enhance their satisfaction and it will be useful for sustainable development of tourism in Goa.

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