

# A critical overview of Haryana Tourism complexes with regard to Guests Satisfaction

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**Abstract:** This study attempts to investigate customer satisfaction associated with Haryana's tourist. Keeping in view the importance of customer satisfaction, the present paper aims at finding the level of quality of service and customer satisfaction visiting the resorts/complex developed by Haryana Tourism. There are 42 Haryana Tourism resorts in Haryana State. Two research methods were used in this study. Firstly, review existing literature study on tourist satisfaction, tourist service quality, and customer loyalty. Second, a structured questionnaire was developed to assess the satisfaction level of Guests visiting these complexes. A total of 400 questionnaires were distributed in 10 resorts and 286 questionnaires were received back. Out of 286 questionnaires, the demographic profile (age, professions, nature of residence, gender, educational qualification and income) of respondent were observed. Regression analysis indicated that customer satisfaction, tourism service quality, customer loyalty, and overall satisfaction. The responses were analysed using descriptive and frequency analysis and it has been found that customers who are visiting these complexes are not satisfied with many aspects like ambience, service, cleanliness, facilities in the room etc. This study also uses 17 variables to measure customer satisfaction in tourism service quality. The findings of this study concluded that the most influential factors are food and beverage, accommodation, tourism facilities, hygiene, and security. Results of this study can be used as a guideline for government agencies, tourism industries, and service providers to review and improve their service quality. Also researcher has tried to suggest the ways to improve the customer satisfaction in these resorts/complexes.

**Keywords:** Satisfaction, Customer, Resorts, Tourist, Haryana

**1. Introduction:** In recent years Tourism industry has shown a tremendous growth rate and has also fuelled the Hotel Industry also resulting in its development as a global Industry (Kadampully et al., 2010). Being a customer oriented industry customers are the centre of activities. The term customer encompasses the persons from whom we get the revenue and to maximise the revenue and profitability not only satisfying them is important but also necessary to retain them in the organization. Therefore, organizations are focussing more on satisfying customers in order to retain them. Tourism in Asia and the Pacific is rapidly changing in landscape, culture and humanities. In 2014, the Asia-Pacific region attracted 263 million international tourists and tourism revenues reached 377 billion U.S. dollars (Runckel et. al., 2017). With the help of low cost carriers, technology, and social media, to promote tourism is become easier compared to last decade.

Although the number of tourist is increasing, Indian's government still focuses on developing and enhancing India's position to be leading foreign tourist destination. As people travel regularly all around the world, their requirement in tourism service quality is also increasing. Unfortunately, there are several reports that show tourist dissatisfaction while travelling in India. Consumers were dissatisfied with their travel experiences mainly because of unexpected product and service performance (Prebensen, N., 2010). There are many studies (Meng, J., & Elliott, K. M., 2009), that proven service quality is one of the major element of customer dissatisfaction. Hotel and accommodation facilities, toilet hygiene, and taxi service were the main issues highlighted. Firstly, hotel and accommodation facilities in tourist destination are very important to the tourists. Second, tourists are also concerned about toilet hygiene, India's public toilet condition remains below the expectation even in terms of cleanliness and beautification.

Based on the report done by the Urban Wellbeing Housing and Local Government Taxi services greatly affected tourism industry, as tourists like to travel by Taxi. However, some of the taxi drivers refused to use meter and overcharged their passengers (Indian Digest, 2017). In addition, even though Delhi is the capital city and an important tourist destination of India but the signage around the city is limited and vague. This make the tourists confused and wastes their time and money, as they might have come to India for the first time.

**2. Review of Literature:** Buhalis & O'Connor (2005) identified some key changes in information technology that are able to revolutionize the tourism sector and the capabilities of such systems to develop, brand, and manage tourist destinations. They also focused on the implementation of systems that focus on consumers to ensure that the needs of experienced and sophisticated customers are addressed.

Eraqi & Abd - Alla (2008) in their paper regarding information systems and its applications in tourism sector pointed out the importance of information systems in improving the quality of services in tourism sector. They found the need for implementing the information systems in the tourism sector and the importance of increasing the online presence of the tourism service providers. According to the authors, online presence needs the support of information and it requires the implementation and application of information systems. They suggested the tourism sector to use the advantages of the already establishes information systems and make the work force aware about the importance and opportunities of the ICT.

Muhammad & Usman (2010) explained the importance of Information and Communication Technology (ICT) and the usage of the technologies in managing the destination and the flow of information for the tourism service providers. They tried to

explain the process and working of information systems. They pointed out the direct relationship between the efficiency of information systems and the performance of destinations and tourism service providers. The availability of accurate information will lead to the timely and apt decisions and effective management of the organization.

Singh & Dhankhar (2014) presented their paper on development of Information and Communication Technology as a tool for tourism destination development and marketing. They investigated the uses of Information Technology in marketing of tourist destinations and the application of ICTbased tools in destination development.

Buhalis (2014) explained the importance of Information Systems in tourism both in operational and strategic fields and described the opportunities of using such systems where information is treated as the life blood tourism industry. He tried to explain the utilization of Information Technology in a strategic perspective proposing a continuous re-engineering process. He pointed out the scope of cooperation among the players in the tourism industry and thereby opened the chances of globalization by revolutionizing the current operations and workforce. The implementation of the IT tools will help to identify the consumer needs quickly and it provides up to date information needed by the consumers.

Some recent research on travel service quality are attempting to identify the elements that influence consumers' perceptions of service quality and to model the gaps between customer expectations and actual service experience (Chen, Wen-jung (2013); Seegoolam, Premita (2011) Mesfin Anteneh, Abede Dires (2016) Al-ababneh (2013), David J. Shonk, M.S. (2006), Seebaluck, P. Pillai (2006), and David J. Shonk, M.S. (2006) find that study on the travel services business is needed to better understand the characteristics of travel service quality. Researchers must evaluate various common aspects and combine them for research objectives. Modern and up-to-date tourist facilities and services are believed to be more appealing and satisfy visitors.

Some of the researchers used analytic hierarchy process (AHP) to assess the customer satisfaction in hotel service quality. For example, (Gupta, P. & Srivastava, R., 2011) based on a survey of customer satisfaction to evaluate hotel service. Thoughts collecting questionnaire in four major variables in hotel service quality. They were overall service, reception hall service, room service, and restaurant service. On the other hand, (Ebrahimpour, A. and Haghkhah, A., 2017), indicated that dimensions like accessibility of accommodation, venue and their components directly contribute in tourist satisfaction, tourism industries development in a region intended by tourists return.

Some of the researchers using the systematic review to do further study, (Della, V. and Sciarelli, M., 2015) measured the tourist satisfaction by reviewing existing field of study and identified fourteen indicators in their study. Suanmali, (2014) conducted a study with two research methods; one of the methods is documentary research from literature survey, journals, articles, and some previous research works. Second research method is questionnaire survey conducted among foreign tourists who visited Chiang Mai in 2013. Researcher selected tourists randomly to collect data in temples, heritage sites, and natural attraction. The questionnaire focuses on five areas, which are hospitality, attraction and accessibility, cost of staying, environment factor, and infrastructure.

### 3. Study area

Haryana (27° 39' and 30° 55' N latitude, 74° 27' and 77° 36' E longitude) is a state in northern India that covers 44,212 square kilometres and has Chandigarh as its administrative capital. The vast majority of Haryana is part of the flat Indo-Gangetic plain, which has seen waves of migration since Alexander the Great's time. It was taken under the jurisdiction of the British East India Company in 1803, became a part of Punjab in 1858, and then became a distinct state on November 1, 1966. There are 21 districts, 47 sub-divisions, 67 tehsils, 45 sub-tehsils, 116 blocks, 81 cities, and 6759 villages in the state.

Haryana's climate is hot in the summer, with temperatures occasionally reaching 50° Celsius in some areas, and freezing in the winter, with temperatures dipping to 1° Celsius. May and June are the warmest months, while December and January are the coldest. This part of the nation receives a wide range of rainfall, with the Shivalik hill region receiving the wettest and the Aravali hill region receiving the driest. During the monsoon season, which lasts from late June to September, the area receives over 80% of its rainfall, which can result in flooding.

Haryana Tourism offers numerous options for sightseeing and exploration. This state is home to numerous monuments and palaces, tombs and temples. If you love exploring religious places, then there is ample scope for that here. Haryana is also home to cities like Gurgaon which boasts incredible water and amusement parks. There are public parks, museums and lakes which are great for planning an outing with your family and friends. Besides, it has a lively folk culture which is reflected in its music, arts, dance and festivals. A visitor immediately falls in love with its lush green landscape and the rustic beauty of its countryside. There are many reasons to plan a visit to Haryana. One of them is that it gifts you with a variety of experiences, ranging from heritage and religious to spiritual. Nature lovers will also be delighted during their stay here, as the lakes, gardens and the lush countryside places them in the company of nature. The rich history of the state can also be explored in its historical monuments, which range from tombs to palaces.



**Fig. 1. Study area Haryana (India) showing tourist places.**

**4. Purpose of Study:** The structure of this study are as follows. Firstly, reviewing literature related to tourism service quality which includes hotel and accommodations facilities, hygiene, transportation included buses, taxis, railway and other components related to tourism industry. Then, a methodology was used to further explain those information in literature review and find out in the survey. At last, the results of this study will be described along with further discussion on managerial implications.

**5. Hypothesis:** The hypothesized model is depicted in figure 2.

The hypotheses model is as follows:

H1: There is a relationship between food and beverage quality, accommodation service quality, hygiene and overall satisfaction.

H2: There is a relationship between hospitality, tourist facilities, price and value and overall satisfaction.

H3: There is a relationship between entertainment, quietness, convenience and overall satisfaction.

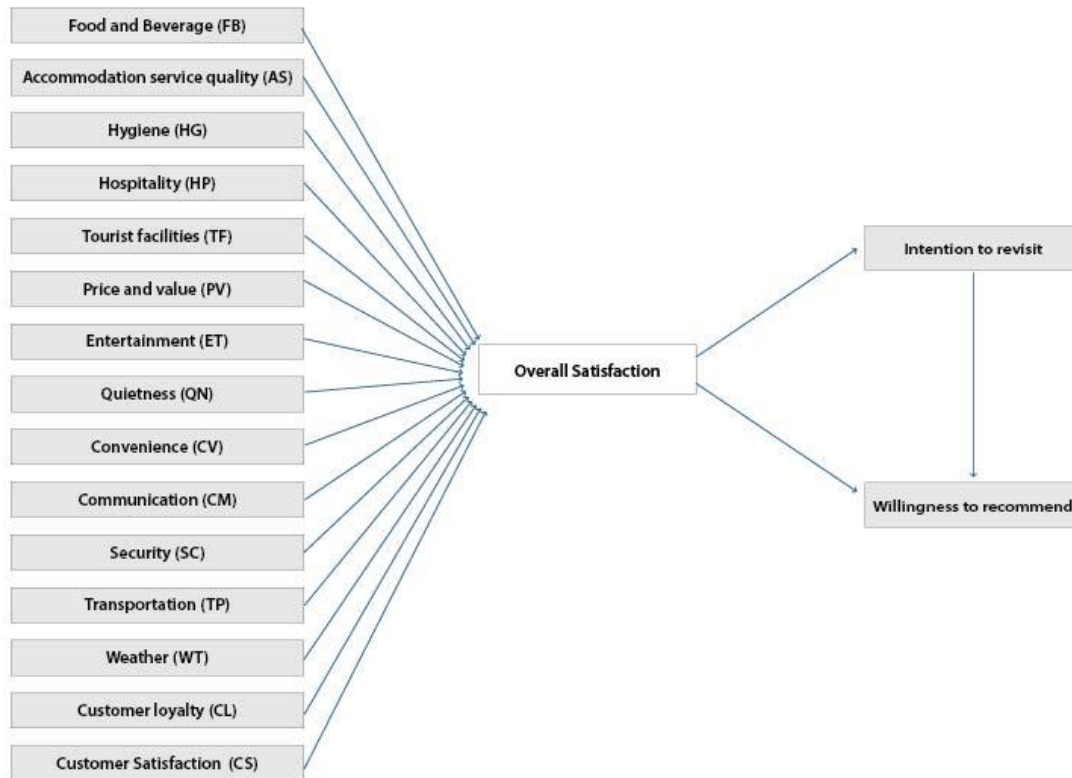
H4: There is a relationship between communication, security, transportation and overall satisfaction.

H5: There is a relationship between airport, service, weather, customer loyalty and overall satisfaction.

## 6. Research Framework and methodology

**6.1 Research Framework:** To explain the interrelationships between the variables that led to the problem, a theoretical framework has been constructed. To determine the variables, the framework is based on the link between customer happiness and tourism service quality. In this study, three (4) independent variables (IV) and one (1) dependent variable (DV) were used. Customer satisfaction is the dependent variable, whereas customer contentment, tourism service quality, and other factors are the independent variables. Figure 2 depicts the theoretical framework.

**6.2 Research methodology:** In the present study, two research methods were used in this study. Firstly, review existing literature study on tourist satisfaction, tourist service quality, and customer loyalty. Second, a structured questionnaire was developed to assess the satisfaction level of Guests visiting these complexes. A total of 400 questionnaires were distributed in 10 resorts and 286 questionnaires were received back. Out of 286 questionnaires, the demographic profile (age, professions, nature of residence, gender, educational qualification and income) of respondent were observed. Regression analysis indicated that customer satisfaction, tourism service quality, customer loyalty, and overall satisfaction. The responses were analysed using descriptive and frequency analysis and it has been found that customers who are visiting these complexes are not satisfied with many aspects like ambience, service, cleanliness, facilities in the room etc. This study also uses 17 variables to measure customer satisfaction in tourism service quality.



**Figure 2: Conceptual Framework of Customer Satisfaction in tourism service quality.**

**6.3 Collection of data:** Data were collected through online/offline surveys, questionnaires posted online and offline distributed, and 286 respondents who responded to the survey. The data is also collected manually from the survey monkeys. The construct food and beverage have 9 indicators, hygiene have 7 indicators. The construct accommodation has 6 indicators, hospitality has 5 indicators. While construct tourist facilities, convenience, and customer loyalty have 3 indicators. The construct of price and value, communication have 2 indicators. Entertainment, quietness, security, transportation, airport service, weather have 1 indicator. After collection of data, it is statically analysis by using SPSS software.

**6.4 Data Collection Process:** In the initial phase of this research, an online/offline survey was used to collect data. After data was collecting, resulted in fifteen themes pertaining to customer satisfaction in tourism service quality. This was analyzed using SPSS software. Those five themes were labeled as tourist facilities, food and beverage, transportation, hygiene, accommodation, hospitality, price and value, entertainment, convenience, quietness, communication, weather, security and airport service.

**7. Observation and Results**

Out of 286 questionnaires, the demographic profile (age, professions, nature of residence, gender, educational qualification and income) of respondent were observed (Table 1).

**Table 1: Demographic profile of respondent of study area, Haryana.**

Sr. No.	Type of factors		% age
1	Age	Below 20 years	27.3
		20-35 years	22.1
		35-50 years	25.2
		Above 50 years	25.3
2	Profession	Student	34.7
		Businessmen	20.0
		Servicemen	29.3
		Others	16.0
3	Type of residence	Metropolitan	14.0
		Rural	28.7
		Urban	34.7
		Semiurban	22.7
4	Gender	Male	70.1
		Female	29.9
5	Educational qualification	Secondary	12.0
		Sen. Secondary	54.7
		Graduation	29.3
		Post graduation	4.0
6	Income	Up to 2 Lakh	49.4
		2-5 Lakh	32.0



	Above 5 Lakh	18.6
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The summary of demographic characteristics of the Respondents showed the equal contribution of men and women, more than half of those aged 35-50. More than half of respondents have the lowest graduation qualifications. Most of them are single from Haryana (Table 1). Suppose the SPSS software is used for testing (Fig. 2).

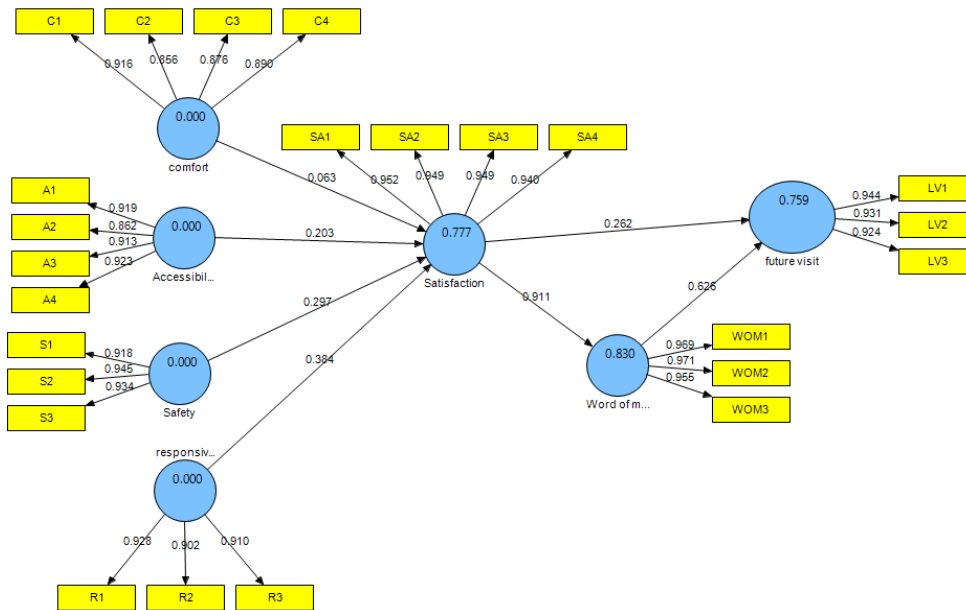


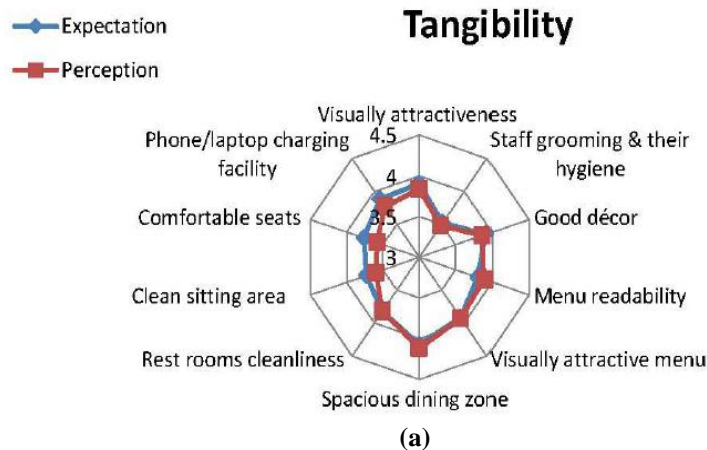
Figure 3: Research framework.

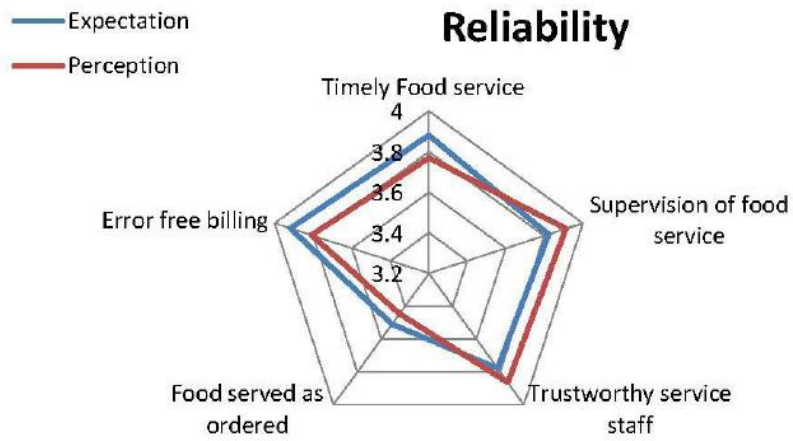
In the present study, respondent tangibility factors among hotels of tourist place of Haryana are also observed (Table 2).

Table 2. Tangibility factors among hotels of tourist place of Haryana.

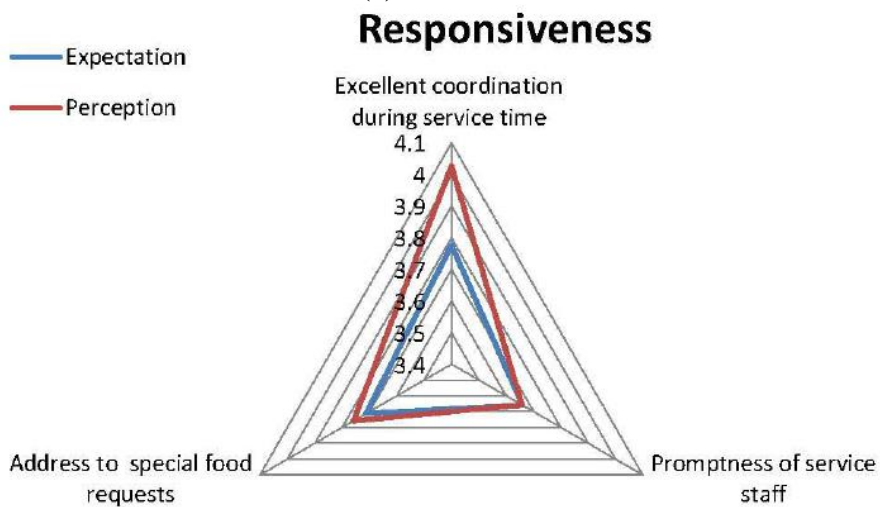
Sr. No.	Tangibility factors	% age of Respondent Answer	
		Yes	No
1	Phone and laptop charging facility	87.1	12.9
2	Comfortable rooms	56.12	43.88
3	Clear sitting areas	42.14	57.86
4	Rest room cleanliness	61.66	38.44
5	Staff grooming and their hygiene	32.47	57.53
6	Good décor	51.02	49.88
7	Meenu readability	68.12	31.88
8	Spacious dining zone	66.08	33.42

The other factors such as reliability, responsiveness, assurance and empathy of hotels/place of tourist place of Haryana was also observed from 286 respondent tourist (Fig. 4).

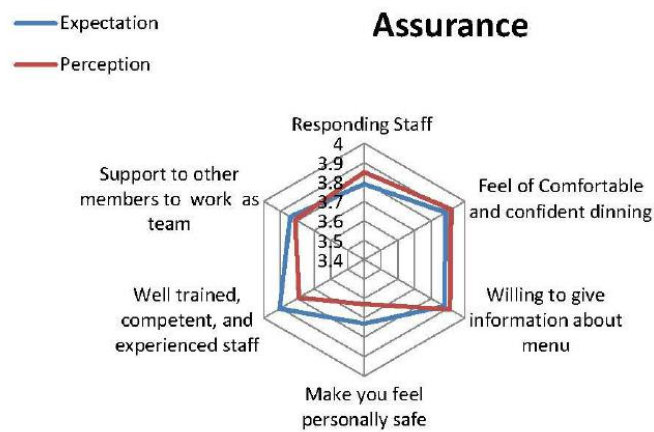




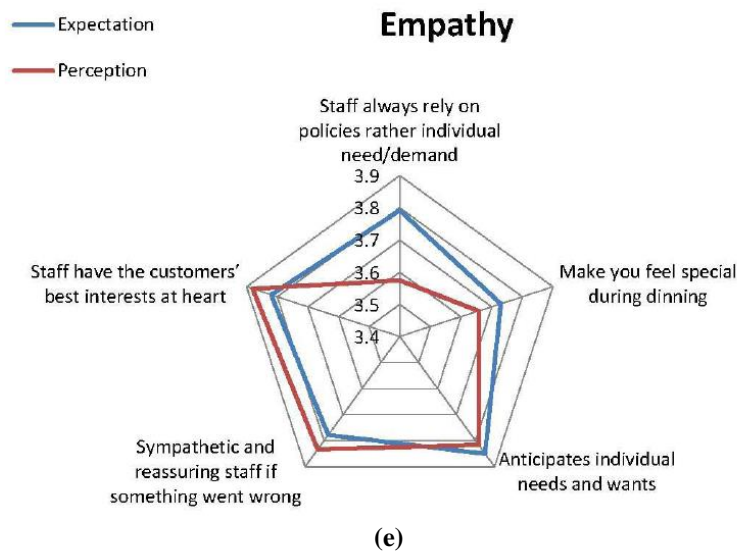
(b)



(c)



(d)



**Fig. 4. The other factors such as reliability, responsiveness, assurance and empathy of hotels/place of tourist place of Haryana**

In Table 3 display that, delight acts as a mediating variable and mediates the connection between meals and beverage, lodging, hygiene, hospitality, traveller centers, fee and fee, enjoyment, quietness, comfort, verbal exchange, safety, transportation, airport provider and weather.

**Table 3: Summary of results for measurement model (before moderation)**

Construct	Code	Loadings	Cronbachs Alpha	CR	AVE
Comfort	C1	0.915696	0.907336	0.934953	0.782399
	C2	0.855566			
	C3	0.875714			
	C4	0.890072			
Accessibility	A1	0.91929	0.925556	0.947273	0.818008
	A2	0.861628			
	A3	0.912968			
	A4	0.922509			
Safety	S1	0.917593	0.924619	0.95217	0.869054
	S2	0.944589			
	S3	0.934312			
Responsiveness	R1	0.928438	0.901209	0.938161	0.834922
	R2	0.902092			
	R3	0.910494			
Satisfaction	Sa1	0.951591	0.962044	0.972326	0.897792
	Sa2	0.949407			
	Sa3	0.949327			
	Sa4	0.939704			
Word-of-mouth	WOM1	0.968618	0.963145	0.976035	0.931397
	WOM2	0.971408			
	WOM3	0.955163			
Likelihood of future visits	LV1	0.943775	0.925734	0.952841	0.870725
	LV2	0.931103			
	LV3	0.924397			

**Table 4: Fronell-Larcker criterion**

	Accessibility	Safety	Satisfaction	Word of mouth	Comfort	Future Visit	Responsive ness
Accessibility	<b>0.9044</b>						
Safety	0.8049	<b>0.9322</b>					
Satisfaction	0.8089	0.8194	<b>0.9475</b>				
Word of mouth	0.7759	0.8222	0.9113	<b>0.9651</b>			
Comfort	0.8785	0.7940	0.7768	0.7751	<b>0.8845</b>		

Future visit	0.7664	0.7687	0.8323	0.8645	0.7154	<b>0.9331</b>
Responsiveness	0.8122	0.8056	0.8370	0.8075	0.7813	<b>0.9137</b>

**Table 5 Mediation Testing**

	Path a	Path b	Indirect Effect	SE	t-value	Bootstrapped CI	
						95% LL	95% UL
H1	0.063	0.262	0.017	0.040	0.410	-0.062	0.095
H2	0.203	0.262	0.053	0.051	1.048	-0.046	0.153
H3	0.297	0.262	0.078	0.026	2.939	0.026	0.130
H4	0.384	0.262	0.101	0.061	1.651	-0.019	0.220
H5	0.911	0.626	0.570	0.123	4.639	0.329	0.811

**Table 6 Conceptual Framework.**

Path	t-statistics	Significant Level	Supported
Accessibility->Satisfaction	2.123715	**	Yes
Safety->Satisfaction	2.969724	***	Yes
Satisfaction ->Word of mouth	45.713928	***	Yes
Satisfaction->future visit	1.696917	*	Yes
Word of mouth->future visit	4.288105	***	Yes
Comfort->Satisfaction	0.712	NS	No
Responsiveness->Satisfaction	4.215797	***	Yes

**8. Theoretical Implications:** The study proposes and tests a conceptual model of tourism service quality from a theoretical standpoint. The research uncovers the factors that influence the quality of services in the tourism industry and links them to consumer satisfaction. The findings of this study should help regulators, practitioners, and academics comprehend the theoretical framework better.

The goal of this research is to establish contemporary theoretical work and to broaden the concept of tourism services as well as research boundaries. The study adds to the body of knowledge on tourism services by empirically testing numerous hypotheses and suggesting areas for further research.

**9. Managerial Implications:** The major goal of this research is to see how the SERVQUAL model affects tourist satisfaction, customer loyalty, and returnability. Government tourism agencies and public transportation industry operators can utilise the new SERVQUAL model as an indicator to maintain and improve the quality of tourism services in order to attract public travel to Haryana. Among the fifteen independent variables, tourist facilities have the greatest impact on customer satisfaction of tourist service quality thus government tourism and tourism industries should pay attention in providing better tourist facilities through accurate bills changers and be more efficient in order to shorten waiting time for service. At the same time, service providers need to review their service quality to improve tourist satisfaction.

Regarding the result of this study, accommodation service is the third most significant variable that influence customer satisfaction in tourism service quality. As tourists might expect a comfortable accommodation and great service while travelling. So that, accommodation service providers not only have to provide a clean and comfortable accommodation, but also needs to be given greater environment for tourist to revisit and recommended to others.

Hygiene is the fourth most significant independent variable that affects customer satisfaction in tourism service quality. Some of the tourists pay close attention to surrounding's hygiene while travelling, such as cleanliness of accommodation, room, and restaurant. The tourism service industries and service providers should always keep the clean and hygiene environment to improve tourist satisfaction to encourage them to revisit and recommended to others.

The fifth most significant influence variable among seventeen variables is security. Most of the tourists will expect to travel in a safe tourist destination to avoid unpleasant incidents to happen while travelling. Therefore, government needs to pay attention on security issues especially those countries threatened by terrorism.

**10 Limitations and Future Research Directions:** This research has limited sampling in Haryana's tourism industry only. Besides Haryana, the results of this study might not be suitable to use in other countries. Through the survey from tourists in Haryana an in-depth literature on the overall quality of tourism services may be obtained. There are many advantages in using this technique. That is, to facilitate the investigation of the object; there are also some shortcomings, like summarized convenience sampling and boundaries are also one of the limitations.

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