

**TOURIST'S PERCEPTIONS AND SATISFACTION WITH SERVICES
MARKETING IN THE TOURISM SERVICES ENCOUNTER: IMPLICATIONS FOR
TOURISM INDUSTRY IN TAMILNADU**

Dr. R.Sreenivasan
Assistant Professor
Dept of Mathematical Economics
School of Economics
M.K.University, Madurai – 625 021
researcher9747@rediffmail.com

ABSTRACT

The major aim of this research work is to determine the marketing services as an internal and external marketing factor for tourism industry in Tamilnadu. The nature of the research is exploratory method, and the sample size is 520 tourists in around Tamilnadu state and data collection method used in the research is "Questionnaire Method" through personal interview. Data will be analysed by using SPSS 20.0 and SmartPLS 3.0. Findings, discussions, implications and conclusions were made by keeping an eye on the research objectives.

KEYWORDS: Tourism Industry, Marketing Services, Internal and External Marketing Factor

Introduction

As long as the inherent sense of curiosity and adventure dwells in the hearts of human beings, the desire to travel, in order to see new sights and experience new things and to live under different environments, will always grow. Hence marketing in the tourism industry is greatly simplified, as part of the process has already been completed by the desire for travel in people. Tourism is a very complex industry because of its multi-faceted activities which together produce the 'tourist product'. It is also complex because of various subsectors that are in themselves complex industries, if considered independently. Its complexity lies in the tourism promotion in its various forms directed at large number of people in various lands of different socio-economic structures, having different needs, expectations and behaviour patterns. Tourism marketing can be defined as the systematic and coordinated efforts exerted by the National Tourist Organizations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth. Marketing in tourism is concerned with the needs of identifiable consumer groups. Marketing involves much more, including product/service development, place (location and distribution), and pricing. It requires information about people, especially those interested in what you have to offer (your "market"), such as what they like, where they buy and how much they spend. Its role is to match the right product or service with the right market or audience.

Literature Review

Cvelbar, L. K., Grün, B., & Dolnicar, S. (2017) reviews and evaluates the wide range of supply and demand side measures employed and tested to reduce the environmental impacts of tourist accommodation. It focuses on the importance of understanding market segments and their pro-environmental behavior by exploring the personal and travel characteristics significantly associated with pro-environment beneficial change, empirically investigating hotel guest characteristics associated with higher towel reuse. Towel use per day, per room, is modelled according to the number of adults in the room, the number of children, and the type and origins of guests. Observed actual towel use by 204 travel parties spending 480 nights in a four-star hotel in Slovenia reveals key personal and travel characteristics of hotel guests which are predictive of towel reuse: their country of origin, booking methods used, being a business traveler and not being a family. Results point to a-priori market segments which could be given booking preference in periods of high demand to reduce hotel environmental footprints. Results also point to promising leverage points for interventions designed to modify the behavior of hotel guests on site. The approach and methodology used could be applied to marketing pro-environmental concepts more widely across other sustainable initiatives. **Balaguer and Cantavella (2002)**, in a study investigated the role of tourism in Spain long-term economic growth. Their results show that economic growth in Spain, at least in the last three decades, has led to stable development of international tourism. **Toh- et al, (2001)**, to investigate the relationship between the development of tourism and its status, introduced a new trade theory. The basic premise of this theory is that according to the balance of travel, less developed countries are generally closer to the primary or introductory stage (A net exporter of tourists) and the developed countries are closer to the final or decline stage (net importer of tourists). Using input- output analysis, **SabaghiKermani and**

Amirian(2000) examined the economic impact of tourism in Iran. Their results show that the activities of hotel and restaurant, food, clothing and leather industries, crafts and domestic transportation industry accepted the most impact and allocated the largest share of manufacturing, income and employment caused by expenses of foreign tourists. Also, government revenue and imports with the development of tourism in Iran are increased. Of course, the restaurants and garment and leather for the needs of foreign tourists, more than other sectors are dependent on imports. In addition, the results show that in Iran tourism development will also improve income distribution. **Kharazmi (2005)** examined the causal relationship between tourism and business in Iran during the years 1959-2001. After investigating the entry of tourists to Iran over these years, he selected seven of the ten applicant countries, namely Germany, France, England, India, Japan, Pakistan and Turkey and used their annual data in the estimation of the models. The results of this survey show that a one-way causal relationship is established between trade and tourism (from trade to tourism). Given this result, it has been suggested that in estimating the predicted patterns of demand for tourism, commerce is considered as an important factor. **Yousefipour (2000)**, in a study entitled "The role of tourism in economic development in Iran and the ways to expand it", statistically compares tourism revenues between Iran and world. It shows that Iran's share of this income is only one percent. This suggests that construction and development of tourism in the country has been of a very little attention. Moreover, the tourism income balance in Iran shows that the deficit is large and the tourism revenues do not cover even half of its cost.

Industry Overview

Tourism has been a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for a new experience, and the desire to be both educated and entertained. The motivations for tourism also include religious and business interest; the spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progress in air transport and development of tourist facilities has encouraged people to venture beyond the boundaries. The importance of tourism, as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is a large service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity – an objective which we have set for ourselves. Tourism has the potential to grow at a high rate and ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country's success in the service sectors and provide sustainable models of growth. Tourism sector stimulates other economic sectors like agriculture, horticulture, poultry, handicrafts, transport, construction etc. through its backward and forward linkages and cross-sectorial synergies. Tourism is the most suitable and most satisfactory way of using a region's renewable natural resources. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from the related sectors. The consumption demand, emanating from tourist expenditure also induces more employment and generates a multiplier effect on the economy

Statement of the problem

In order to bring a sea change in the tourism industry in general and specifically for India. For the effective development of the potentials in the tourism industry, government should formulate and design policies related to development of travel industry as well as travel education scenario in India. Today, there is an urgent need to carry out an extensive survey of the tourist wealth of the state on scientific lines and their usage pattern. A common strategy is to be followed to give more tourism products with quality and quantity. In India contribute the low amount for a tourism. In future more development need for a tourism field. Many of the foreign people are visited in India. In this more study need for the tourism development.

Research Objectives

- To know the various marketing strategies adopted by tourism industry in Tamilnadu.
- To study the marketing services model for integrating internal and external marketing functions of tourism industry in Tamilnadu.
- To study the problems associated with marketing services model for integrating internal and external marketing functions of tourism industry in Tamilnadu.

Limitations of the study

- Main limitation to the study was the time available to conduct it, which affected the processing and analyzing of the data.
- It is difficult to know if all the respondents gave accurate information; some respondents tend to give misleading information.

Research Methodology

The data analysis is the process of editing and reducing accumulated data to a manageable size, developing summaries, looking for patterns, and applying statistical techniques. Scaled responses on questionnaires and experimental instruments often require the analyst to derive various functions, as well as to explore relationships among variables. Further, researcher must interpret these findings in light of the client's research question or determine if the results are consistent with their hypotheses and theories. The data analysis keeps in this process by supplying suitable and required results with statistical confirmation for right and suitable interpretation.

Pilot Study

Pilot testing of the questionnaire was done with marketing services as an internal and external marketing factor for (tourism industry in Tamilnadu. After conducting the pilot study the following changes were made to make the questionnaire more understandable and purposeful. The alpha values for collected from the first 30 respondents after making changes are more than 0.6 which means the statements used to measure the variables are reliable. This implies that there is no further change warranted and there is no early response bias.

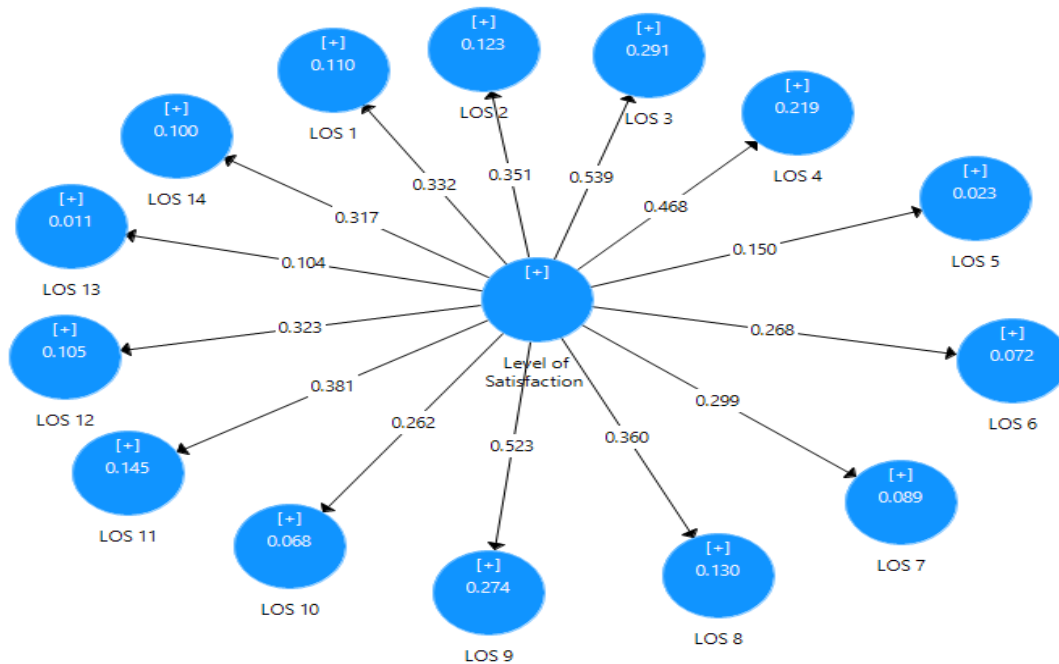
Table 1 - Measurement Model for Level of Satisfaction on Marketing Services as an Internal and External Marketing Factor for Tourism Industry in Tamilnadu

Code	Items	Results of Measurement Model (Confirmatory factor Analysis)				Result of Reliability Test	
		Standard Solutions	T - value	Error Variance	R ²	Delta (Error)	AVE
LOS1	Through website	0.412	7.47	0.105	0.1697	0.83025	0.51
LOS2	Direct Marketing	0.509	7.413	0.026	0.2590	0.74091	
LOS3	Social Media	0.761	7.009	0.029	0.5791	0.420879	
LOS4	Price	0.631	7.291	0.052	0.3981	0.60183	
LOS5	Place	0.758	7.018	0.035	0.5745	0.42543	
LOS6	Promotion	0.619	7.306	0.076	0.3831	0.61683	
LOS7	Personal Evidence	0.526	7.4	0.089	0.2766	0.72332	
LOS8	Service	-0.252	7.523	0.073	0.0635	0.93649	
LOS9	Relations	-0.013	7.55	0.054	0.0001	0.99983	
LOS10	Segmentation	-0.041	7.549	0.105	0.0016	0.99831	
LOS11	Positioning	0.653	7.258	0.077	0.4264	0.57359	
LOS12	Targeting	0.758	7.018	0.035	0.5745	0.42543	
LOS13	Advertisement	0.412	7.47	0.105	0.1697	0.83025	
LOS14	Agents	0.631	7.291	0.052	0.3981	0.60183	

Source: Primary Data

The measurement model displays the value of normed Chi square 2.180, GFI as 0.86, AGFI as 0.82, CFI as 0.89 and RMSEA as 0.076. These results reveal that all the pre-requisites for the acceptance of the measurement model are well met. After establishing the individual item reliability of the model, the validity of the model is next tested. The results are presented in the above table.

Figure 1 - Measurement Model for Level of Satisfaction on Marketing Services as an Internal and External Marketing Factor for Tourism Industry in Tamilnadu



Source: Primary Data

The individual reliability of the items is evaluated using factor loadings, factor loadings above 0.5 is acceptance. In the above table all the factor loadings are above the recommended value it shows the statements are related to the constructs. The internal consistency of all the items is ensured through construct reliability which evaluates the rigorousness with which the latent item is measured by the observable item. The AVE value should not be less than 0.5 to ensure convergent validity of the model.

Results and Discussions

Table 2 - Frequency Distribution Respondents According To Stratified Age Groups

Sl.No.	Age Years in	Frequency	Percentage
1	18-25	--	--
2	26-33	206	39.6
3	34-41	67	12.9
4	42-50	9	1.7
5	Above 50	238	45.8
	Total	520	100.00

Source: Primary Data

It was verified from Table 2 that only the four age groups of respondents have been responded, because, the study was mainly considered the tourists in and around Tamilnadu. Therefore, Tourists in and around Tamilnadu in the age group of 18-25 may be scarcely available. Out of the 520 respondents, 206 (39.6) were in the age group of 26-33 years, 67 (12.9) were under the age group of 34-41 years, 9 were in the age group of 42-50 years and 238 were above the age of 50 years.

General level of satisfaction -as perceived by profile factor “monthly gross salary”

The data in respect of the perceptions of the four monthly gross salaries of respondents were fitted to the One Way ANOVA test to evaluate the association of the ‘Level of Satisfaction’ with the marketing services expected by tourists in and around Tamilnadu. The result of the test has been presented in Table 3.

Table 3 - Association of Level of Satisfaction as Perceived by Different Monthly Gross Salary of Respondents

Sl. No.	Level of Satisfaction	Mean Scores -Monthly Gross Salary in Rupees				“F” Ratio	“F” Probability
		Up to 25000	26000-50000	51000-75000	76000 & Above		
1	Through website	2.3284	2.3140	2.5816	2.2788	2.7296*	0.0436
2	Direct Marketing	1.6716	1.7209	1.6099	1.6814	1.1169	0.3417
3	Social Media	2.3582	2.2674	2.3972	2.5885	3.9083*	0.0089
4	Price	2.0746	2.5233	2.3972	2.3850	3.2892*	0.0205
5	Place	2.1194	2.7907	1.9929	1.9204	14.7812*	0.0000
6	Promotion	2.6269	3.0465	3.0780	2.1460	21.7762*	0.0000
7	Personal Evidence	3.3284	3.2558	3.3830	3.3186	0.2982	0.8267
8	Service	3.5821	3.9884	3.3546	4.0177	16.8560*	0.0000
9	Relations	3.3731	3.7791	3.5106	3.9336	10.5371*	0.0000
10	Segmentation	3.2836	3.9186	3.5390	4.0664	14.4820*	0.0000
11	Positioning	2.8209	3.6744	2.9504	3.5177	14.2644*	0.0000
12	Targeting	2.5373	3.2442	2.8014	3.1195	6.5249*	0.0002
13	Advertisement	3.8209	3.7442	3.7943	3.8673	0.3417	0.7952
14	Agents	3.4925	3.7326	3.3546	4.0177	15.4318*	0.0000

Source: Primary Data

*Significant at 5 percent level

It was verified from Table 4 that the four Monthly Gross Salary of respondents have perceived the fourteen variables related to the Level of Satisfaction. However, considering the mean score given by the respondents, the eleven variables related to Level of Satisfaction were considered as important.

Findings and Implications

- Productivity refers to the way in which the inputs of the service are translated in to outputs that are valued by the customers. In financial services where economies of scale are considered to be critical in driving down costs (not necessarily prices), efficient production has to be central. It is also essential to maintaining quality, without which customers will switch to competitors who offer better quality
- This refers to means through which the service is created and consumed (or even co-produced). The more easy and friendly process will be, the higher the demand will be of the product in the financial services market. The consumer plays a significant role in the process or creation of the financial services.
- The product element in the financial services is of the outmost importance, since the customer is initially attracted to the product only. The benefits of the financial services must be of value to the customer.
- It refers to the marketing strategies which help in promoting the financial services in the market. Promotion in financial services may spell out the advantages of a particular service provider over its rivals, as the sector is highly competitive and differentiation between products and providers is difficult to establish.
- The price is an important aspect of the marketing of financial services in the competitive market. Every customer wants to pay less and buy more. The customers pay for their financial services either directly or indirectly, although pricing is highly competitive.

Conclusions

Tourism as a service industry comprises of several allied activities, which together produces tourism product. Tourism is an infrastructure based service product. Everyone tries his or her best to attract the tourist. Indian Government has been spending large amount on promotion of destination through websites, arranging International shows to display the Indian culture, art, pictures of historical monuments etc. The government added new tourism products to attract the foreign tourist and to get good results of their marketing efforts. A market segment consists of a group of customers who share a similar set of needs and wants. Today’s market is heterogeneous and with single product one cannot satisfy all the customers at a time. The marketer does not create the segments, the market’s task is to identify the segments and decide which one to target. Segment marketing offers key benefits over mass marketing. The organization can able to better design, price, disclose and deliver the service to satisfy the target customer. Tourist segmentation can be done by using variables like age group, season, income and education and purpose of the trip. Tourist segments based on purpose.

References

- Borden, N. H. (1984). The Concept of Marketing Mix. *Journal of Advertising Research* , 7-12
- Bose, B. S. (2007). *Marketing Management (text and cases)*. Mumbai: Himalayan Publishing House. p-430
- Dickson, D. a. (2009). A whole of Life Approach to Tourism- The case of accessible tourism experiences. *Hospitality and Tourism Management*, 32-44.
- Jagmohan Negi, S. a. (2008). *International Tourism and Travel, Concepts and Principles*
- Keller, P. K. (2006). *Marketing Management*. Delhi: Pearson Education(Singapore)Pte Ltd.,p-6
- Keller, P. K. (2006). *Marketing Management*. Delhi: Pearson Education(Singapore)Pte Ltd.,p-6
- Ministry of Tourism, Government of India (2010-11). *Tourism Annual Report*. Delhi: Ministry of Tourism. p-30
- S.A.Sherlekar. (2007). *Marketing Management*. Mumbai: Himalaya Publishing House Pvt. Ltd. p-276
- Wirtz, C. L. (2011). *Service Marketing-People, Technology and Strategy*. New Jersey: Prentice Hall.p-13