

MOTIVATION LEADING TO SATISFACTION OF FOREIGN TOURIST TO EXPLORE SPIRITUAL DESTINATIONS IN AND AROUND COIMBATORE DISTRICT

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Abstract

Tourism is essentially experiential based and at the destination a tourist encounters reality. A tourist visits a destination with bundle of expectations hoping to be fulfilled in the most satisfying manner. The Ministry of Tourism has a scheme for granting approval to hotel projects from the point of view of this suitability for international tourists. Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to encourage quality, standard and service in these categories so as to promote Tourism in India. A study has been conducted to evaluate the motivation level of foreign tourists to visit spiritual places and understand their level of satisfaction with regard to assistance provided by the tour guides and tour operators to explore the spiritual destination in and around Coimbatore District.

Key Words: Tourism, Spiritual Destinations, Motivation, Satisfaction, etc.

Introduction

Tourism is essentially experiential based and at the destination a tourist encounters reality. A tourist visits a destination with bundle of expectations hoping to be fulfilled in the most satisfying manner. In this stage he/she receives realistic access to all the activities and services about which information was gathered in the prior stage. Satisfaction is the goal of overall subjective post-consumption evaluation based on consumer experiences (Oliver, 1980). Tourist satisfaction is a crucial component of successful destination marketing, as it influences the choice of destination and the decision to revisit the destination (Yoon and Uysal, 2005). Travel motivation has long been the focus of tourism study as it is recognized as an essential part to understanding a tourist's dynamic behaviour (Li and Cai, 2012). Moreover, the relationship between travel motivation and travel intention has recently been empirically tested. For instance, Hung and Petrick (2011) developed a measurement scale for travel motivation and examined the influence of motivation on travel intention in cruise tourism. Specifically, tourists motivated by the desire to pursue novelty are likely to revisit the destination or to recommend the destination to their friends and relatives.

About India Tourist Development Corporation (ITDC)¹

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are: To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants; To provide transport, entertainment, shopping and conventional services; To produce, distribute, tourist publicity material; To render consultancy-cum-managerial services in India and abroad; To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc; To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

Travel Trade

The Ministry of Tourism has a scheme for granting approval to hotel projects from the point of view of this suitability for international tourists. A classification committee set up by the Ministry classifies the functioning hotels under the star system into six categories from star one to five star deluxe. Similarly, the Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to encourage quality, standard and service in these categories so as to promote Tourism in India. This is a voluntary scheme open to all bonafide agencies.

Statement of The Problem

Tourism can be perceived as a product (or destination) which can be resole and recommended to other people (Yoon & Uysal, 2005). Satisfaction plays significant role in justifying the foreign tourists who are motivated by some sources to visit temples in India. Therefore, a study has been conducted to evaluate the motivation level of foreign tourists to visit spiritual places and understand their level of satisfaction with regard to assistance provided by the tour guides and tour operators to

explore the spiritual destination in and around Coimbatore District. Therefore, it becomes necessary to understand what is the level of motivation among foreign tourists? and how well they are satisfied by exploring the temple destination in and around Coimbatore District?

Objectives of The Study

1. To examine the correlation between motivation and satisfaction perceived by foreign tourists in visiting temple places of Coimbatore district
2. To find out the relationship between motivation and satisfaction achieved by the foreign tourists.

Methodology

Methodology indicates the general pattern of organising the procedure for gathering valid and reliable data for the purpose of investigation. The research is descriptive in nature. Both Primary and Secondary data are used for the study. The first step in the collection of primary data is to identify the sample tourists visiting major spiritual destinations in and around Coimbatore. 54 samples were identified for the study through convenient sampling method. The sources of secondary data includes the publications and reports of tourism destination in India, and various other unpublished reports, research reports, Journals, articles, etc.

Limitations of The Study

There are very few foreign tourists visiting temple destinations, hence there is restriction in sample size. The generalization of the policy implications derived there from, are not applicable for any other geographical location for similar type of studies.

Analysis and Results

8.1. Demographic Variables

Demographic variables are analysed based on their Age, Gender, Monthly Income and Assistance sought for Exploration of temple places are presented in the Table below:

Table 1: Demographic Variables

Sl. No.	Demographic Variables	Respondents (54 Nos.)	Percentage (100%)
1.	Age		
	31 to 40 years	12	22.2
	41 to 50 years	18	33.3
	51 and above	24	44.4
2.	Gender		
	Male	33	61.1
	Female	21	38.9
3.	Monthly Income		
	Less than \$ 5,000	32	59.3
	\$.5,001 to \$.10,000	9	16.7
	Above \$.10,000	13	24.1
Sl. No.	Demographic Variables	Respondents (54 Nos.)	Percentage (100%)
4.	Assistance sought for exploration		
	Tourist Operators	16	29.6
	Pre-booked guides	15	27.8
	Self with google assistance	23	42.6

Source: Computed from Primary Data

The above table shows that maximum (44.4%) of the foreign tourists belong to the age group of 51 years and above, while 33.3% of them belong to the age between 41 and 50 years and the remaining 22.2% of the foreign tourists belong to the age of 31 to 40 years. It is clear that most (61,1%) of the foreign tourists were male and 38.9% were female. It is observed that

majority (59.3%) of the foreign tourists earn less than \$ 5000 per month, while 24.1% of them earn above \$ 10,000 per month and the remaining 16.7% of the foreign tourists earn between \$5000 and \$10000. It is clear that maximum (42.6%) of the foreign tourists explore temples at Coimbatore with the google map assistance, 29.6% of the tourists explore through the assistance provided by tourist operators and the remaining 27.8% of the tourists pre-booked guides to explore the temple places in and around Coimbatore district.

Correlation Between Motivation and Satisfaction

Null Hypothesis: There is no correlation between Motivation and Satisfaction

Table 2: Correlation between Motivation and Satisfaction

Factors	Correlation	Motivation	Satisfaction
Motivation	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	54	54
Satisfaction	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

It is understood that there is a significant positive correlation between Motivation and Satisfaction (r=0.636, sig.0.000) among foreign tourists visiting spiritual destination in Coimbatore District.

Multiple Regression

Multiple regression analysis is performed using enter method to test whether the Motivation leads to Satisfaction among foreign tourists exploring spiritual destinations in and around Coimbatore District. Anova Table is used to predict significance of the model by evaluating the Satisfaction of the foreign tourists exploring spiritual destinations. This is evaluated by considering the significance of P-value (0.000) is less than the alpha (0.05) to prove the significance of the model. In other words F(1,52)=35.286, p=0.000 is found significant to reject the null hypothesis.

Null Hypothesis: There is no significant relationship between Motivation and Satisfaction

Table 3: Regression Analysis Measuring The Motivation Leading To Satisfaction of Foreign Tourists Exploring Spiritual Destinations In Coimbatore

R Value	R Square Value	Adjusted R Square Value	Degree of Freedom – (V ₁ , V ₂)	F-Value	Significance
0.636	0.404	0.393	(1, 52)	35.286	0.000

- a. Predictors: (Constant), Motivation
- b. Dependent Variable: Satisfaction

When measuring the model summary, the percentage of variance in the dependent variable (Satisfaction) explained by the predictor variables (Motivation) at 40.4%. In other words, based on the perception of the foreign tourists motivation shows 40.4% of variance based on motivation is explained by the level of Satisfaction among foreign tourists exploring spiritual places in and around Coimbatore district.

Table 4: Coefficients Showing The Motivation Leading To Satisfaction of Foreign Tourists Exploring Spiritual Destinations In Coimbatore

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1						
(Constant)	11.692	1.739			6.724	.000
Motivation	.525	.088	.636		5.940	.000

a. Dependent Variable: Satisfaction

It is clear that the relationship between Motivation of foreign tourists exploring spiritual places in and around Coimbatore leading to Satisfaction shows ($t=5.940, 0.000$) is found to have significant relationship between the variables to reject the null hypothesis at 1% level.

Results of Findings

Demographics

1. Maximum (44.4%) of the foreign tourists belong to the age group of 51 years and above,
2. Most (61,1%) of the foreign tourists were male
3. Majority (59.3%) of the foreign tourists earn less than \$ 5000 per month,
4. Maximum (42.6%) of the foreign tourists explore temples at Coimbatore with the google map assistance

Correlation

1. It is found that there is moderately high level of correlation between motivation and satisfaction found among foreign tourists exploring spiritual places in Coimbatore.

Regression

It is observed that through Anova table the model evaluating motivation and satisfaction was found to good. Based on the model results it is clear that the predictor (motivation) measures significant variance at 40.4% which leads to level of satisfaction among foreign tourists exploring spiritual places in and around Coimbatore District.

Conclusion

Travel motivation has long been considered complicated and multifaceted, and is commonly examined in the push-and-pull framework (Crompton, 1979). Empirical studies have suggested that tourist satisfaction is significantly influenced by motivation (Lee, 2009). Tourist satisfaction is a crucial component of successful destination marketing, as it influences the choice of destination and the decision to revisit the destination (Yoon and Uysal, 2005). The study concludes that tourism in India had achieved enormous growth and the selection of foreign tourists have significantly attracted spiritual locations to a great extent which had stimulated their motives to a great extent to particularly visit spiritual destinations to achieve satisfaction which have also inspired them to revisit the spiritual location alone and also with other people is an excellent sign of growth for tourism development.

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