

Tourists' satisfaction by quality services in Hotel Industry: A case study of RTDC hotel

Dr. Reema Singh*

ABSTRACT

Purpose – The purpose of this study is to investigate the relationship between services and facilities rendered by hotel in context with the satisfaction level of tourists.

Design/methodology/approach – The study examined the response of 50 tourists through questionnaire designed at a SHILPI, Rajasthan Tourism Development hotel located at Ranakpur in Pali District. The sampling design is based on the convenient sampling examining satisfaction levels towards the services received as well as impact of infrastructure and staff facilities on tourists.

Findings – The results of the study provide support to the hypotheses proposed, indicating that there is a significant association between services rendered by Hotel (infrastructure, hotel staffs and food facilities) and satisfaction level of customers.

Research limitation – The convenient sampling design for examining the research objective is limitation in this study.

Scope - The scope of this study is applied especially on the customers searching for such peaceful place for their enjoyment. The services rendered in the hotel may prove to be significant to fulfill the customers' need. Further, this study in not only considering the services and facilities provided by hotel but it also believe due to its ancient locality. According to the findings of this study, this will have a positive effect on satisfaction level of customers which appear to be related to a greater or a lesser extent with the services rendered by Hotel as infrastructure, hotel staff and food facilities.

Originality/value – The study is pioneering, given that there are no prior studies examining at specific RTDC hotel.

Keywords: tourists' need, enjoyment, satisfaction level, services rendered.

Paper type: Research paper

* Prof., Regional College for Education Research & Technology, Jaipur

OVERVIEW:

Tourism is one of the key agenda for the central as well as state government. It is not only generate revenue but also significant for employment aspects. Cultural values, heritage, rich historical arts, geographical location and many other factors are also promoted through tourism. The main mission of Indian tourism is "*Athithi Devo Bhav*" which considers guests as god. The government of India adopted the ancient Hindu scripture to promote the tourism influx by increasing hospitality in the country. Hospitality industry is a part of service enterprise known as travel and tourism industry. In today scenario, tourism has become a major issue especially for the economic development of many countries. The success of any industry is based on the human assets as well as service quality of the organization. The service quality is considered as a win-win strategy for the substantial development of the organization especially tourism sector. The excellent services rendered by the hotels, enhance the opportunity to the customers. State government also wants to provide satisfactory services to the tourists by establishing good RTDC hotels.

Rajasthan is not only the land of royalty, culture, spirituality, prosperous art, monuments, a wide range of food variety but also famous spot for tourists. This state has been selected under the Incredible India Campaign promotional scheme and also come under state Tourism Policy in 2001. Due to various aspects in tourism, the hotel industry is growing with each passing year in Rajasthan. The State government is working in form of Rajasthan Tourism Development Corporation (RTDC) as government hotels organization.

Rajasthan Tourism Development Corporation works in various dimensions to establish, develop, and implement programs as well as many other schemes that facilitate and enhance tourism in the State. To increases the satisfaction level of tourists, it also organizes the package tours, fairs

& festivals, entertainment, shopping and even transport services. The RTDC operates its units mainly in major tourist spots of Rajasthan. Hotel SHILPI is a one of the unit of RTDC located at Ranakpur.

The main objective of this research paper is to identify the satisfaction level of the guests regarding the services rendered by the Hotel Shilpi.

REVIEW OF LITERATURE:

Singh and Hemraj (1987), examined the tourism prospects in Himachal Pradesh. They conducted a study on tourism in Kullu valley. They Identified various challenge faced by tourists in context to transportation and language problem. They explained that there is huge scope of tourism in this area. They further suggested that HPTDC has improve its transportation and accommodation facilities.

Tiwari (1992), in his research article entitled “Organisation and Working of Rajasthan Tourism Development Corporation” has analyzed the organizational and functional aspects of the corporation. The researcher explained that there is highly a prospect of tourism in Rajasthan state. RTDC has not been ability to evaluate the potential of the type of tourists in the state. He further suggested that research work has conducted for the tourists’ potential.

Sharma (1996), in the research work entitled “Tourism-Policy, Planning and Strategy” emphasized the introduction of the tourism industry in India. He also evaluated the services provided by the RTDC. This paper studied that the more tourists were satisfied with the RTDC hotels services.

Singh (2002), in the research article entitled “Tourism in India: Policy Pitfalls” studied that tourism is a highly political issue which take major governance in tourism industry. This paper further emphasized that the Indian tourism mainly concern Domestic aspects rather than internationally.

Kamra (2006), studied the tourism development policies in India since independence. The researcher further analyzed the various external and internal factors that influence the tourism development. The author also discussed the various role of government of India and Private sector in strengthening the tourism industry.

Rathore Ashok Singh and Jodhana Lokeshver Singh (2012) in the research paper entitled “An Empirical Analysis of the Service Operations of Rajasthan Tourism Development Corporation Hotels” analysed that the tourists in Rajasthan were influenced by various psychological factors and especially the services provided by the Hotel Industry. They further explained the satisfaction level of the guests on the basis of designed questionnaire in context to the quality services rendered by the hotels.

Based on literature review, following hypothesis is being framed in order to test the objective in this case study.

H0: Impression of quality services is not associated with customer satisfaction.

To test this above hypothesis, the following sub-hypotheses are designed:-

H1: There is no significant association between Hotel room services with the customer satisfaction.

H2: Effective Staff is not associated with customer satisfaction.

H3: Guests' satisfaction level is not associated with the food facilities provided by Hotel.

H4: Customers expectation level is no significant related to other services (safety, Parking, internet, medical aid etc.).

METHODOLOGY

The main objective of the study is to evaluate the services rendered by RTDC hotel Shilpi based on customer satisfaction. The present study is an exploratory and primary data based research. The sampling units for this research are tourists of RTDC hotel Shilpi who are using the accommodation facilities here. The sample size is 50 tourists who were staying in RTDC hotel at that time.

Data Collection Methods

Both primary and secondary data collection techniques are used for research purpose. The required primary data is collected from the sample respondents using a structured questionnaire. And secondary data is collected from various publications of the central, state and local governments, by journals, books, magazines and newspapers as well as through websites also.

A well structured questionnaire was framed out to evaluate the respondents' attitude, opinions and suggestions regarding service facilities provided by the RTDC hotel. The convenience sampling design is selected to examine the customer satisfaction level in different aspects. Questions of both close ended and open ended type were included.

In first part of the questionnaire is close ended type. These questions are related to all about the various services of the RTDC hotel. To know the satisfaction level of the tourists after using those services, it was designed. Those were covered every division of a hotel like – front office, housekeeping, restaurant, bar, food and beverage services, human resource,

security and other divisions etc.

The other part of this questionnaire is open ended type. In this section, the researcher tried to know about the overall perception and suggestions to the hotels.

Analysis Techniques:

The measurement tool used to study the research analysis is Likert Scale. In this paper, number of statements is designed to evaluate the attitude of the respondents towards hotel services. Each response consist numerical points which are applicable to calculate the ANOVA test. In Likert type of scale, the respondents were asked to respond to each of the statements in term of five degrees of agreement or disagreement. The 5 point of the scale indicated in the statements are-1- Strongly disagree, 2-Disagree, 3-Neutral, 4-Satisfactory and 5- Excellent

Major Findings of the Research:

RTDC, a service organisation works as platform for the tourists by providing services in different dimension. So the researcher wants to evaluate the service operation of RTDC in aspects of customer satisfaction. The whole analysis is categorized into two parts. In first part, the Hypothesis is tested statistically with the help of ANOVA test based on 5 point likert scale. In next part, the analysis is graphically interpreted. The results and discussions of this questionnaire have created a broad scenario about the service operations of RTDC hotels. The main hypothesis is categorised as follows:-

H₀: Impression of quality services is not associated with customer satisfaction.

H_a: Impression of quality services is associated with customer satisfaction.

To test the above hypothesis, in order to find the impact of training the researcher has designed following criteria:-

H1: There is no significant association between Hotel room services with the customer satisfaction.

H2: Effective Staff is not associated with customer satisfaction.

H3: Guests' satisfaction level is not associated with the food facilities provided by Hotel.

H4: Customers expectation level is no significant related to other services (safety, Parking, internet, medical aid etc.).

- a. Tourists' satisfaction level in context to the hotel services.**
- b. Customers' opinion regarding Hotel Staff.**
- c. Guests' response regarding food facilities provided in hotel.**
- d. Customers' expectation related to other services rendered by RTDC hotel.**

OPINION OF TOURISTS REGARDING SERVICES RENDERED BY RTDC HOTEL

Table 1 : Tourists’ satisfaction level in context to the hotel room services.

Hotel Facilities	Excellent	Satisfactory	Neutral	Disagree	Strongly disagree
Room Setup	5	14	12	10	9
Cleaniness	4	15	11	11	9
Comfort level	3	16	10	9	12
Lighting	5	12	14	10	9

SOURCE	DF	VARIANCE	Mean Sumof squares	F Ratio	F Critical Value
SSC	4	1232.19	308.05	9.38015437	9.28
SSR	3	6.69	2.23	0.06787904	9.28
SSE	9	295.56	32.84		
TSS	15	1534.44			

The tourists were asked to respond regarding hotel room services, it is found in the above table that the calculated value of f is greater than critical value at the 5% level of significance. It is inferred that the null hypothesis falls in rejection region and it is concluded that the tourists were satisfied with the room facilities of the hotel.

Table 2: Customers' opinion regarding Hotel Staff.

Staff	Excellent	Satisfactory	Neutral	Disagree	Strongly disagree
Hospitality	6	15	12	8	9
Uniform	10	14	13	11	2
Promptness	7	16	10	9	8

SOURCE	DF	VARIANCE	Mean Sum of squares	F Ratio	F Critical Value
SSC	4	5007.33	1251.83	33.1319	9.28
SSR	2	35.73	17.87	0.47287	9.28
SSE	8	302.27	37.78		
TSS	14	5345.33			

From the table 2, it is analyzed that calculated value for ANOVA test (f-value = 33.1319) is higher than the critical value. Hence it is proved that alternate hypothesis is accepted. It is concluded that the customers were highly satisfied with the practices adopted by hotel staffs.

Table 3 : Guests' response regarding food facilities provided in hotel.

FOOD FACILITIES	Excellent	Satisfactory	Neutral	Disagree	Strongly disagree
Variety	6	15	12	8	9
Taste	10	14	13	11	2

	7	16	10	9	8
Serving quality	9	18	9	10	4

SOURCE	DF	VARIANCE	Mean Sum of squares	F Ratio	F Critical Value
SSC	4	2367.69	591.92	11.321125	9.28
SSR	3	62.19	20.73	0.39646699	9.28
SSE	9	470.56	52.28		

The opinion regarding food facilities were also evaluated on the basis of ANOVA test. It is analysed that the calculated f-value is higher than the critical value at 5% level of significance. It is interpreted that the null hypothesis is rejected. Hence it is proved that the guests' opinion regarding the food services were satisfactory enough.

Table 4 : Customers' expectation related to other services rendered by RTDC hotel.

Other services	Excellent	Satisfactory	Neutral	Disagree	Strongly disagree
Parking	6	15	12	8	9
Laundry Service	10	14	13	11	2
Medical Aid	7	16	10	9	8
Internet	3	16	10	9	12

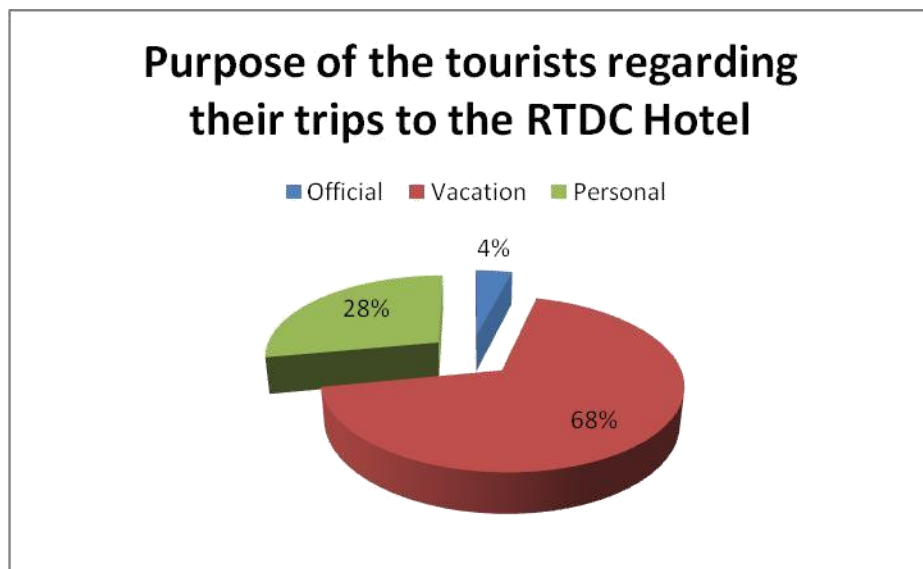
SOURCE	DF		VARIANCE	Mean Sumof squares	F Ratio	F Critical Value
SSC	4		1712.25	428.06	5.60984711	9.28
SSR	3		114.75	38.25	0.50127412	9.28
SSE	9		686.75	76.31		
TSS	15		2513.75			

It is observed in table 4 that the calculated f-value is less than the critical value at 5% level of significance. It is interpreted that the tourists were not satisfied with the other services like parking, laundry, medical aids and internet. It is concluded that the RTDC hotels are not rendering these services to their customers.

GRAPHICAL ANALYSIS OF RESEARCH STUDY

Table 5 : Purpose of the tourists regarding their trips to the RTDC Hotels

Purpose Criteria	Respondents in Numbers	Respondents in %
Official	02	04
Vacation	34	68
Personal	14	28
Total	50	100

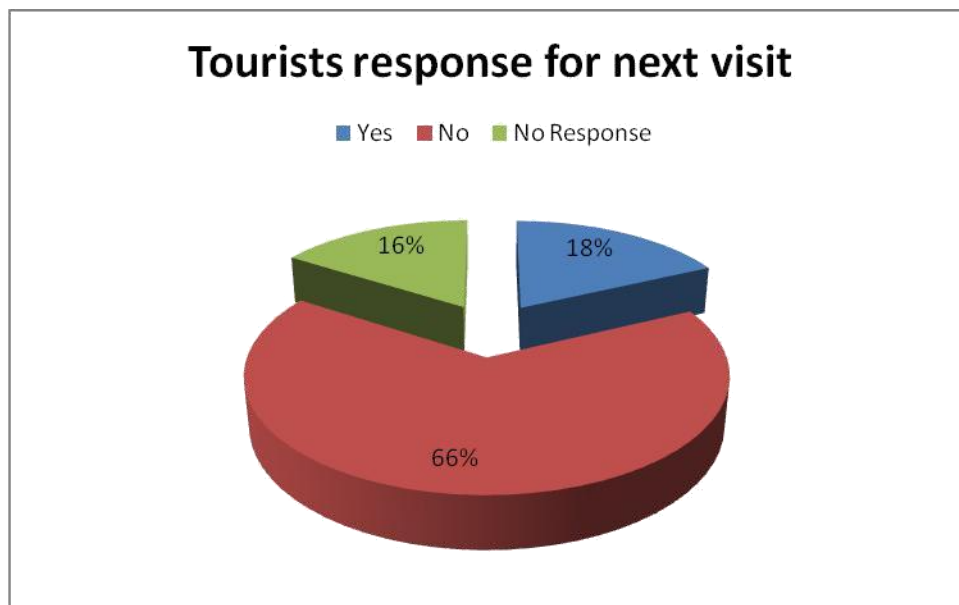


It is observed from the above graph that 68 % tourists stay in the hotel for purpose of vacation.

Table – 5 shows that the maximum numbers of visitors (68%) were on vacation trip, 28 % were on personal trip and only 4 % of the total tourists were on personal trip. We can understand that leisure tourists are highly disliked these hotels as an accommodation.

Table 6: Would you like to come back in this Hotel again on your next trip:-

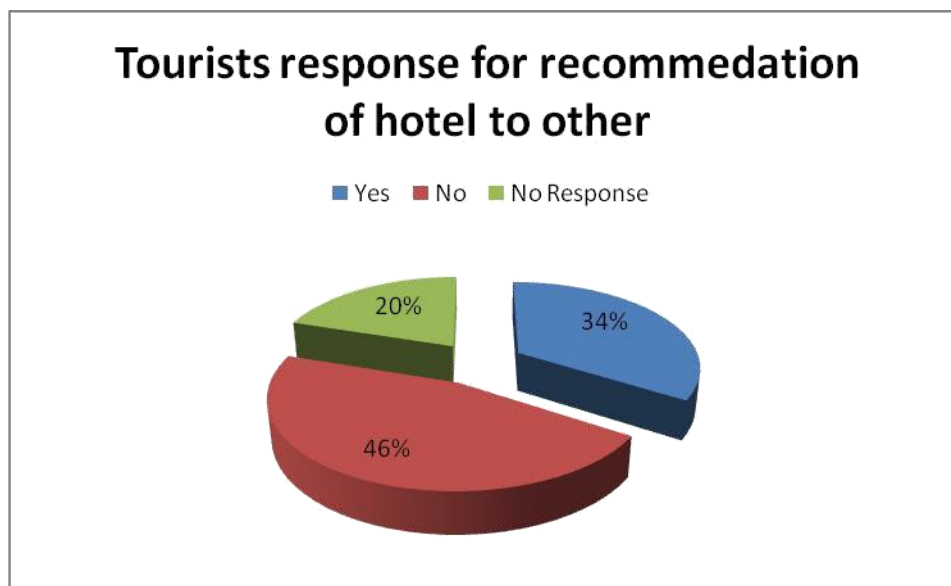
Response	Respondents in Numbers	Respondents in %
Yes	09	18
No	33	66
No Response	08	16
Total	50	100



The respondents were asked about the next visit to hotel Shilpi, it was observed from the table that maximum number of tourists (approximate 66%) do not want to come back for the trip. They highly dissatisfied with the service of the hotel. Only 16% visitors of the total answered positively that they would like to return in this hotel on their next trip. It is very surprising to observe that the one part of the respondents who want to come back to RTDC hotel, were visited hotel on personal as well as only religious purpose (near Jain Mandir) trip.

Table 7: Would you like to suggest RTDC hotels to friends and family:

Response	Respondents in Numbers	Respondents in %
Yes	17	34
No	23	46
No Response	10	20
Total	50	100



It is analysed from the above table that 46% respondents are answered negatively when the tourists were asked the question regarding recommendation of Hotel to others. 34% guests positively recommended to others for RTDC hotel. It is concluded that customers don't suggest others to come hotel.

Table 8: How would grade the overall facilities of the Hotel –

Response	Respondents in Numbers	Respondents in %
luxurious	05	10
Economic	34	68
No Response	11	22
Total	50	100

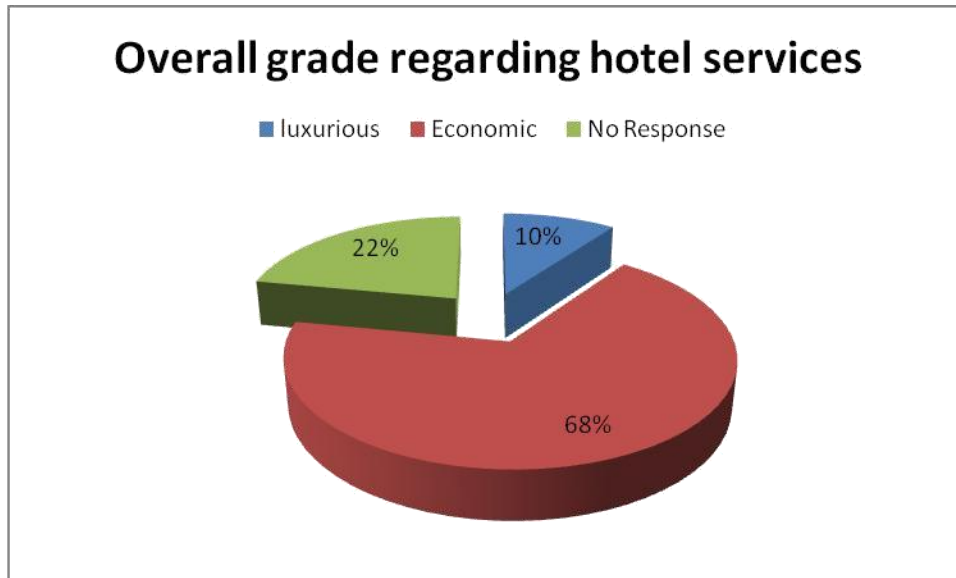


Table – 8 shows that only 68% respondents accepted that facilities provided in the hotel are economic for them. If 22% responses are ignored then only 10 % tourists ranked luxurious class grade to the RTDC hotel.

MAJOR FINDINGS & CONCLUSION WITH SUGGESTIONS:

The tourism and hospitality industry is one of the highly emerging sectors for the Indian economy. It is not only the key sustainable factor for the revenue creation but it plays major role to employment generator. Success in tourism industry is only possible by rendering excellent services to the guests. RTDC takes major role to develop the Rajasthan economy by providing such kind of Hotels which are well known for the hospitality. Evaluation of customer satisfaction level can favorable to know the loyalty of the customers for such hotels. The paper evaluated that good service quality is an indicator for the customer satisfaction. The present paper study depicts that services provided by RTDC hotel Shilpi are average. This paper also reveals that the

services rendered in hotel should be improved in various aspects. There are following suggestion regarding the services system of hotel:-

1. The major issue in this service system of RTDC hotel is staff. There is lack of numbers of staff in the hotel. Like clerical staff is working as sometime in part of welcoming, catering and serving the guests. Due to deficiency in numbers, they can't work efficiently in various rooms at time. Staff has not attitude which shows lacking of hospitability.
2. RTDC should recruit more persons with proper training.
3. RTDC should improve the food facilities in the hotel. There is lacking of food variety and beverages with extended menu.
4. RTDC can improve its other services like laundry, parking , medical aids etc facility.
5. RTDC can generate more revenue by increasing the various other resources via joint efforts with improving forestry system and utilizing other natural resources.
6. Tourists demand for Gym, spa and Internet facilities, Lift facility and Cloak room. RTDC hotel has improved these facilities.

The effort of manager is not only sufficient to improve the quality services of hotel. The government should also take care of this.

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