

WHAT MAKES DOMESTIC TOURISTS SATISFIED? AN EMPIRICAL STUDY OF SRINAGAR (JAMMU & KASHMIR)

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Abstract

Today, the world is changing rapidly and tourists' preferences are also changing consistently. When and where tourists' preferences changes, it reflects from tourists' attitude towards the destination and destination elements. Hence, this study is an attempt to examine the domestic tourist satisfaction on their visit to Srinagar and analysis of attractiveness of Srinagar. Srinagar is the main city and headquarter of Kashmir valley. It is also summer capital of Jammu and Kashmir State. However, in this study, desk and empirical research approaches are used to accomplish the objectives. This research is required to understand and considers tourists' perceptions towards Srinagar as a tourist destination; because any destination should be tourist oriented for high tourist satisfaction, as tourist satisfaction is key for destination success. Satisfied tourists are the brand ambassadors of a particular tourist destination which uses 'Word of Mouth' method to hype a particular tourist destination and suggest the same destination to others.

The results of the study reveal that Srinagar is naturally and culturally very important destination and, almost, all the tourist facilities are available there. However, the food and beverage, transport and accommodation sectors are not up to the mark. Therefore, the service providers of these sectors need to review their existing policies and strategies related to these areas in order to upgrade the services to satisfy the tourists in a better way.

Keywords: *Tourist Satisfaction, Srinagar, Kashmir Valley*

INTRODUCTION

Tourism is a well defined phenomenon of travel activities of people under certain conditions (Figuerola, 1985; Burkart and Medlik, 1981; Tribe, 2006). This concept involves the movement of people out of their homes for the limited period of time and touches the all components of tourism (Leiper, 1979; Mathieson and Wall, 1982). However, tourism is an amalgamation of several independent industries which renders the accommodation, transportation, food and beverage, entertainment, travel information and other tourism related services to tourists. The World Tourism Organization (1994) defines the tourism as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is a silent and smokeless industry which accommodates number of people directly and indirectly.

Tourism is multidisciplinary subject which encompasses several subjects of science and humanities such as geography, history, commerce, economics etc (Jafari and Brent Ritchie, 1981). Geography is very important discipline of tourism (Gunn, 1987: p.8); it gives a psychological image of a tourist

destination by its location, landscape, destination nature, climate, flora and fauna, demography, settlements and other socio-cultural dimensions (Przeclawski, 1993; Ryan, 1991: p.6). India is prime tourists' destination to visit. India is geographically diverse country with massive old and young mountain ranges, plains, deserts, coastal areas and islands with tremendous tourism potentials (Nag & Sen Gupta, 1992; Negi, 2002). There are a number of hill stations in India from North to South and East to West that are being visited and acclaimed by the tourists worldwide. Mostly, these hill stations are underdeveloped, but God has given an undefined beauty to these places. Efforts and policies are framed to develop tourism and attract more and more domestic tourists towards these hill stations. Pleasant climate, wildlife, natural beauty, tranquil environment, water bodies, local life and culture etc are the main travel motivations for these hill stations (Khanna, 2014; Chadha, 2014).

Hill stations are different kind of tourist destinations and measurement of tourists' satisfaction is key here. Tourist satisfaction is affected by several factors positively as well as negatively. Accommodation, transportation, safety and security, natural beauty, local culture, behavior of host community and so on are common destination

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elements that affect tourists' satisfaction (Lee T.H., 2009). Every destination need satisfied tourists to act like brand ambassadors for that destination to hype the destination among their family members, relatives, and friends and so on by using 'Word of Mouth' method. Similarly, dissatisfied tourists are demoting the destination they visited.

The Study Area: Srinagar

Srinagar word means 'the city of Goddess Luxami or wealth or best city'. It is summer capital of Jammu and Kashmir State in north India. This beautiful city is located on the banks of river Jhelum. Its average altitude is 1,750 meters above mean sea level. Strategically, Srinagar is located on the intersection of 34°5' north and 74°47' east and occupies an area of 294 sq km. The climate remains pleasant here during summer and temperature remains around 29° C, while during winter it drops up to around -2° C (Singh, 1971: p.360). National Highway No. 1A (NH-1A) connects Srinagar with rest of the country and National Highway No. 1D (NH-1D) joins it with Ladakh region of the state by road. Sheikh-ul-Alam International Airport (SXR) is the only airport in Srinagar which connects the Kashmir valley with the outer world by air transport.

Srinagar is one of the most famous places of Jammu and Kashmir among tourists. It is perfect place to spend a few vacation, leisure and adventure moments. This lush green destination is decorated with various famous and mesmerizing natural and cultural tourist attractions such as lakes, houseboats, Mughal gardens, flower pastures, sacred religious centres, monuments, and handicrafts and so on. Srinagar city is unquestionable destination for those who want bona fide bask in lap of a hill station. That is why Persian poet Amir Khusroo described Kashmir in his famous two lines as:

*"Agar Firdaus Barooy-e-Zameen Ast,
Hameen Asto Hameen Asto Hameen Ast"*

The famous tourist attractions in Srinagar are Dal Lake, Shikaras ride, Tulip garden, Shalimar Bagh, Nishat Bagh, Botanical garden, Chashma Shahi, Hari Parbat, Shankaracharya temple, Pari Mahal, Chatti Padshahi Gurudwara, Jama Masjid, Hazratbal Masjid etc.

Research Objective

1. To study the attractiveness of Srinagar for tourists.
2. To examine the level of satisfaction of domestic tourists in Srinagar.

REVIEW OF LITERATURE

Tourism product includes several elements (information services, transport services, accommodations, and attraction)

(Gunn, 1988) in which attraction is the main travel motive. Tourist attraction may be natural (climate, beach, hill station, wildlife, and so on) or man-made (fairs and festivals, monuments, food, and so on), depends on the needs of tourists (Mason, 2000; Poerwanto, 2000). These attractions represent the destination and destinations are known by the attractions (Xia et al., 2009).

The undefined tourist product makes it difficult to define exactly what tourist satisfaction is (Smith, 1998). There are so many views of different authors who tried to define the tourist satisfaction. Westbrook and Oliver (1991) defined the tourist satisfaction as post consumption evaluation of tourist products and services by the tourist. It is systematically well established, longstanding market focus attractiveness (Yuksel and Yuksel, 2002). Peter and Olson (1996) stated that tourist satisfaction is behavioral phenomena of tourist by evaluating and comparing his psychological need and product experience. The satisfaction is something appreciable and pleasurable consumption of product or services which fill the felt gap or the total evaluation of product or service purchase (Oliver, 1997: p.13; Fornell, 1992). Similarly, MacKay & Crompton (1990: 48) opined that satisfaction is the psychological result that comes after product or service experiences. However, it is said that destination selection is influenced by tourist satisfaction (Huh. et al. 2006, Ozdemir. et al., 2012) which reflects the best performance of destination (Korzay and Alvarez, 2005).

Satisfaction in a variety of dimensions of tourist trips has been analyzed by researchers. These studies have been focused on the elements of tourism product to develop devices or tools of tourist satisfaction measurement. Often, tourists' overall satisfaction and their feedback is very important to the industry for the product development. Tourist satisfaction was studied in various sectors with regard to tourism industry. For instance Dunn-Ross & Iso Ahola (1991) examined tourists' satisfaction with regard to cultural tours and on the other hand Hsieh et. al. (1994) analysed the difference between packaged and non packaged tours. Several studies concentrate on tourists' satisfaction with some dimensions of the tour packages such as hotels (Saleh & Ryan, 1992; Heide, 1999), shopping (Reisinger & Rurner, 2002), leisure activities (Toy. et. al. 2002) and many other researchers (Chon & Olsen 1991; Kozak & Rimmington, 2000; Joppe, et.al, 2001; Danaher & Arweiler 1996) have evaluated tourists' satisfaction with destination as a whole.

There are several research works done on the attributes that are affecting tourists' satisfaction in tourism and hospitality industry (Suanmali. S. 2014; Khuong and Luan, 2015; Sadeh. E., et. al. 2012; Corte. V. D., 2015). Different parameters have been used by the authors for their respective studies. In 2008, Chi and Qu selected 33 attributes for the measurement of tourists' satisfaction and found seven main factors influencing tourists' satisfaction e.g.

accessibilities, activities & event, environment, shopping, lodging, attraction and dining. Master and Prideaux (2000) examined the factors affecting tourists' satisfaction in South-East Queensland by choosing the eight/8 variables. Similarly, in 2000, Heung and Qu also used 31 destination variables and studied Japanese tourists' satisfaction level in Hong Kong. Mazanec (2006) selected six parameters to study the tourists' satisfaction with ski resorts. However, the parameters are ease of access, cable ways & ski lifts, ticket selling points, skiing area, restaurants, services and prices. In hotel research, Yuksel & Yuksel (2002) examined the factors influencing while selecting a restaurant and food services; the guest satisfaction evaluation was based on ten dining factors: product quality, hygiene, service quality, convenience & location, menu diversity, atmosphere, service speed, facilities, noise, price and value. Dar, H. et. al. (2016) used 25 different attributes to study the hill station tourists' satisfaction in Pahalgam: accessibility, accommodation, local culture, food, scenic beauty, prices, safety and security and behavior of local people were the main variables while measuring the tourists' satisfaction in their study.

The proper analysis of tourist attractions and tourism services of any destination is very important. Though, the Srinagar is popular tourist destination with famous tourist attractions (Kumar and Dar, 2014), but a destination should be well managed and tourist oriented for high level of tourist satisfaction. In absence of destination management and tourist satisfaction, tourists are always showing dissatisfaction by complains (Lee et al., 2011; Xia et al., 2009).

RESEARCH METHODOLOGY

For the desk work, the data were collected from various articles, journals, and internet and news papers. In order to accomplish empirical aim of this study, researcher collected data personally by using structured questionnaires from the domestic tourists visiting to Srinagar (Kashmir valley). The questionnaire contains 6 demographic variables and 33 satisfaction variables covering general attributes in relation to the tourism, facilities and services based on Likert 5 point scale ranging from 1. (Highly Dis-satisfied,) , 5. (Highly satisfied). All the variables have been selected on the basis of study of literature survey. A total of 125 domestic respondents were requested for their responses to the questionnaires and out of 125 only 95 questionnaires (76%) were found significant and acceptable for final results of the study. 59 respondents (62.1%) were male and 36 (37.9%) were female. Data were collected from August, 2015 to June, 2016. Data collecting period includes, almost, late summer tourist season and full winter tourist season of 2015 and beginning of summer tourist season of 2016 in Srinagar. Data were analyzed by using descriptive statistical techniques such as Mean, SD and Percentage by SPSS 16.0 version.

Tourism Attraction in Srinagar

Kashmir valley is one of the most beautiful places in India and Srinagar in J&K defines this statement. Be it natural or cultural, the setting of every tourist attraction against astonishing backdrops justifies the beauty of every corner of this paradise on earth. Though, God has bestowed Srinagar with immense natural beauty which is reflected everywhere in the city, but the city is culturally very significant place as well. City's meandering river, great lakes, exquisite romantic shikara ride, pleasure gardens, never dying architectural grace, charm of houseboats and other unforgettable things mesmerizes everyone and gives silent introduction of Srinagar. Srinagar is the only entry point to Kashmir valley and the first stop for most travelers in valley. The floating accommodation (houseboat) is dream of every traveler in Srinagar to stay in and to experience the great part of their holiday which is counted in the great luxuries of the world. Apart from this, there is no other better place for shopping in Kashmir than Srinagar. There are numerous varieties of local products such as dry fruits, hand-woven carpets, wooden items, stone products, paper machine and other metallurgical products available in Srinagar markets.

There are several tourist oriented things in Srinagar to explore such as gardens, lakes, monuments, religious centers, wildlife, and local culture and so on. Broadly, the tourism potentials in Srinagar can be categorized into natural and manmade categories as following:

Natural and Symbiotic Tourism

Water bodies: Srinagar houses some famous water bodies of Kashmir valley that are associated with cultural aspects of the region. The river Jhelum flows through the Srinagar city which is known for several Hindu rituals at different points. The river is also prime location for shikara rides and houseboat accommodation in Srinagar. On the other hand, Dal Lake is jewel of Srinagar and one of the most popular attractions of the city. Dal lake is home of shikaras, houseboats, floating gardens, islet, Nehru Park and several water sports activities. The Nageen Lake, Chashm-e-Shahi and Hokarsar are other water bodies in Srinagar.

Wild life: Dachigam Wildlife Sanctuary is very popular and only wildlife habitat in Srinagar 22 km away from main city. There are several endangered species protected in it in which Kashmir Stag or Hangul is very important. Other species like Musk Deer, Hill Fox, Himalayan brown bear, Jungle Cat, Leopard etc can be seen in Dachigam Wildlife Sanctuary. There are several birds such as Chough, Babbler, Wagtail, Himalayan rubythroat, Koklass Pheasant, Wallcreeper, and Redstart and so on in Dachigam Wildlife Sanctuary too.

Hills: Srinagar city is overlooked by two beautiful hills namely Shankaracharya hill and Hari Parbat or Koh-e-

Maran. Historically and from the religious point of views, these hills are very important. Originally, Shankaracharya hill is known as Gopadri where more than 2000 years old Shive temple, Jyesthesvar, is located atop the hill. However, according to the Muslim belief, it is “Takht-i-Sulaiman or the “Throne of Solomon” located there atop the hill. On the other hand, Hari Parbat hill is known for Durrani Fort made by Mughal Emperor Akbar in 1592-98 AD. Due to the presence of Sharika Temple, the hill is assumed a sacred place of Hindus. At present, Hari Parbat hill is known for Hindu, Muslim and Sikh religious attractions as there are well known Hindu temple, two Muslim shrines of saints and one Sikh Gurudwara within the wall of Hari Parbat. Truth about these hills is that looking at these two hills or looking from these two enchanting hills, the word ‘valley’ finds real meaning.

Cultural Tourism Potentials

Monuments: Srinagar hosts list of several historically important monuments built by several rulers of different dynasties during medieval period. The elegant Pari Mahal on Zabarwan Mountain built by Mughal Emperor Shah Jahan; Hari Parbat Fort located on Koh-e-Maran constitutes Sharika Temple of Hindus, shrines of Badakhshi and Hamza Mukhdoom who are among the prominent Kashmiri Muslim saints, and one Sikh Gurudwara are main monumental identities of Srinagar. The Hari Parbat Fort has two famous entry gates namely Kathi Darwaza and Sangeen Darwaza. These gates are separate tourist attractions in Srinagar. Apart from these monuments, Sher Garhi Palace built by Afghan governor, Jawansher Khan, in 1772 is another monument founded in Srinagar. This palace was old secretariat of the state and after its engulfment, the palace was renovated in 19th century and today it resembles the true architecture of ancient times and cultural styles of Dogra culture.

Gardens: Srinagar is city of gardens. There are several world famous leisure gardens across the city. Shalimar Bagh, Nishat Bagh, Naseem Bagh, Harwan garden and Chashm-e-Shahi are made by Mughal Emperors are important gardens of Srinagar. These gardens resemble the landscaped and architectural marvels. Flower beds, terraced lawns and fountains are the main features of these Mughal gardens. Moreover, Srinagar is home of Asia’s largest tulip garden, Indira Gandhi Tulip Garden, which was inaugurated by Mrs Sonia Gandhi in March 2008. Apart from these gardens, Botanical garden, Pratap Park, Badam Bagh, Iqbal Park, and Nehru Park are the other beautiful gardens of Srinagar.

Religious Centers: The Kashmir is inhabited by the Muslim, Hindu and Sikh faiths since centuries with religious harmony and brotherhood. This religious harmony and brotherhood is observed in Srinagar city as well where people of all faiths respect and greet each other irrespective of their religions on different occasions. Every faith has its sacred landmarks

of belief across the valley. Some of the important religious centers are also founded in Srinagar city too that belongs to Hindu, Muslim and Sikh faiths as shown in Table 1. It is observed that the religious attractions of Muslims in Srinagar are mainly the Masjids (mosques) and the shrines of religious heads and Sufi saints of valley, while temples are the main religious centers of Hindus and Gurudwaras of Sikhs in Srinagar.

Table 1: Religious Centers in Srinagar

Islamic	Hazratbal Masjid, Jama Masjid, Makhdoom Sahib Shrine, Pathar Masjid, Imambara Hassanabad, Char-e-Sharif, Khanqah of Khwaja Moinuddin Naqashbandi, Rozabal Shrine, Dastgir Sahib shrine, Tomb of Budshah, Shah Hamdan Masjid.
Hindu	Shankaracharya Temple and Jyestheswara Temple
Sikh	Chatti Padshahi Gurudwara and Gurudwara in Rainawari

Handicrafts: Handicrafts of Kashmir valley are very popular worldwide since past. The handicrafts of valley are vitally influenced by Persian, Tibetan and Mughal cultures. However, Srinagar remained main habitat of foreign cultures (invaders) where from the local culture of Kashmir got influenced. The handicrafts of Kashmir valley are results of traditional skills of artisans and availability of local raw materials. The traditional handicraft products of Srinagar are very popular and are in great demand. Pashmina shawls and several other dress items of Srinagar are very famous. Carpets and hand woven rugs, embroidered Pheran, jackets, woolen products and so on are other traditional items made in Srinagar. The local products like Namdas, sarees, hand bags, purse etc with beautiful carving work are also well known local products of Srinagar and one could find these items in a huge number there. Paper Machie products such as jewelry boxes, show boxes, vases etc are also made in Srinagar. Moreover, wooden furniture, wooden show cases, silver jewelry and utensils, willow tree baskets and other several items are the other specialties of Srinagar based art and craft.

Fairs and festivals: Srinagar city is inhabited by all faiths, Muslims, Hindus and Sikhs, that lives in valley. Every faith has its religion based festive occasions which are celebrated with great charm and respect. As a mark of religious harmony and brotherhood, the people are participating in these festivals irrespective of their belief. Almost, every traditional Indian festival, Eid, Holi, Diwali, Janamashtami etc, are celebrated at Srinagar and besides that the Urs of several Muslim saints, Navroz-e-Alam, Baisakhi, Ganga Ashtami, Gurez festival etc are local festivals celebrated here. In addition to these, there are other promotional fairs and festivals celebrated at Srinagar in order to promote local tourist attractions and to seek the attention of tourists across the globe. Those promotional festivals are Tulip Festival,

Gardens of Paradise Festival, Shikara Festival, Saffron Festival, and Water Sports Festival and so on.

Other Tourism Attractions of Srinagar

There are many other attractions in Srinagar to experience other than its gardens, monuments, religious centres and handicrafts. ‘Wazwan’ is mouth watering and delicious cluster of 36 varieties of Kashmiri cuisine in which Rishta, Tabak Maz, Gushtaba, Seekh Kababs, Roganjosh, Yakhni, Shahi-Tukda etc are very famous. Srinagar is also known for various forms of music and dances such as Chakri (used to tell love stories), Rouf/Wanwun (traditional of girls), Bhand Pather (traditional way of showing drama on socio-political and administrative condition of the time), Ladishah (sort of song sung by man in which witty comments are made on the social issues) and Sufiana Kalam is the integral part of Kashmiri music in which Santoor is the king of all instruments. Srinagar is acclaimed for its unique type of floating wooden accommodation known as House Boats located in the waters of famous Dal Lake and river Jhelum. These House Boats are approached by Shikaras (beautifully decorated wooden boats) from the main bank or road. Shikara ride is itself an amazing attraction in Dal Lake. The Shikara ride is an unforgettable romantic experience of large sticking birds, floating gardens, islets, aquatic vegetation and Kingfisher birds in Dal Lake.

Thus, Srinagar city gives the true representation of Kashmir valley. All its tourist land marks display the complex cultural

fabric and natural treasure in the form of monuments, gardens, water bodies, hills etc. Tourism potentials of Srinagar made it a multidimensional tourist destination which attracts religious, leisure, adventure, business and other tourists.

DATA ANALYSIS AND FINDINGS

Demographic Profile of the Respondents

Demographic profile of respondents is shown in Table 2. Most of respondents are young. The table shows that 42.7% respondents are from the age group of 21 to 35 years which is followed the by 18.8%, 17.7%, 12.5% and 7.3% respondents of 36 to 50, up to 20, 51 to 65 and above 66 years age groups respectively. Occupation wise, most of the respondents are students and employees. Table refers the fact that 45.3% respondents are *employees* followed by the 27.4% students segment, 14.7% *business* persons, 8.4% *others* and 4.2% *agriculturists*. The gender of respondents is noted as 62.1% male and 37.9% female in which 76.8% are married and 23.2% are unmarried. However, mostly tourists visiting to Srinagar are budgeted. The table shows that 38.9% respondents has 3 to 6 lac annul income followed by the 29.5%, 18.9% and 12.6% respondents with annul income up to 3 lac, 6 to 9 lacs and above 9 lacs orderly. It is also noted that tourists visiting to Srinagar are well educated as 38.9% respondents are graduate followed by 35.8% post graduates, 15.8% others and 9.5% up to 10+2 respondents.

Table 2: Demographic Profile of Respondents (N=95)

Items	Frequency	Percentage	Items	Frequency	Percentage
1. Age in years			4. Income/annum		
Up to 20	17	17.7	Up to 03 Lac	28	29.5
21 to 35	41	42.7	03 to 06 Lac	37	38.9
36 to 50	18	18.8	06 to 09 Lac	18	18.9
51 to 65	12	12.5	above 09 Lac	12	12.6
Above 66	07	07.3	Total	95	100
Total	95	100	5. Education		
2. Occupation			Up to 10+2	09	09.5
Study	28	27.4	Graduate	37	38.9
Employee	43	45.3	Post Graduate	34	35.8
Agriculturist	05	04.2	Others	15	15.8
Business	14	14.7	Total	95	100
Others	08	08.4	6. Gender		
Total	95	100	Male	59	62.1
3. Marital Status			Female	36	37.9
Married	73	76.8	Total	95	100
Unmarried	22	23.2			
Total	95	100			

Tourists' Satisfaction

Mostly, tourists visiting to Srinagar are very satisfied with the tourist services, destination elements and other things they experienced there. As the mean value 4.2211 of '*Srinagar is an accessible destination*' with S.D value 1.18662 shows that 55.8% respondents are highly satisfied with the statement followed by 29.5% satisfied, 8.3%, highly dissatisfied 4.2% and 2.1% neutral respondents. The statement, '*Srinagar as a beautiful destination*' is also satisfying the respondents very positively. Its Mean score is 4.1684 and SD value is .93003 as shown in the Table 3. The variable is highly satisfying 42.1% respondents, satisfying 41.1% respondents and 10.5% respondents are neutral in it, while as 4.2% respondents are dissatisfied and 2.1% respondents are highly dissatisfied with the said variable. The variable "*unspoiled nature*" satisfied 52.6% respondents followed by the 37.9% highly satisfied, 6.3% neutral, 2.1% dissatisfied and 1.1% highly dissatisfied respondents with Mean and SD values 4.2421 and 0.75394 respectively. Similarly, variable "*Srinagar a clean and hygienic destination*" satisfied 50.5% respondents and highly satisfied 37.9%, while as there are 9.5% respondents neutral, 1.1% respondents dissatisfied and highly dissatisfied each. The Mean value and SD value of above statement are 4.2316 and 0.75021 respectively. The variable "rich cultural heritage" has mean value = 4.0947 and SD value = 0.75897 as indicated in Table 3. Findings also reveals that the variable satisfied 58.9% respondents, highly satisfied 27.4% respondents and 11.6% respondents are neutral while as 2.1% respondents dissatisfied with the respective statement. The Table 3 reveals that the variable "Sufficient accommodation facilities" has scored Mean and SD values 4.1579 and 0.80313 respectively. However, the said variable satisfied 43.2% respondents, highly satisfied 37.9% respondents and neutral respondents are 15.8% while as 3.2% are dissatisfied. The variable "*Sufficient local transport services*" has Mean value = 4.2526 and SD value = 0.71412 as per the Table 3. 52.6% respondents are satisfied with the above statement followed by the 37.85, 6.3% and 3.2% highly satisfied, neutral and dissatisfied respondents respectively. There are 47.4%, 41.1%, 7.4% and 4.2% respondents highly satisfied, satisfied, neutral and dissatisfied respectively in "*Safety and security*" variable. According to Table 3, the Mean and SD values for same variable are 4.3158 and 0.78906 respectively. In variable "*Friendly local people*", there are 54.7%, 36.8%, 6.3%, 1.1% and 1.1% satisfied, highly satisfied, neutral, dissatisfied and highly dissatisfied respondents in it respectively. For the

same variable, the Table 3 shows its Mean and SD values are 4.2526 and 0.71412 respectively. Item "*Sufficient shopping opportunities*", in Table 3, has Mean value = 4.1789 and SD value = 0.69922. There are 54.9% satisfied, 31.8% highly satisfied, 7.4% neutral, and 3.2% dissatisfied respondents with the said variable. The next statement "*Pleasant weather*" satisfied 61.1% respondents followed by 32.6% highly satisfied and 4.2% neutral respondents while as there are 2.1% dissatisfied respondents in the respective statement as revealed in Table 3. Variable "*Language barrier*" dissatisfied 54.7% respondents and highly dissatisfied 36.8% respondents while there are 4.2% neutral and 4.2% satisfied respondents in it. Moreover, according to the Table 3, the same statement has Mean and SD values 4.2421 and 0.72517 respectively. "*Tourist information*" variable has scored Mean and SD value 4.2316 and 0.73590 respectively as shown in the Table 3. However, the same variable satisfied 50.5% respondents, highly satisfied 37.9% respondents and 8.4% respondents are neutral while as 3.2% respondents are dissatisfied in the same variable. 45.3%, 42.1%, 7.4% and 5.3% respondents are satisfied, highly satisfied, neutral and dissatisfied in the variable "*Expert local tourist guides*" as indicated in the Table 3. However, its Mean and SD values are 4.2421 and 0.80841 respectively. The statement "*Visiting time to tourist attractions*" satisfied 66.3% respondents, 28.4% respondents are highly satisfied and 3.2% respondents are neutral and dissatisfied 2.1% respondents. The variable has Mean value = 4.2105 and SD value = .59955 as revealed in the Table 3. With Mean value = 4.4105 and SD value = 0.66035, the variable "*Tourist attraction signs allocation*" has highly satisfied 48.4% and satisfied 46.3% respondents while as 3.2% are neutral and 2.1% are dissatisfied respondents in it as revealed in Table 3. The next variable "*Easy to understand and use local transport*" has Mean value = 4.3684 and SD value = 0.60235 as mentioned in Table 3. It further reveals that variable satisfied 53.7% and highly satisfied 42.1% respondents. There are also 3.2% respondents neutral and 1.1% respondents dissatisfied in this item. Variable "*Safe transport to and from different places*" satisfied 60% respondents and highly satisfied 38.9% respondents while as 1.1% respondents are neutral in it. For the same variable, Table 3 shows its Mean and SD values are 4.3789 and 0.50904 respectively. The Table 3 indicates that variable "*Timetable of local transport*" has Mean and SD value 4.3474 and 0.63192 respectively. The variable also satisfied 54.7% respondents and highly satisfied 41.1% respondents while as there are 2.1% respondents neutral and dissatisfied each.

Table 3: For Tourists' Satisfaction

Variable	Mean	SD	Percentage				
			Highly Dissatisfied	Dis-Satisfied	Neutral	Satisfied	Highly Satisfied
<i>Accessibility of destination</i>	4.2211	1.18662	8.3%	2.1%	4.2%	29.5%	55.8%
<i>Beauty of destination</i>	4.1684	.93003	2.1%	4.2%	10.5%	41.1%	42.1%
<i>Unspoiled nature</i>	4.2421	.75394	1.1%	2.1%	6.3%	52.6%	37.9%
<i>Rich cultural heritage</i>	4.0947	.75897	0.0%	2.1%	11.6%	58.9%	27.4%
<i>Cleanliness & hygienic destination</i>	4.2316	.75021	1.1%	1.1%	9.5%	50.5%	37.9%
<i>Sufficient accommodation facilities</i>	4.1579	.80313	0.0%	3.2%	15.8%	43.2%	37.9%
<i>Sufficient local transport services</i>	4.2526	.71412	0.0%	3.2%	6.3%	52.6%	37.8%
<i>Safety and security</i>	4.3158	.78906	0.0%	4.2%	7.4%	41.1%	47.4%
<i>Friendly local people</i>	4.2526	.71412	1.1%	1.1%	6.3%	54.7%	36.8%
<i>Sufficient shopping opportunities</i>	4.1789	.69922	0.0%	3.2%	7.4%	57.9%	31.8%
<i>Pleasant weather</i>	4.2421	.63104	0.0%	2.1%	4.2%	61.1%	32.6%
<i>Language barrier</i>	4.2421	.72517	0.0%	4.2%	4.2%	54.7%	36.8%
<i>Tourist information</i>	4.2316	.73590	0.0%	3.2%	8.4%	50.5%	37.9%
<i>Expert local tourist guides</i>	4.2421	.80841	0.0%	5.3%	7.4%	45.3%	42.1%
<i>Visiting time to tourist attractions</i>	4.2105	.59955	0.0%	2.1%	3.2%	66.3%	28.4%
<i>Tourist attraction signs allocation</i>	4.4105	.66035	0.0%	2.1%	3.2%	46.3%	48.4%
<i>Easy to understand and use local transport</i>	4.3684	.60235	0.0%	1.1%	3.2%	53.7%	42.1%
<i>Safe transport to and from different places</i>	4.3789	.50904	0.0%	0.0%	1.1%	60.0%	38.9%
<i>Timetable of local transport</i>	4.3474	.63192	0.0%	2.1%	2.1%	54.7%	41.1%
<i>Condition of local transport</i>	4.3789	.60457	0.0%	1.1%	3.2%	52.6%	43.2%
<i>Behavior of vehicular transporters</i>	3.0526	.73468	0.0%	24.2%	46.3%	29.5%	0.0%
<i>Behavior of Shikara owners</i>	3.6842	.87838	0.0%	13.7%	17.9%	54.7%	13.7%
<i>Reasonable transport charges</i>	3.4211	.92918	0.0%	22.1%	22.1%	47.4%	8.4%
<i>Sufficient food outlets</i>	3.7789	.84020	0.0%	13.7%	7.4%	66.3%	12.6%
<i>Diversity of food and beverage</i>	4.0000	1.01058	0.0%	16.8%	0.0%	49.5%	33.7%
<i>Hygienic food and beverage</i>	3.8000	1.01688	0.0%	21.1%	0.0%	56.8%	22.1%
<i>Reasonable food and beverage charges</i>	3.7158	.99641	0.0%	21.1%	4.2%	56.8%	17.9%
<i>Ease of accommodation booking</i>	3.9263	.89016	0.0%	5.3%	27.4%	36.8%	30.5%
<i>Behaviour of hotel staff</i>	3.6105	1.02412	0.0%	24.2%	6.3%	53.7%	15.8%
<i>Behaviour of houseboat staff</i>	3.8316	.73878	0.0%	6.3%	17.9%	62.1%	13.7%
<i>Clean accommodation units</i>	3.4842	.92095	0.0%	26.3%	2.1%	68.4%	3.2%
<i>Convenient accommodation location</i>	3.9579	.92156	0.0%	14.7%	0.0%	60.0%	25.3%
<i>Reasonable accommodation charges</i>	3.8526	.92217	0.0%	16.8%	0.0%	64.2%	18.9%

According to the Table 3, the statement “*Condition of local transport*” has Mean value = 4.3789 and SD value = 0.60457. This statement satisfied 52.6% respondents and highly satisfied 43.2% respondents. There are also 3.2% neutral and 1.1% dissatisfied respondents in the same statement. The statement “*Behavior of vehicular transporters*” scored Mean and SD values 3.0526 and 0.73468 respectively. There are 46.3% respondents’ neutral followed by 29.5% satisfied and 24.2% dissatisfied respondent in the same statement as shown in the Table 3. The item “*Behavior of Shikara owners*” has Mean value = 3.6842 and SD value = 0.87838 which is revealed in the Table 3. The same item satisfied 54.7% respondents and make neutral 17.9% respondents, while as highly satisfied and dissatisfied each is 13.7% respondents. The variable “*Reasonable transport charges*” satisfied 47.4% respondents followed by the neutral and dissatisfied each 22.1% respondents while as highly satisfied respondents are 8.4% as indicated in the Table 3. Further, the variable has Mean and SD values 3.4211 and 92918 respectively. The Mean and SD values of the variable “*Sufficient food outlets*” are 3.7789 and 0.84020 respectively. The same variable satisfied 66.3% respondents and dissatisfied 13.7% respondents while as the variable highly satisfied 12.6% respondents and there are 7.4% neutral respondents in it. The variable “*Diversity of food and beverage*” satisfied 49.5% respondents followed by highly satisfied 33.7% respondents and dissatisfied 16.8% respondents. Table 3 shows the Mean and SD values 4.0000 and 1.01058 respectively for the same variable. Table 3 shows the percentage results of variable “*Hygienic food and beverage*” as 56.8%, 22.1% and 21.1% respondents satisfied, highly satisfied and dissatisfied respectively with the Mean and SD values 3.8000 and 1.01688 respectively. The next variable “*Reasonable food and beverage charges*” has Mean value = 3.7158 and SD value = 0.99641. Its percentage results are 56.8%, 21.1%, 17.9% and 4.2% respondents satisfied, dissatisfied, highly satisfied and neutral in an order shown in Table 3. The “*Ease of accommodation booking*” variable satisfied 36.8% respondents and highly satisfied 30.5% respondents, while as there are 27.4% and 5.3 % respondents’ neutral and dissatisfied orderly in this variable. The Mean and SD values of the same variable are 3.9263 and 0.89016 respectively. Table 3 results of variable “*Behaviour of hotel staff*” indicate it’s Mean and SD values are 3.6105 and 1.02412 respectively. The percentage results of above variable revealed in table indicates that it satisfied 53.7% respondents and dissatisfied 24.2% respondents while as highly satisfied 15.8% and make neutral 6.3% respondents. According to the Table 3, Mean and SD values of variable “*Behaviour of houseboat staff*” are 3.8316 and 0.73878 respectively. However, 62.1%, 17.9%, 13.7% and 6.3% respondents are satisfied, neutral, highly satisfied and dissatisfied in the same variable. The very next variable in the serial “*Clean accommodation*

units” satisfied 68.4% respondents and dissatisfied 26.3% respondents while as there are highly satisfied 3.2% and neutral 2.1% respondents with the Mean value 3.4842 and SD value 0.82095 as revealed in the Table 3. Similarly, the variable “*Convenient accommodation location*” has Mean and SD values 3.9579 and 0.92156 respectively. The same variable satisfied 60% respondents followed by highly satisfied 25.3% and dissatisfied 14.7% respondents. The final variable of the study “*Reasonable accommodation charges*” has Mean value = 3.8526 and SD value = .92217. The variable percentage results, shown in Table 3, indicates that variable the same satisfied 64.2% respondents and dissatisfied 16.8% respondents while as the variable highly satisfied 18.9% respondents.

CONCLUSION

Assessment of tourism potentials is very important for any tourist destination. By doing so, the amount of supply comes in light and enables to identify the gap between supply and demand for the performance enhancement. This becomes a mix of qualitative and quantitative research approaches by the nature. Such research is simple, but the tourism potentials and services are important to study in depth and selection of attributes and their comparative weights and levels for performance analysis also needs extraordinary experience and care to select. However, the present study deals with to examine the domestic tourist satisfaction on their visit to Srinagar and attractiveness of Srinagar. In this study, desk and empirical research approaches are used to accomplish the objectives. This research is necessary to understand and consider tourists’ perceptions towards Srinagar as a tourist destination; because any destination should be tourist oriented for high tourist satisfaction. Tourist satisfaction is key for destination success. Satisfied tourists are the brand ambassadors of a particular tourist destination which uses ‘*Word of Mouth*’ method to hype and suggest the same destination to others.

The results of the study reveal that Srinagar is naturally and culturally very important destination and, almost, all the tourist facilities are available there. The palaces, forts, Masjids, Temples, Gurudwars, gardens, houseboats, handicrafts and so on reveals the glorious past and present tourism potentials of Srinagar. On the other hand, beautiful hills, water bodies, wildlife and so on are the natural gifts to the city for the recreation and enjoyment of tourists.

According to the empirical examination of the study, food and beverage, transport and accommodation sectors are not up to the mark. Tourists are not satisfied as per their expectations. Therefore, the service providers of these sectors are needed review their existing policies and strategies related to food, transport and accommodation areas in order to upgrade the services and to satisfy the tourists in a better way.

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