

A Study on Assessment of Service Quality of Chennai Tourism Destination Based on Visitor Satisfaction and Expectation

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Abstract- This paper deals with the concept of service quality and has established the representation of service quality gaps; it aims to evaluate tourists' gap between satisfaction levels of understanding of services and their preferences on the interpreting service in Chennai. The research questionnaires are utilized to evaluate the gap between expectation and satisfaction levels of tourists about Chennai. For this reason a questionnaire with five-point Likert scale is applied to evaluate visitor satisfaction. Data was obtained from 100 respondents and analyzed using SPSS16.0 software by employing factor analysis, frequency, percentage, Mean, Standard Deviation, One sample T-test and multiple regressions. Results specify that there are significant differences between overall expectations and satisfaction levels of tourists. For experts, it is significant, note that International tourists are merely anxious with the assessment for money services, while Indian tourists look upon security and safety, as vital factors for them to stay or revisit Chennai. The paper covers sensible relevant to the tourism industry, and implementable explanations are adequately recommended.

Keywords- Satisfaction, Expectation, Service Quality, Assessment, Tourist Destination,

1. Introduction

Because of people's predisposition to seek out something innovative, including that of outdated cultures, heritage tourism has developed a foremost "innovative" area of tourism mandate, which essentially all policy-makers are now conscious of and are concerned to progress. Heritage tourism, as a part of the wider group of "cultural tourism", is now a main pillar of the emerging tourism approach of many countries. Cultural/heritage tourism approaches in several countries have a common, foremost progress area; which can be used to boost local culture, and can support the seasonal and environmental feast of tourism (Richards, 1996).

Cultural/heritage tourism is the fastest rising sector of the tourism industry because there is a drift towards an augmented concentration between tourists. This inclination is apparent in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people (Hollinshead, 1993).

Cultural and heritage tourism includes significant segments of the global tourism (Richards, 2000; Silberberg, 1995). According to the World Tourism Organization (WTO), 37 percent of international tourism is culturally inspired, and the mandate is projected to be growing at 15 percent annually (Richards, 2000). One of the main fascinations for international tourists to India is to visit annoying heritage sites; which are measured to be a main movement of cultural tourism. Recent studies about cultural/heritage tourism have absorbed on recognizing the features, progress, and administration of cultural/heritage tourism, as well as an examining demographic and travel performance characteristics of tourists who official visit cultural/heritage destinations.

Silberberg (1995) initiates a short outline of cultural/heritage tourists by examining age, gender, income, and educational level. The study also presented cultural/heritage tourists' demographic and travel performance characteristics in order to support tourism marketers to improved their understanding of visitors. Additionally, since there have been insufficient studies that recognize the association between cultural/heritage destination characteristics and tourists' awareness, this study absorbed on characteristics which placate tourists who visit cultural/ heritage destinations in order to help tourism organizers progress approaches to fascinate visitors.

About Chennai

This metropolis are often called the cultural capital of India for its deep-rooted traditions and long heritage. Chennai is a city younger than its image. More than any other city in India, it is a true reflection of this country's diversity. In a time span of just over 350 years, Chennai has blossomed into a charming city that has a large heart and is very welcoming. It is a city that encourages all forms of development, both modern technology and the traditional arts and crafts, and it embraces a series of paradoxes. It was in 1639 that Francis Day and Andrew Cogan, agents for the English East India Company, acquired a strip of land on lease from the Vijayanagar King. They built the Fort St.George, which remains of the city's important landmarks and serves as the Government Secretariat today. It was built to set up a factory that served as a nucleus for British settlements that began to be formed. Surrounding villages like Triplicane,

Purasawalkam, Egmore and Chetput slowly merged with the new developments, to form Chennapatnam, as it was known. The city was called Madras till 1996 and then renamed Chennai. Today this buoyant metropolis is a blend of the old and the new, the traditional and the modern.

Spread over 200 square kilometers with the Bay of Bengal on the east, the city is the gateway to the rest of South India. There are verdant green patches found amidst the high-tech, high-rise buildings. With a population of around six million, it is India's fourth largest city. From before days of Independence to present, the people of Chennai have played an important role in shaping the country's political destiny.

Chennai's Pride Chennai's newest pride is the Tidel Park, the home for the Information Technology Industry. It is spread over 1.28 million sq.ft. with built up area. The Tidel Park is an architectural marvel and houses several large national and international software companies in its premises. The City of Grace and Peace.

Some of the prominent places of tourist interest in Chennai are the following:

1. Marina Beach
2. Semmozhi Poonga
3. The Huddleston Gardens Of Theosophical Society
4. Arignar Anna Zoological Park
5. Pulicat Lake
6. Kapaleeswarar Temple
7. Mahaballipuram
8. National Art Gallery
9. Connemara Public Library
10. Little Mount Shrine

Classification of tourists:

International tourist: The international tourist industry of a country may be defined as the sum of domestic activities that directly supports the consumption of goods and services of foreign tourists in the country.

Domestic tourism: Domestic tourism is the tourism of resident visitors within the economic territory of the country of reference.

Tamilnadu Tourism Development Corporation (TTDC)

TTDC is an entity was set up by the government of Tamilnadu state in India to promote tourism within the state. The aim of TTDC was to provide infrastructure, conveyance and other facilities to tourists visiting Tamilnadu. Part of the mission is also to promote unknown tourist spots in Tamilnadu. The corporation runs conducted tours — tours of predetermined places at predetermined times. The TTDC owns some hotels and guest houses.

Future plans Tourism Development Corporation (TTDC) for Chennai: The future plan has two dimensions:

I. Publicity: Workshop for stakeholders such as travel agents, hoteliers, guides, businessmen to enhance their awareness about maintenance and improvement of tourism areas.

II. Development: Central Government under Jnurum (Jawaharlal Nehru Urban Renewal Mission) scheme authorizes a government of Tamilnadu for urban

development in terms of transportation and hygienic development and public maintenance (Heritage Passport Program).

"The Heritage Passport Programme proposes to reassess these local cultural and natural resources with a view to developing new tourism itineraries stretching all across the target States through synergistic partnerships among all stakeholders," UNESCO said in a statement.

2. Literature Review

Cultural/Heritage Destination Features

The study challenges to recognize cultural/heritage destination features which satisfy tourists when they visit these destinations. Therefore, after inspecting previous research correlated to this topic, the researcher categorical to select numerous of cultural/heritage features tourism.

Andersen, Prentice and Guerin (1997) explored the cultural tourism of Denmark. They chose numerous characteristics, such as historical buildings, museums, galleries, theaters, festivals and events, shopping, food, palaces, famous people (writers...), castles, sports, and old towns. They acknowledged the significant features as being castled, gardens, museums, and historical buildings, when tourists made a verdict to visit Denmark.

Richards (1996) exhibited the marketing and development of European cultural tourism. He chose some characteristics associated with cultural/ heritage destinations in order to investigate European cultural tourism. Through investigating these features, this article specified a quick intensification in both the production and consumption of heritage fascinations.

Glasson (1994)discussed the influences of cultural/ heritage tourism and management reactions through an overview of the characteristics of tourists to Oxford in England. This article emphasized the unpredictable perceptions and scopes of impressions on and tourist capacity of the city. Peleggi (1996) declare the significance of Thailand's heritage attractions to both international and domestic tourism, including an investigation of the state tourism agency's promotion of heritage and the conceptual inferences of heritage sightseeing in relation to the official historical narrative. This research familiarized several characteristics, such as traditional villages, monuments, museums, and temples. Philipp (1993) distinguished black-white racial differences in the perceived attractiveness of cultural/heritage tourism. The article measured a Southern metropolitan area and chose several characteristics. The research resolved that white tourists were extra attentive in cultural/heritage destinations than black tourists.

In addition to the investigation discussed above, many other scholars have deliberate cultural/ heritage destination characteristics. For example, Sofield& Li (1998) intentional the cultural tourism of China by selecting history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of implication. Janiskee (1996) absorbed on the reputation of events through several characteristics such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food, and the through involvement of traditional life.

Tourists' Fulfillment

Tourist fulfillment is significant to effective destination marketing because it impacts the choice of destination, the ingesting of products and services, and the result to return (Kozrak & Rimmington, 2000). Numerous scholars have considered visitor fulfillment and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry's (1985)

The following table 1 illustrates not only the attributes of the previous studies about cultural/heritage tourism, but also the attributes identified for the purpose of this study. The 25 selected attributes are based on previous studies, which were similar to this study. These attributes include cultural/heritage attributes as well as infrastructure attributes, such as food, shopping places, accommodations, etc. Expectation-perception gap model, Oliver's expectancy-disconfirmation theory (Pizam and Milman, 1993), Pizam and some studies on visitor satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) studied the factor structure of tourists' satisfaction with their destination areas.

Chon and Olsen (1991) found out a goodness of fit correlation between tourists' expectations about their destination, and tourists' satisfaction. Then, after the tourists have bought the travel service and products, if the assessment of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social

cognitive theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy-disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions.

Kozak and Rimington (2000) examined the findings of a study to determine destination attributes critical to the overall satisfaction levels of tourists. Pizam, Neumann, and Reichel (1978) found that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dissatisfaction with one of the attributes leads to this satisfaction with the overall destination. Rust, Zahorik, and Keininghan (1993) assert that the relative importance of each attribute to the overall impression should be investigated because this satisfaction can be the result of evaluating various positive and negative experiences.

Gaps Model of Service Quality (SERVQUAL)

The widespread adoption of the service quality concept and the close attention of the service firm managers to this concept motivate the researchers to explore more solid methods for service quality measurements and the assessment of it (e.g. Parasuraman et al., 1988; Dabholkar et al. 1996; Brady and Cronin, 2001). For this aim, the gap theory is the most accepted model in the service literature (Brown and Bond, 1995), although some criticisms about its validity is also discussed by researchers (e.g. Teas 1993).

Table 1 - The Previous Study About Cultural / Heritage Attribute

	So field 1998	Anderson 1997	Richards 1996	Jacishee 1996	Glasson 1994	Peleggi 1996	Philipp 1993	Author 2001
History/Tradition	X				X			
Monuments Monumental ruins			X			X		X
Historical buildings Culture villages University College	X	X	X		X X	XX	X X	XX
Museums Galleries Traditional scenery	X	XX	XX	X	X	X	XXX	XXX
Arts(music/dance) Architecture Handicrafts Theaters	XXX	X	XXX X	X X	X	X	XX	XXX
Festivals/Events Old town (city) Historic people	X	X X	XXX	X		X		X X
Religious places Food		X	X	X		X	XX	XX
Shopping places Sports		X			X		X	X
Informinon centers Atmosphere. people					X	X		XX
Indoor facilities Accessibility Expensiveness Accommodations					XXX			XXX
Tour package Guide Souvenirs								XXX

The gap model positions the key concepts, strategies and decisions in services marketing in a manner that begin with the visitor and builds the organization. Tasks around what is needed to close the gap between visitor expectations and perceptions (Zeithaml and Bitner, 1996). Not knowing what visitors expect (Gap1), not selecting the right service designs and standards (Gap 2), not delivering to service standards (Gap 3), and not matching performance to promises (Gap4), are the underlying causes behind the visitor gap (Gap 5). Among these five service quality gaps, the visitor gap is the most vital point to consider. The major aim of the gap model is to analyze the difference between visitor expectations and perceptions (see Figure1) To increase visitor satisfaction, firms first need appropriate measurement techniques for measuring and evaluating the gap between expectations and perceptions. After receiving the service, visitors compare the performance of the service provider with their expectations, which are mainly influenced by word of mouth, personal needs and past experience. In most of the service settings, however, visitors may not get the service level they expected before the service experience. The performance of the service provider falls either below visitor's expectations or above them. When expectations are high, service is perceived to be of exceptional quality and also to be a pleasant surprise. When expectations are not met, service quality is deemed unacceptable. When expectations are confirmed by perceived service, quality is satisfactory. However, quality, which falls short of expectations, has a greater effect on visitor satisfaction than quality which exceeds satisfaction (Zeithaml and Bitner, 1996). In the services sector, being different has a special advantage among rivals who offer similar goods and services (Fitzsimmons and Fitzsimmons, 1994).

Purpose of the Study

The purpose of this study is to evaluate tourists' gap between satisfaction levels of interpretation services and their preferences for the interpreting service in a single tourist destination, Chennai city. Specifically, this study attempts to examine the effectiveness of interpretation services and to determine if the interpretive services provided by the Chennai city meet the needs of the general public.

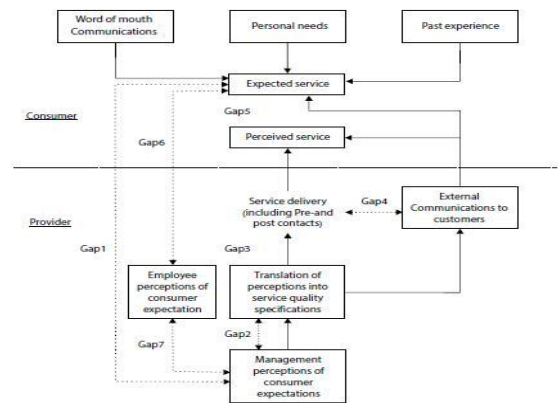


Figure 1. Model of service quality gaps (Parasuraman et al., 1985; Cury, 1999; Luk and Lak and Layton, 2002)

3. Methodology Used

Sample

The sample population for this research comprised of tourists who visited Chennai in February 2015. The survey was conducted over a 4-week period at different places that are frequently visited in Chennai and the respondents of the study were selected using a judgmental sampling method. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire.

Personal observations revealed that tourists who were age 18 or older visit cultural/ heritage destinations either individually or with their friends or families as groups. A total sample size of 100 was completed.

The data collection instrument consisted of a two-part self-administered questionnaire. The first section of the questionnaire was to measure the guests' expectation and satisfaction of service quality in Chennai city. Respondents were asked to indicate the level of perceptions based on a Likert scale from one (very low) to five (very high). The second part of the questionnaire was designed to capture the demographic and traveling characteristics of respondents. SPSS16.0 for windows was employed in order to access the particular results required for the scale measurement. Descriptive analysis, such as means, standard deviation and frequencies were calculated. Reliability of the scale was tested, dimensionality of the scale was confirmed through an exploratory factor analysis and regression analysis produced causal results.

Table 2 One-Sample Statistics element of the tourist destination as “how important”

	N	Mean	Std. Deviation	Std. Error Mean
Safety and security	100	1.83	.965	.096
Spot can be easily reached	100	1.98	1.146	.115
Spot is clean	100	1.95	.957	.096
Unspoiled Nature	100	1.96	1.091	.109
Climate condition	100	1.86	.985	.098
Diversity of culture and Historical attraction	100	2.08	1.134	.113
Quality of Accomodation	100	2.10	1.133	.113
Friendliness of the local people	100	2.10	1.096	.110
Local transportation service	100	2.06	1.099	.110
Offer of local cuisine	100	2.04	1.100	.110
Possibility Of Shopping	100	2.03	1.096	.110
Entertainment	100	2.21	1.094	.109
Availability of Sport and recreation	100	2.14	1.092	.109
Offer of culture and other events	100	1.93	1.066	.107

4. Discussion And Results

The table shows that element of the tourist destination as “how important” for the visitor satisfaction. In these tourist destinations, they have different factors like Personal safety and security, the destination can easily be reached, overall cleanliness of the destination, unspoiled nature, climate conditions, diversity of cultural/historical attractions (architecture, tradition and customs.....), quality of accommodation, friendliness of the local people, Local transportation services, the offer of local cuisine, possibilities for shopping, entertainment, availability of sport and recreation facilities, offer of cultural and other events. In this most of elements. In these, most of the participants have stated that they are much more satisfied for the tourist destinations are analyzed in one sample statistics as shown in the table 2.

The reliability of the questionnaire was verified with the one sample T-test different vector elements of the tourist destination as “how important” for the visitor satisfaction. In this most Test Value=2, the 95% confidence interval for the lower and upper bound different factor elements of the tourist destination as “how important” for the visitor satisfaction. In this the significance level is more reliability as shown in the table 3.

The table shows that different element factors of the general satisfaction about the tourist destination. In these tourist destinations, they have different factors like Climate, Kindness of the local people, Kindness of the tour organizer, Availability of the tour organizer, Tour operator communication skill, Roadlinks, Local traffic, Carparks, tourism information, Events, Souvenirs, Pedestrian area, Parks and Green Area, Historical-Culture heritage, Shops,

Table 3 One-Sample Test element of the tourist destination as “how important”

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Safety and security	-1.762	99	.081	.170	.36	.02
Spot can be easily reached	.175	99	.862	.020	.25	.21
Spot is clean	.522	99	.603	.050	.24	.14
Unspoiled Nature	.367	99	.715	.040	.26	.18
Climate condition	1.421	99	.158	.140	.34	.06
Diversity of culture and Historical attraction	.705	99	.482	.080	.15	.31
Quality of Accomodation	.883	99	.379	.100	.12	.32
Friendliness of the local people	.912	99	.364	.100	.12	.32
Local transportation service	.546	99	.586	.060	.16	.28
Offer of local cuisine	.364	99	.717	.040	.18	.26
Possibility Of Shopping	.274	99	.785	.030	.19	.25
Entertainment	1.919	99	.058	.210	.01	.43
Availibility of Sport and recreation	1.282	99	.203	.140	.08	.36
Offer of culture and other events	.657	99	.513	.070	.28	.14

Table 4 One-Sample Statistics element factors of the general satisfaction about the tourist destination

	N	Mean	Std. Deviation	Std. Error Mean
Climate	100	2.18	1.175	.118
Kindness of the local people	100	1.99	1.078	.108
Kindness of the tour organiser	100	2.16	1.187	.119
Availibility of the tour organiser	100	2.04	1.072	.107
Tour operators communication skill	100	2.15	1.192	.119
Roadlinks	100	2.19	1.169	.117
Local traffic	100	2.14	1.198	.120
Carparks	100	2.15	1.192	.119
tourism information	100	2.03	1.068	.107
Events	100	2.15	1.192	.119
Souvenirs	100	1.99	1.078	.108
Pedestrian area	100	2.14	1.198	.120
Parks and Green Area	100	2.16	1.187	.119
Historical-Culture heritage	100	1.99	1.078	.108
Shops	100	2.14	1.198	.120
Accommodation	100	2.17	1.181	.118
Catering services	100	2.02	1.063	.106
Amusement	100	2.16	1.187	.119
Quality price ratio	100	2.13	1.203	.120

Accommodation, Catering services, Amusement and Quality price ratio. In this most of elements. In these, most of the participant has stated that they are much more satisfied for the tourist destinations are analysed in one sample statistics as shown in table 4.

The reliability of the questionnaire was verified with the one sample T-test for different element factors of the general satisfaction about the tourist destination. In this most Test Value=2, the 95% confidence interval for the lower and upper bound different factor element factors of the general satisfaction about the tourist destination. In this the significant level is more reliability as shown in table 5.

Crosstabs for Age with general image of tourist destination

Age * People Have Positive Opinion

In the age group, most people have positive opinion about general image the tourist destination. In this 39 of the people have stated that they have strongly agree for the positive opinion for the tourist destination. 31 of the people have stated that they have agreed to the positive opinion for the tourist destination. 20 of the people have stated that they have moderatly agree for the positive opinion for the tourist

destination. 6 of the people have stated that they are disagree for the positive opinion for the tourist destination. 4 of the people have stated that they are strongly disagree for the positive opinion for the tourist destination as shown in table 6.

Age * Staffs Friendliness at tourist Spot

In the age group, Staff at the tourist destination are friendly towards guests. In this 39 of the people have stated that they have strongly agreed for the Staff at the tourist destination are friendly towards guests. 31 of the people have stated that they have agreed for the Staff at the tourist destination are friendly towards guests. 20 of the people have stated that they have moderately agree, 6 of the people have stated that they are disagree, 4 of the people have stated that they are strongly disagree for the Staff at the tourist destination are friendly towards guests as shown in table 7.

Age * Tourist spot is unique

In this age group, cross tabulated with tourist destination has unique image. In this 38 of the people have stated that they have strongly agreed for the tourist destination has unique image. 31 of the people have stated that they have agreed for the tourist destination has unique image. 21 of the people have stated that they have moderately agreed, 6 of the people

Table 5 One-Sample Test element factors of the general satisfaction about the tourist destination

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Climate	1.531	99	.129	.180	-.05	.41
Kindness of the local people	-.093	99	.926	-.010	-.22	.20
Kindness of the tour organiser	1.348	99	.181	.160	-.08	.40
Availibility of the tour organiser	.373	99	.710	.040	-.17	.25
Tour operators communication skill	1.258	99	.211	.150	-.09	.39
Roadlinks	1.625	99	.107	.190	-.04	.42
Local traffic	1.169	99	.245	.140	-.10	.38
Carparks	1.258	99	.211	.150	-.09	.39
tourism information	.281	99	.779	.030	-.18	.24
Events	1.258	99	.211	.150	-.09	.39
Souvenirs	-.093	99	.926	-.010	-.22	.20
Pedestrian area	1.169	99	.245	.140	-.10	.38
Parks and Green Area	1.348	99	.181	.160	-.08	.40
Historical-Culture heritage	-.093	99	.926	-.010	-.22	.20
Shops	1.169	99	.245	.140	-.10	.38
Accommodation	1.439	99	.153	.170	-.06	.40
Catering services	.188	99	.851	.020	-.19	.23
Amusement	1.348	99	.181	.160	-.08	.40
Quality price ratio	1.080	99	.283	.130	-.11	.37

Table 6 Age * People Have Positive Opinion

		People Have Positive Opinion				
		Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
Age	Below 20	24	0	1	0	0
	20-30	6	10	0	0	0
	30-40	0	20	1	4	0
	40-50	8	1	0	0	0
	50-60	1	0	4	2	4
	Above 60	0	0	14	0	0
Total		39	31	20	6	4

have stated that they are disagree, 4 of the people have stated that they are strongly disagree for the tourist destination has unique image as shown in table 8.

		Staffs Friendliness at tourist Spot				
		Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
Age	Below 20	25	0	0	0	0
	20-30	4	11	0	1	0
	30-40	0	20	1	3	1
	40-50	9	0	0	0	0
	50-60	1	0	4	2	4
	Above 60	0	0	14	0	0
	Total	39	31	19	6	5

		Tourist spot is unique				
		Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
Age	Below 20	25	0	0	0	0
	20-30	3	9	3	1	0
	30-40	0	22	0	3	0
	40-50	9	0	0	0	0
	50-60	1	0	4	2	4
	Above 60	0	0	14	0	0
	Total	38	31	21	6	4

Age * Tourist spot is Popular

In this age group, cross tabulated with tourist destination is popular. In this 39 of the people have stated that they are strongly agree for the tourist destination is popular. 29 of the people have stated that they are agree for the tourist destination is popular. 22 of the people have stated that they are moderately agree, 6 of the people have stated that they are disagree, 4 of the people have stated that they are strongly disagree for the tourist destination is popular as shown in table 9.

		Tourist spot is Popular				
		Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
Age	Below 20	25	0	0	0	0
	20-30	4	7	4	1	0
	30-40	0	22	0	3	0
	40-50	9	0	0	0	0
	50-60	1	0	4	2	4
	Above 60	0	0	14	0	0
	Total	39	29	22	6	4

Age * Staff Give First Importance to Guest

In this age group, cross tabulated with Staff at the tourist destination always put guest first. In this 39 of the people have stated that they are strongly agree for the Staff at the tourist destination always put guest first. 30 of the people have stated that they are agree for the Staff at the tourist destination always put guest first. 22 of the people have stated that they are moderately agree, 5 of the people have stated that they are disagree, 4 of the people have stated that

they are strongly disagree for the Staff at the tourist destination always put guest first as shown in table 10.

		Staff Give First Importance to Guest				
		Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
Age	Below 20	25	0	0	0	0
	20-30	4	9	3	0	0
	30-40	0	21	1	3	0
	40-50	9	0	0	0	0
	50-60	1	0	4	2	4
	Above 60	0	0	14	0	0
	Total	39	30	22	5	4

Age * Tourist Spot give importance to Nature

In this age group, cross tabulated with tourist destination respects natural environment. In this 39 of the people have stated that they are strongly agree for the tourist destination respects natural environment. 30 of the people have stated that they are agree for the tourist destination respects natural environment. 22 of the people have stated that they are moderately agree, 5 of the people have stated that they are disagree, 4 of the people have stated that they are strongly disagree for the tourist destination respects natural environment as shown in table 11.

		Tourist Spot give importance to Nature				
		Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
Age	Below 20	25	0	0	0	0
	20-30	4	8	3	1	0
	30-40	0	22	0	3	0
	40-50	9	0	0	0	0
	50-60	1	0	4	2	4
	Above 60	0	0	14	0	0
	Total	39	30	21	6	4

Table 12 shows that symmetric measures of interval by interval by the Pearson's R Method, with the general image of the tourist destinations. In this most of the different element factors have showed, the visitors are highly satisfied and highly reliable on the destination of the places as shown in table.

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
People Have Positive Opinion	.661	.049	8.725	.000 ^c
Staffs Friendliness at tourist Spot	.635	.055	8.131	.000 ^c
Tourist spot is unique	.634	.054	8.123	.000 ^c
Tourist spot is Popular	.629	.054	8.011	.000 ^c
Staff Give First Importance to Guest	.656	.049	8.605	.000 ^c
Tourist Spot give importance to Nature	.637	.054	8.181	.000 ^c

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Table 13 shows that symmetric measures of interval by ordinal by ordinal Spearmen Correlation Method, with the general image of the tourist destinations. In this most of the different element factors have showed, the visitors are highly satisfied and highly reliable on the destination of the places as shown in table.

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
People Have Positive Opinion	.697	.064	9.618	.000 ^c
Staffs Friendliness at tourist Spot	.687	.066	9.351	.000 ^c
Tourist spot is unique	.666	.069	8.843	.000 ^c
Tourist spot is Popular	.659	.069	8.671	.000 ^c
Staff Give First Importance to Guest	.684	.066	9.280	.000 ^c
Tourist Spot give importance to Nature	.669	.068	8.908	.000 ^c
a. Not assuming the null hypothesis.				
b. Using the asymptotic standard error assuming the null hypothesis.				
c. Based on normal approximation.				

5. Conclusion

The travel and tourism industry is undergoing profound change with the emergence of global brands, new distribution technologies, low-cost competitors, and structural changes as players merge and supply chains are redefined. Success in tourist business depends on understanding the key factors in determining visitor satisfaction. As TTDC continue to compete intensely for a larger market share, effective marketing strategies are essential to target both Indian and International travelers. This can be achieved by satisfying them during their first visit and prolonging their stay in order to develop visitor loyalty and thereby building up the desire to revisit Chennai.

The paper reported that service quality is indeed an important driver of visitor retention. Where price and safety perceptions are poor, there is potential for improving service quality to a significant increase in rate of retention. However, where negative price perceptions are associated with high service quality perceptions, service quality alone will be inadequate to retain visitors.

The differences and similarities in tourists attribute assessment and visitor satisfaction has been highlighted. Hospitality factor is the most influential factor in determining the satisfaction level for both Indian and International travelers that will lead to revisit. International tourists are more concerned with destination by using the expectancy-disconfirmation theory. International Journals

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