

A STUDY OF TOURIST BEHAVIOR IN SAINANDANWANM AT CHAKUR IN LATUR DISTRICT

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Study Region—Sai Nandanwanm a famous tourist centre at chakur in latur district. It lies at 18° 15' to 18° 30' North latitude and 76° 45' to 77° 00' East longitude and its altitude is 613 meters. This tourist place lies on fallow land. The main occupation of this village is agriculture. Seasons is divided into three namely winter, summer and Rainy. The maximum temperature in summer is 41°C and the average rainfalls is 250 millimeters in Rainy seasons. Sai Nandanwanm have a man made tourist centre unique architectural. In Sai Nandanwanm at chakur is a growing industry. In this place a tremendous growth in the volume of tourist and overall tourist activities have taken place. It is essential that the tourists resort become more and more popular and is able to attract an ever increasing number of tourist.

Objective—To assess the levels of satisfaction of tourist and identify the area requiring special attention is the main objective of the study in the present paper.

Database and methodology—This study completely based on field work collected through questionnaire. Here an attempt has been made to assess the levels of satisfaction of tourist by considering this views regarding the various facilities, accommodation, transportation, behavior of people, Entertainment, recreation, Parking, food and drinking water facilities, Personal safty and shopping facilities are major consideration to get satisfaction. 150 tourists were asked their opinion to mention this view about of the facilities in term of excellent, good, satisfactory and unsatisfactory through questionnaires. These views were converted in to numerical values such as 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 for unsatisfactory. The factor wise levels of satisfaction is calculated and tabulated. The factor wise average value are calculated see then utilised to calculated satisfaction index. The following formula is used for calculation of satisfaction index.

$$S_i = \frac{\sum M_i N_i}{N}$$

Where,

S_i = satisfaction indere for the i^{th} factor

M_i = Numerical value for particular level of satisfaction for the factor

N_i = Number of respondents deriving the particular level of satisfaction for the i^{th} factor.

N = Total number of respondents for that factor for all level of satisfaction.

Finally ranks are given to theses satisfaction indices.

Factor wise levels of satisfaction—levels of satisfactions is a state of mind. This is universally accepted tool to measure satisfaction. However, here an attempt to asses the levels of satisfaction by adopting satisfaction index method. The nine factors average of the category was calculated. Factor wise levels of the tourist is assessed by collection the information given by them The category wise percentage reveals that the facilities provided to Sai Nandanwanm at chakur noted excellent 21.14 percent, good 18.67 percent, satisfactory 26 percent and 33.42 percent unsatisfactory shows. (See Table No. 1 .)

Factor wise average value of satisfaction —Presents factor wise average value of satisfaction. Here tourist have given preferences as excellent, good, satisfactory and unsatisfactory. Tourists responses here considered as fallows for excellent the numerical value were given 8 to 10, good 6 to 8 satisfactory 4 to 6 and below 4 was assigned for unsatisfactory. It was noted the responses given most excellent was mationed to entertainment factor (9.92) this has found proximately to maximum value of ten and followed by transportation (9.42),behavior of people (8.52), accommodation(8.82), parking (8.52), shopping facility (8.23), Recreation (8.21), personal safty (8.19) and the less has identified for food and drinking water facility (8.12). (See Table No.2) Under good category maximum response have obtained for Transportation (7.99) ,and minimum responses for shopping facility (6.06) and moderately responses for behavior of people (7.81), parking (6.99), accommodation (6.80), food and drinking water (6.41), personal safty (6.37), recreation (6.20) and entertainment (6.07). On the other hand maxi-

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mum satisfaction accounting (5.98) to parking and minimum for (4.17), to behavior of people. Followed entertainment (5.32), food and drinking water (4.97), recreation (4.86), personal safty (4.79) accommodation (4.65), shopping facility (4.45), transportation (4.20), under the unsatisfactory category the most unsatisfaction is shopping facility (1.0) followed recreation (1.76) personal safty (1.82), food and drinking water (2.22) behavior people (2.62), parking (2.88) accommodation (2.97), transportation (3.04) and entertainment (3.87).

Table no3 shows satisfaction index and ranking for shopping facility(2.72)⁹th rank, personal safty (3.19) 8th rank, food and drinking water (4.49) 7th rank, accommodation (5.87) 6th rank, recreation (6.27) 5th rank,

parking (7.09) 4th rank, behavior of people (8.06) and 3th rank, transportation (8.40) 2nd rank and entertainment (8.82) on 1st rank. (See Table No-3)

Conclusion—Tourists satisfaction depends upon the factors like accommodation, transportation, behavior of people, entertainment, recreation, parking, food and drinking water, personal safty and shopping facility. Sai Nandanwanm at Chakur tourist centre is a part of Latur district and this district has educationl, political and artifical attraction. At the same time infrastructure such as water, electricity good communication security etc. Encourage to attract turists. The toursim department should pay more attention and to provid better infrastructure and survice for tourist.

Factors	Total Tourists	Distribution of Respondents			Unsatisfactory
		Excellent	Good	Satisfactory	
Accommodation	150	08	14	33	95
Transportation	150	17	25	35	13
Behavior of people	150	28	30	62	30
Entertainment	150	14	18	47	71
Recreation	150	52	31	34	36
Parking	150	70	32	23	25
Food & Drinking Water	150	37	32	38	43
Personal safty	150	45	37	22	46
Shopping facility	150	18	33	57	42
Total Region	-	289	252	351	458

Source: Complied by author

Factors	Distribution of Respondents			
	Excellent	Good	Satisfactory	Unsatisfactory
Accommodation	8.82	6.80	4.65	2.97
Transportation	9.42	7.99	4.20	3.04
Behavior of people.	8.86	7.81	4.17	2.62
Entertainment	9.92	6.07	5.32	3.87
Recreation	8.21	6.20	4.86	1.76
Parking	8.52	6.99	5.98	2.28
Food & Drinking Water	8.12	6.41	4.97	2.22
Personal safty	8.19	6.37	4.79	1.82
Shopping facility	8.23	6.06	4.45	1.07

Source: Complied by author

Factors	Satisfaction Index	Personal Rank
Accommodation	5.87	VI
Transportation	8.40	II
Behavior of people.	8.06	III
Entertainment	8.82	I
Recreation	6.27	V
Parking	7.09	IV
Food & Drinking Water	4.49	VII
Personal safty	3.19	VIII
Shopping facility	2.72	IX

Source: Complied by author

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