

# The Perceived Impact of Tourism determinants on the Japanese Tourists' arrival in Rajasthan: An Analysis of perception and Actual Level of Satisfaction

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## ABSTRACT

India is a country full of tourism delights and it has its own unique attractions at every state that makes tourists to visit these destinations from far away. Rajasthan is also one of such states, which attract tourists from all around the nation as well as from all around the world. The Japanese tourists mainly visit a few districts of Rajasthan such as Jaipur, Udaipur, Jodhpur, Jaisalmer etc. Like other tourists, Japanese tourists are very much conscious about the certain issues before choosing destination, such as hospitality, availability of amenities, and local transport along with the availability of tourism-inherited resources. The various tourism determinants, which affect Japanese tourists' satisfaction level and these determinates can be divided into a few groups. In the present study six groups are taken - inherited resources, created resources, supporting factors, destination management, situational conditions and demand conditions. Under each group, multiple variables are examined. In order to achieve the desired results, a survey is conducted among Japanese tourists who have travelled to Rajasthan. Using survey their experiences have been studied and examined. Thereafter, the mind-set, which they carried in beginning of tour and what they actually found after the tour, pertaining to inherited resources, created resources, supporting factors, destination management, situational conditions and demand conditions, were also studied. Based on the difference of expected and actual experiences of Japanese tourists a few suggestions are given to the stakeholders of tourism industry.

**KEYWORDS:** *Japanese Tourists, Tourism Determinants, Tourist Satisfaction*

## Theoretical background

The decision of tourists to visit a tourism destination is influenced by various determinants such as availability of attractions, connectivity to destination, availability of amenities etc. These all determinants are important in strengthening a tourism destination. Rajasthan is a tourism destination with many historic places, wild life sanctuaries, desert locations and many more. Government of Rajasthan

knows the economic importance of tourism. That's why, as per Budget 2016-17, US\$ 23.65 million was allocated to the tourism sector in the state.<sup>1</sup>In order to know the courses of the lesser tourist arrival in state, this study examines the satisfaction level of the Japanese tourist towards Rajasthan as a tourism destination in terms of 44-tourism determinants.<sup>2</sup> The Japanese tourists are also influenced by these types of determinants. This will be discussed in detail further. If we compare overall foreign tourists' arrival in Rajasthan, it is found that the number of Japanese tourists' arrival in Rajasthan is lesser than tourists from other countries. As we can see in Table 1 that in 2016 the percentage share of Japanese tourists' arrival in Rajasthan is 2.73 and percentage share of Japanese tourists' arrival in India are 2.37.<sup>3</sup>Therefore, we can say Rajasthan as a tourists' destination has good competitiveness in terms of Japanese tourists' arrival, although difference is not big. Nevertheless, on the other hand if we are observing percentage change of Japanese tourists' arrival in 2015-16, it shows a decreasing trend both in regard to India as well as Rajasthan.

**Table No.1: Japanese tourists' arrival in India and Rajasthan**

Country of origin	Number of arrivals			Percentage share			Percentage Change	
	2014	2015	2016	2014	2015	2016	2015/14	2016/15
Japanese TouristsArrival in India	219516	207415	208847	2.86	2.85	2.37	-5.5	0.7
Japanese TouristsArrival in Rajasthan	67790	62686	41375	4.44	4.25	2.73	-7.5	-33

Source: Bureau of Immigration, India, Rajasthan Tourism

This decrease in numbers of Japanese tourists' arrival in India and Rajasthan made a question what is the cause behind this. In order to know the determinants, which affect the number of Japanese Tourists' arrival in Rajasthan, is required, so that accurate suggestions can be given to the various stakeholders and it further can help in more Japanese tourists' arrival in state.

**Objective**

The purpose of this study is to observe Japanese tourists experience visiting Rajasthan and its influence on perception of their visits in terms of created resources, inheriting resources, supporting Factors, destination Management, situational conditions, demand Condition and more specifically to identify and examine Japanese tourists' levels of perceived satisfaction with Rajasthan as tourism destination.

**Hypothesis**

- H<sub>0</sub>1. There is no difference between expected and actual satisfaction level of Japanese tourists arrival in terms of inherited resources
- H<sub>0</sub>2. There is no difference between expected and actual satisfaction level of Japanese tourists arrival in terms of created resources.
- H<sub>0</sub>3. There is no difference between expected and actual satisfaction level of Japanese tourists arrival in terms of Supporting Factors.
- H<sub>0</sub>4. There is no difference between expected and actual satisfaction level of Japanese tourists arrival in terms of Destination Management.

H<sub>05</sub>: There is no difference between expected and actual satisfaction level of Japanese tourists arrival in terms of Situational Condition.

H<sub>06</sub>: There is no difference between expected and actual satisfaction level of Japanese tourists arrival in terms of Demand Conditions.

### The Survey Method

A survey was done among the Japanese tourists who visited Rajasthan by developing a survey instrument, in order to check the satisfaction level of their visits, to identify the determinants, which affect the over-all Japanese tourists' perception. The sampling approach used in collected data is convenience-sampling approach. The instrument of measurement is based on the model of destination competitiveness developed by Dwyer, Livaic and Mellor 2003<sup>4</sup>.

The data was collected from the Japanese tourists who visited Rajasthan in period of June 2015 to July 2017. Out of 950 questionnaires, only 720 usable questionnaires were obtained back. Therefore, the respondent's participation was 75.78%. This Questionnaire begins with few demographic variables like gender, age, occupation and continues with other variables related to the various satisfactory determinants. Questions for this study asked to Japanese tourist were related to demography and other types of questions were related to their satisfaction level. The five points Likert scale based questions were asked two times, the first time before the start of the tour and second time when they finished the tour. Same questionnaire was provided two times and they were asked to rate various variables on the basis of their assumption and experience. By using SPSS version 20 data were analysed in two steps a) description about demographic data and then b) the effect of determinates on satisfaction level of respondents. A paired sample t-test was used for checking the hypothesis.

### Findings

#### Demographic Analysis

**Table No. 2: Demographic description of the respondents (n=720)**

Determents	Description	Frequency
<b>Gender</b>	Male	552
	Female	168
<b>Age</b>	Below 18 year	zero
	19-37 year	167
	38-60 year	539
	Above 61 year	14
<b>Occupations</b>	Salarymen	594
	Businessmen	79
	Students	43
	Others	04

Source: Survey

In the survey, 72.5% male Japanese tourists participated and 74.86 % Japanese tourists from the age group of 38-60 years. Japan has a big number of salarymen in its population.<sup>5</sup>So, here in this survey also maximum participants are salarymen, their percentage is 82.5%, rest of participants were engaged themselves in other occupations like executives and students.

**Inherited Resources**

**Table No. 3: Japanese tourists' Expectations and satisfaction in terms of Inherited Resources (n=720)**

S.No.	Determinants Inherited Resources	Expectation		Satisfaction		T value	P Value
		Mean	SD	Mean	SD		
1.	Heritage sites	2.96	.825	3.79	.747	-21.916	.000
2.	Diversity of culture (Tradition and Custom)	2.83	.796	3.70	.749	-19.847	.000
3.	Traditional Arts	3.13	.825	3.98	.658	-23.739	.000
4.	National Parks	2.76	.784	3.97	.815	-31.724	.000
5.	Fair and Festivals	3.62	.717	3.96	.733	-10.169	.000
6.	Desert Circuits	4.13	.737	4.06	.710	2.150	.032

Source: Survey

The main strength of any tourism destination is available resources of attraction and their linkage to airports and other modes of transport at local and international levels.<sup>6</sup> Rajasthan having lots of inherited resources like heritage sites, with many forts and palaces, diversity of culture with multiple life styles and, with availability of traditional arts and national parks, fairs and festivals for each season.<sup>7</sup> One hypothesis is formulated for the inherited resources that is, "there is no difference between expected and actual satisfaction level of Japanese tourists in terms of inherited resources". The result of Japanese tourists' respondents can be explained by obtaining 'p-value'. There were five sources of same category under the inherited group and the p-value, which is lower than .05 out of six cases. Hence, a null hypothesis is rejected and alternative hypothesis is accepted.

**Created Resources**

**Table No. 4: Japanese tourists Expectations and satisfaction in terms of Created Resources (n=720)**

S.No.	Determinants Created Resources	Expectation		Satisfaction		T value	P Value
		Mean	SD	Mean	SD		
1.	Community Support for Special events	3.77	.766	3.64	.801	3.393	.001
2.	Airport efficiency/quality	3.58	.626	3.64	.679	-2.076	.038
3.	Local tourism transportation efficiency/ Quality	3.79	.732	2.85	.675	27.337	.000
4.	Entertainment (e.g. theatre, galleries, cinemas)	3.90	.684	3.25	.777	16.795	.000
5.	Diversity of shopping experience	3.29	.882	4.29	.602	-26.046	.000
6.	Tourist Guidance and Information	3.80	.670	2.99	.792	21.641	.000
7.	Existence of tourism programs for visitors	3.71	.805	2.83	.715	23.340	.000
8.	Adventure Activities	2.98	.757	3.05	.736	-1.826	.068
9.	Rural Tourism	3.31	.768	3.28	.869	.760	.448
10.	Accommodation (Variety/Quality)	3.04	.749	3.91	.835	-21.385	.000

Source: Survey

The tourism created resources supports the inherited resources of any destination in developing as well as attracting tourists. Rajasthan as a tourism destination has many created resources, which are playing important role in providing comfort and extra value to their visits.<sup>8</sup> In case of Japanese tourists, comfort and extra value added elements are very important during their visits. In this study, 14 created resources like accommodation facility, airport facility, nature-based activities etc. were taken for the survey. One more hypothesis is formulated for the created resources that is, "there is no difference between expected and actual satisfaction level of Japanese tourists in terms of created resources". The obtained p-value is lower than .05 in case 9 created resources out of 10. Hence, a null hypothesis is rejected and alternative hypothesis is expected.

### Supporting Factors

**Table No. 5: Japanese tourist's expectations and satisfaction in terms of Supporting Factors (n=720)**

S.No.	Determinants Supporting Factors	Expectation		Satisfaction		T value	P Value
		Mean	SD	Mean	SD		
1.	Medical Facilities to serve tourists	2.87	.665	2.07	.752	21.404	.000
2.	Night life and entertainment	3.07	.762	2.24	.769	20.702	.000
3.	Destination like with major origin markets(e.g. business, trade, sporting )	3.20	.760	2.17	.866	23.756	.000
4.	Financial Institutions and Currency exchange facilities	3.30	.859	2.54	.806	16.795	.000
5.	Quality of Tourism Services	3.17	.874	2.46	.867	15.010	.000
6.	Telecommunication System for tourists	3.15	.793	2.34	.825	18.817	.000
7.	Accessibility of destination	2.47	.914	3.53	.923	-21.495	.000
8.	Hospitality of resident towards tourists	3.32	.835	3.16	.905	3.622	.000
9.	Local Transport	3.03	.713	3.15	.848	-3.002	.003

Source: Survey

The main strength of any tourism destination is available resources of attraction and their linkage to airports and other modes of transport at local and international levels.<sup>9</sup>The supporting factors in destination like Rajasthan are playing a life line role; they are so much required for satisfactory experience of tourists' travel. The Japanese Tourists are always very much conscious about the health issues and Quality of produced and more over they are biggest time manager so, smooth connectivity make helps in completing their itinerary within schedule. In current study, 9 supporting factors like medical facilities to serve tourists, night life and entertainment, destination like with major origin markets, financial institution and currency exchange facilities etc. were taken for the survey. One null hypothesis is formulated for the created resources that is, "there is no difference between expected and actual satisfaction level of Japanese tourists in terms of supporting factors". The obtained p-value is lower than .05 in all 9 supporting factors. Hence, a null hypothesis is rejected and alternative hypothesis is expected.

**Table No. 6: Japanese tourist's expectations and satisfaction in terms of Destination Management (n=720)**

S.No.	Determinants Destination Management	Expectation		Satisfaction		T value	P Value
		Mean	SD	Mean	SD		
1.	Level of co-operation (e.g. strategic alliances) between firms in destination	4.00	.743	2.52	.939	34.904	.000
2.	Development of effective destination branding	3.88	.748	2.55	.917	29.527	.000
3.	Tourism development integrated with overall Industry development	3.72	.845	2.90	.812	18.403	.000
4.	Existence of adequacy tourism education programs	4.01	.728	2.92	.854	24.785	.000
5.	Availability of Japanese Language Assistance	3.93	.705	2.26	.939	38.266	.000

Source: Survey

The destination management in tourism sector requires a huge trained contribution from tourism stake holder's side. The competitiveness of any tourism destination is also depends on how firmly and efficiently the use of available resources is done and how the unavailable resources are created and make them available according to requirement. In this study, 5 important variables of destination management are used like Level of co-operation, development of effective destination branding, Tourism development integrated with overall industry development, Availability of Japanese language assistance etc. were taken for the survey. One null hypothesis is formulated for the destination management that is, "there is no difference between expected and actual satisfaction level of Japanese tourists in terms of created resources". The obtained p-value is lower than .05 in all 5 destination management cases. Hence, a null hypothesis is rejected and alternative hypothesis is expected.

**Table No. 7: Japanese tourist's expectations and satisfaction in terms of Situational conditions (n=720)**

S.No.	Determinants Situational Conditions	Expectation		Satisfaction		T value	P Value
		Mean	SD	Mean	SD		
1.	Investment Environment	2.79	.768	3.89	.857	-26.362	.000
2.	Use of e-commerce	3.64	.816	3.13	.921	11.314	.000
3.	Value for money in Shopping items	2.95	.774	3.26	1.081	-6.172	.000
4.	Value for money in accommodation	3.33	.862	3.43	.990	-1.927	.054
5.	Political Stability	2.96	.800	3.25	.984	-6.177	.000
6.	Safety and Security of Tourists	3.77	.791	3.06	.898	16.100	.000
7.	New knowledge and experiences	3.57	.694	3.93	.922	-8.463	.000

Source: Survey

The situations which create favourable conditions for tourists' friendly environment are strongly impacts on tourists' psychology. The Japanese tourists are also looking for a destination with the value for money with safety and security. The Rajasthan state provides an investment opportunity for business tourists because of availability of human resources and connectivity with Major cities of India. In this study, 7 situational conditions are taken for the survey like as Investment Environment, Use of e-commerce, and Value for money shopping items etc. One more hypothesis is formulated for the created resources that is, "there is no difference between expected and actual satisfaction level of Japanese tourists in terms of situational conditions". The obtained p-value is lower than .05 in 6 cases out of 7 cases of situational conditions. Hence, a null hypothesis is rejected and alternative hypothesis is expected.

**Table No. 8: Japanese tourist's expectations and satisfaction in terms of Demand Condition (n=720)**

S.No.	Determinants Demand Conditions	Expectation		Satisfaction		T value	P Value
		Mean	SD	Mean	SD		
1.	International awareness of destination	2.39	.712	3.49	.898	-24.556	.000
2.	International awareness of destination products	3.34	.889	3.11	.823	4.905	.000
3.	'Fit' between destination products and tourism preferences	3.27	.698	3.11	.829	3.924	.000
4.	Overall destination Image	3.33	.856	3.39	.738	-1.512	.131
5.	Recommendation of Rajasthan to friends and Colleagues	3.75	.720	3.05	.776	17.601	.000
6.	Possibility of Re-visit to same destination	3.46	.774	3.05	.817	9.922	.000
7.	This Tourist destination has a unique image	3.00	.811	3.49	.906	-10.795	.000

Source: Survey

The International awareness and the image of a destination are the elements which cover overall which effects demand conditions of a destination. A tourist around the world knows to Rajasthan for its heritage building and its culture. Japanese tourists are always in search of a destination with a unique image and Rajasthan with castles in desert having that recognition among Japanese tourists. In this study, 7 demand conditions like as International awareness, 'fit' between destination products and tourism preferences etc. were taken for the survey. One more null hypothesis is formulated for the demand condition's that is, "there is no difference between expected and actual satisfaction level of Japanese tourists in terms of demand condition's". The obtained p-value is lower than .05 in case 6 demand conditions out of 7. Hence, a null hypothesis is rejected and alternative hypothesis is expected.

**Gap Analysis**

**Table No. 9 :Result of Gap Analysis**

S. No.	Determinates Groups	Gap Analysis out come
1.	<b>Inherited Resources</b>	There are total six determinates are under Inherited Resource out of them, four having positive Gap and two having the negative gap
2.	<b>Created Resources</b>	There are total ten determinates are under Created Resource out of them, four having positive Gap and six having the negative gap
3.	<b>Supporting Factors</b>	There are total nine determinates are under Supporting Factors out of them, two having Positive Gap and seven having the negative gap
4.	<b>Destination Management</b>	There are total five determinates are under Destination Management out of them, one having Positive Gap and four having the negative gap
5.	<b>Situational Conditions</b>	There are total seven determinates are under Situational Conditions and all of them, having the negative gap
6.	<b>Demand Conditions</b>	There are total seven determinates are under Demand Conditions out of them, two having Positive Gap and five having the negative gap

Source: Survey

After the Hypothesis testing it is proved that there are gaps in Japanese tourist's expectations and actual availed experiences during their travel to Rajasthan, So Now one test is applied on same data in order to know the existing gap in detail and for this we applied a test based on "HOLSAT" model. The result is explained as either a positive gap or negative gap; positive gap means that tourists rated that determinate or group of determinates with the high level of satisfaction and negative gap means tourist are not satisfied. Out of Total 44 tourism determinates, Japanese tourists responded positively for thirteen determinates and Japanese tourists responded negatively for thirty-one. If we do Group wise analysis, out of six group only one group Inherited resources having most positive gap determinates and rest having maximum negative gap determinates. This gap tests outcome said the Japanese tourists are satisfied with inherited resources available in Rajasthan but not satisfied with others.

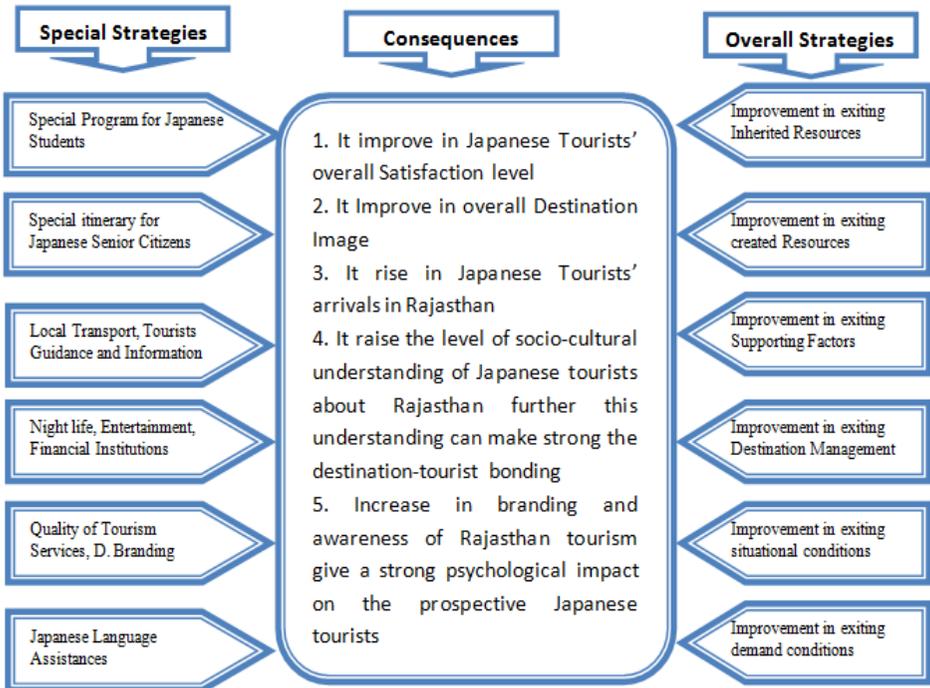
**Discussion and Conclusion:**

Rajasthan as a tourism destination having a many opportunities for development and creates lots of demand in particular to Japanese tourists. On observing the demographic data, we can conclude that young tourists below then 18 years are not coming to Rajasthan. This group belongs to the school going student or somehow first year University students in Japan. Almost every Japanese tourist gets a chance to visit abroad during his or her school years or on completing her or his schooling. Moreover, some marketing campaigns for these young students can attract more tourists in the state. Further it is observed that the Japanese tourists above the age of 60 years are also not coming in big numbers. Although it is not a good age to visit a destination but as the Japanese tourists have better health condition and considered healthiest senior citizen in the world.<sup>10</sup> Moreover, they

share in total population is one of the maximum in the world.<sup>11</sup> Therefore, many opportunities pertaining to tourism sector is available in this segment. A good itinerary for this segment can be created and specific marketing strategies can attract more senior citizens from Japan.

Besides other determinants, the present study included some extra determinants to assess the competitiveness of Rajasthan as a tourism destination from Japanese tourists’ point of view. The difference between acceptance from tourism destination and availed experience after tour in terms of inherited, created resources, supporting factors, destination Management, and situational conditions, demand Conditions was measured. The result of survey tells the real position of Rajasthan as a tourism destination from Japanese tourists’ perspectives. From total 44 determinants of six groups, Japanese tourists are not looking satisfied, as there are many determinants like local transportation quality, tourist guide and information, availability of entertainment facilities like theatres, galleries, adventure activities etc. Therefore, there is a requirement to develop these areas. There are few determinants, which are having significant p-value showing that Japanese tourists are satisfied. These determinants are rural tourism; airport efficiency etc. and they carried a good image even after their travelling. However, in order to improve the quality of services, further research is required to know the relativity of determinants and their impact on tourism destination competitiveness. In this regard, rural tourism and language supports availability are crucial determinants.

**Figure5.2.1: Improvement Strategies and Consequences on Japanese tourists**



Source: Researcher’s own work

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