Tourist Satisfaction towards Shimla as a Weekend Tourism Destination

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ABSTRACT
The weekend tourism concept is growing rapidly in India and this segment of tourism forced tourism marketer to provide comfortable stay and better services in order to bring heavy influx of satisfied tourists to the destination. The present study empirically investigates the weekend tourists’ satisfaction by comparing their expectation and experience towards Shimla. The data for the study collected from 400 tourists through a self-administered questionnaire by simple random sampling technique and appropriate statistical tools including both descriptive and inferential tests were used to analyze the result. The result of the study indicated a significant relationship between tourist expectation and experience at the destination with regards to different attributes of the destination. The findings of the study provided implications for the stakeholders to come up with better products and service to enhance tourist satisfaction.

KEYWORDS: Weekend, Comfortable, Experience, Services, Satisfaction.

Introduction
Tourism in the contemporary world emerged as a mass phenomenon because of more wealth, increased vacation time and aspiration to seek pleasure and enhanced disposal income in a developing country like India (Karmenivannan, 2016). Due to this drastic change, the year 2017 witnessed the 10.17 million foreign tourist arrivals and 27693 Million US dollars foreign exchange earning in India (Ministry of Tourism, 2017). This growth in tourism industry is a result of liberalized and globalized economic revolution through the development of technology mobility, infrastructure, wayside amenities and disposal income. This materialistic growth resulted into rise of burden, discontent, stress, pressure, discomfort and dissatisfaction among people (Evitaar, 1985). Hence, they demanded or required some sort of recreation through rest, leave, leisure etc.

The emerging concept of weekend holiday is helpful in getting relief from routine life stress and to rejuvenate their mind and body after the weekly routine work (Fritz et. al., 2013). As a result, number of people working in multinational companies prefers to spend their weekend as pleasant and in diverse ways as possible. Realizing the importance of this phenomena, modern global companies also adopted a limited hours working culture for their manpower which turned travelling phenomenon in to a weekend vacation concept. The concept of five day
working and two day weekend/holiday noted as revolution which influenced the
daily life of people in some way or the other and it paved the way for the
development of weekend tourism segment at a fast speed. Some researchers such
as, Page (2002) also elaborated that the rise in weekend holiday is influenced by
some more factors such as increased holiday, leave entitlements, availability of
public & national holidays, rising disposable income, reduced transport & hotel
rates and improvement in technology.

Due to growth of this emerging form of tourism, it is intervened with main
forms of tourism and carried out at the end of the week (Pintilii et al, 2010). Murphy
et al (2010) in this area further added that weekend trips usually ranges from 1-4
day to a destination other than usual place of stay. Weekend tourism holiday mostly
prefer domestic destinations covers 300-400 km from their residence, while they
devote more time for sightseeing or pleasure activities rather than spending more
time on travel reaching the destination as it limits their leisure activities. The
weekend tourism constitutes a significant component of Indian domestic tourism
market and some famous weekend trips facilitated to popularize and restore several
tourist destinations by offsetting the seasonality problems. The destinations like
Goa, Shimla, Mysore and Ooty receive short trip domestic tourists especially on
weekends from nearby cities which reduce the seasonality issues of the destination
(Karmenivannan, 2016). In view of importance of weekend tourism market, the
tourism marketer, hence try to grab this opportunity in order to ensure more
repeat, loyal and satisfied visitors.

Shimla in Himachal Pradesh has emerged as a popular weekend destination
among the domestic leisure tourists in the area. It is an ideal spot for weekend
tourists with its close proximity to hills & mountains and natural attractions which
attracts tourists throughout the year from its surrounding areas as well from rest of
the India. In order to take a break from the hustle and bustle of the big cities, tourists
especially, the young travellers plan their weekend trips to Shimla. The city has a
wide choice of tourist services such as hotels, resorts, shopping avenues,
restaurants, recreation opportunities and many more. The growing number of
weekend tourists and the emergence of Shimla as premier weekend destination in
the area prompted a systematic enquiry into the phenomenon. Therefore, this study
focuses on weekend tourism satisfaction through tourists’ expectations and
experiences at Shimla.

Objective of the Study

This research aims to find out the satisfaction by comparing expectation and
experience of weekend tourists from different set of attributes.

Hypotheses

The followings are the hypotheses to test:

- **H01**: Tourist expectation does not significantly related to their experience
towards different sets of attributes.
- **Ha1**: Tourist expectation significantly related to their experience towards
different sets of attributes.

Literature Review

There are number of studies indicated tourists satisfaction as an essential
means for the survival of the destination and to bring positive word of mouth and
economic gains to businesses (Swanson & Kelley, 2001; Akama&Kieti, 2003; Yu
Comparing expectation and satisfaction is a crucial area of concerns in tourism sector. The marketing literature in tourism highlighted satisfaction as the gap between expectation and performance of a product or service (Parasuraman et al., 1994; Tribe & Snaith, 1998; Turner et al., 2001; Roblado, 2001). Hence, it is essential know about the expectations of tourists before identification of their satisfaction as expectation is the base to fulfill the desires of the customers/tourists (Assefa, 2011; Prayag & Ryan, 2011). Tourist satisfaction on the other hand is termed as study of tourist behaviour after he/she actually used services and a close association between expectations and satisfaction was supported by some studies (such as, Chaudhary & Aggarwal, 2012). After consideration of above studies, the present researcher is also of the view that satisfaction may be defined as the gap between expectation and experience towards different services and attributes at visited destination.

Different studies has been conducted and indicted various ways (models/theories) to find out the satisfaction in the field of tourism and hospitality. Some notable work such as, expectation-perception gap model (Parasuraman et al., 1985), expectation-disconfirmation paradigm (Oliver, 1980), congruity model (Sirgy, 1984), the performance-only model (Pizam et al., 1978) and HOLSAT (Holiday Satisfaction) model (Tribe & Snaith, 1998) have been used to measure tourist satisfaction with specific tourism destinations. But, among all these theories or models, expectation-disconfirmation paradigm has widely accepted and applied by researchers (such as Clemons & Woodruff, 1992; Barsky & Labagh, 1992; Roblado, 2001; Huh, 2002; Naidoo, 2010, Assefa, 2011; Peng et al., 2013) on the basis that it execute the exact setting to measure the satisfaction i.e. by comparing expectation and actual experience. The present study is also based on this notion and attempted to measure satisfaction by using Expectation-Disconfirmation Paradigm towards different attributes of the destination.

There are number of attributes and elements of the destination which are used to find out the satisfaction of tourist by comparing their expectation and actual experience. Some studies noted important attributes such as attractiveness (Jang & Cai, 2002; Huh, 2002; Reisinger, 2009, Naidoo, 2010; Assefa, 2011), transportation (Huh, 2002; Clerides & Pashourtidou, 2007; Reisinger, 2009; McDowall, 2010), boarding & lodging services (Wang & Qu, 2006; Clerides & Pashourtidou, 2007; McDowall, 2010; Assefa, 2011), behaviour of locals (Yuksel, 2001; Huh, 2002; Reisinger, 2009; Assefa, 2011), wayside amenities (Chen & Hssu, 2000; Reisinger, 2009; Assefa, 2011) and security (Wang & Qu, 2006; Reisinger, 2009; McDowall, 2010; Assefa, 2011). After considering these attributes there are notable studies (Huh, 2002; Naidoo, 2010; Assefa, 2011; Peng et al., 2013; Battour et al., 2014) which emphasized the importance of destination attributes and their relevance to measurement of tourist expectation and satisfaction. On the basis of above studies, the present study also finds this crucial to check any significant relationship between tourist expectation & experience and satisfaction on the basis of different attributes of the destination.

The review of literature indicated that although the concept of tourist expectation and satisfaction has been addressed by various studies but the study on the specific tourist groups that the researcher is proposing is lacking, with a few notable exceptions (Boerjan, 1995; Radu Daniel et al., 2010; Pintili, et. al. 2010, 2011).
Fritz et. al. 2013). Furthermore, it was also noted that weekend tourism is growing segment of tourism industry and emerged as dominating segment which contributes large share in domestic tourism, but no particular study focusing on weekend tourist and their expectations, experience and satisfaction has been conducted so far in India as well as particularly in study area which indicated a research gap in the field of study. Hence, against this backdrop, this study, therefore, focuses on expectations, experiences and satisfaction of weekend tourists of Shimla.

**Research Methodology**

The present study is conducted in Shimla located in Himachal Pradesh. The destination is selected because it is ideal spots for weekend tourists with its close proximity to surrounding states such as Haryana, Punjab, Uttarakhand, Uttar Pradesh, Delhi and other areas of India. Large numbers of tourists frequently visited Shimla and hence, it emerged as a weekend tourist hub and due to its accessibility and convenience, it is easy for researcher to visit the area in order to collect the relevant data.

The present study majorly based on primary data sources collected by researcher by conducting field survey to the study area. The data for the study collected for a year from April, 2017 to March, 2018 in order to remove the seasonal biasness. The survey form in the form of questionnaires was distributed among respondents by adopting simple random sampling technique. The researcher contacted 700 tourists in study area at different spots like near tourist sites, accommodation units, food counters, tourists help desks and so on. But, out of 700 tourists, only 400 tourists completely filled the questionnaire. The questionnaire was designed according to Expectation-Disconfirmation paradigm based on 5 point Likert Scales. Primarily, expectations and then actual experience towards selected attributes was enquired in order to find out the gap to measure the satisfaction level. The satisfaction of the tourists measured on the basis of disconfirmation of expectation. The attributes of the destination were selected after going through an extensive review of literature and identified such as Destination Attractiveness, Transport Services, Hotel & Restaurant Services, Courtesy of Locals, Infrastructural Facilities and Safety & Security as crucial to measure tourists’ satisfaction.

Different statistical techniques were applied by using SPSS such as frequencies and percentage were used provide overview to the background information of the tourist. Mean values were used to indicate the expectations and experience among tourists received from selected service attributes. For testing of hypothesis inferential statistics (paired t-test) has been used for identifying the difference between means within the same group.

**Findings of the Study**

**Socio-Demographic and Travel Profile of the Tourists**

The socio-demographic profile of the respondents depicted that out of total respondents, 77 percent were male where as 23 percent were female. It indicates that male respondents are more active in responding during field survey. In terms of age wise classification, 64 percent were in the young age group (up to 40 years) followed by 36 percent senior age tourists (41-60 and above). It means that young tourists groups are more frequently visited study area as compared to their senior counterparts. According to marital status classification of the respondents which indicated that 63.5 percent were unmarried and 37.5 percent married
respondents. According to place of residence, 82.25 percent were Indian or domestic visitors as compared to 17.75 percent international or foreign visitors. This shows that there is lack of marketing & promotion strategies to attract foreign tourists in the area. Education wise distribution depicted that more than half of the respondents (57.5 percent) are in the highly educated group and 42.5 percent with low education group (up to senior secondary level). On analyzing the occupation of the respondents, it came to notice that every segment of the society such as serviceperson (31 percent), businessperson (26 percent), other occupations such as retirees, farmers, freelancers etc. (23.75 percent) and students (19.25 percent) visited the study area. Income wise classification highlighted almost similarity in high income group tourists (51 percent) and low income group tourists (49 percent) in the study area.

**Expectation and Performance of Different Set of Destination Attributes**

Below table listed selected attributes of the Weekend tourist destination Shimla. The result indicated performance and expectation of different attributes of the destination.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>MP</th>
<th>S.D.</th>
<th>ME</th>
<th>S.D.</th>
<th>Paired Diff.</th>
<th>t</th>
<th>Sig. (2tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Destination Attractiveness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractiveness of tourists sites</td>
<td>4.10</td>
<td>1.018</td>
<td>3.98</td>
<td>1.144</td>
<td>.118</td>
<td>3.447</td>
<td>.001</td>
</tr>
<tr>
<td>Fairs &amp; festivals</td>
<td>3.78</td>
<td>1.933</td>
<td>3.60</td>
<td>1.184</td>
<td>.177</td>
<td>4.190</td>
<td>.000</td>
</tr>
<tr>
<td>Unique culture &amp; heritage</td>
<td>2.78</td>
<td>1.197</td>
<td>3.30</td>
<td>1.054</td>
<td>-.522</td>
<td>-11.821</td>
<td>.000</td>
</tr>
<tr>
<td>Weather conditions</td>
<td>3.85</td>
<td>1.130</td>
<td>3.30</td>
<td>1.194</td>
<td>.545</td>
<td>11.822</td>
<td>.000</td>
</tr>
<tr>
<td>Availability of arts &amp; crafts</td>
<td>3.86</td>
<td>1.192</td>
<td>3.35</td>
<td>1.260</td>
<td>.507</td>
<td>13.369</td>
<td>.000</td>
</tr>
<tr>
<td>Cost effectiveness of crafts</td>
<td>3.21</td>
<td>1.259</td>
<td>3.52</td>
<td>1.193</td>
<td>-.315</td>
<td>-5.878</td>
<td>.000</td>
</tr>
<tr>
<td><strong>Transport Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of bus services</td>
<td>3.68</td>
<td>1.203</td>
<td>2.85</td>
<td>1.182</td>
<td>.830</td>
<td>13.206</td>
<td>.000</td>
</tr>
<tr>
<td>Availability of taxis/cabs</td>
<td>4.08</td>
<td>1.035</td>
<td>3.87</td>
<td>1.093</td>
<td>.212</td>
<td>5.216</td>
<td>.000</td>
</tr>
<tr>
<td>Availability of parking area</td>
<td>2.66</td>
<td>1.165</td>
<td>2.83</td>
<td>1.177</td>
<td>-.167</td>
<td>-4.234</td>
<td>.000</td>
</tr>
<tr>
<td>Condition of roads &amp; signage</td>
<td>3.16</td>
<td>1.293</td>
<td>3.31</td>
<td>1.246</td>
<td>-.145</td>
<td>-3.172</td>
<td>.002</td>
</tr>
<tr>
<td>Price charged for transport</td>
<td>2.88</td>
<td>1.167</td>
<td>3.49</td>
<td>1.155</td>
<td>-.605</td>
<td>-10.879</td>
<td>.000</td>
</tr>
<tr>
<td>Connectivity of trains</td>
<td>3.26</td>
<td>1.244</td>
<td>3.16</td>
<td>1.153</td>
<td>.108</td>
<td>2.682</td>
<td>.008</td>
</tr>
<tr>
<td><strong>Hotel &amp; Restaurant Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of hotels/resorts</td>
<td>3.96</td>
<td>.980</td>
<td>3.25</td>
<td>1.118</td>
<td>.710</td>
<td>16.477</td>
<td>.000</td>
</tr>
<tr>
<td>Quality of services provided at hotels/resorts</td>
<td>2.76</td>
<td>1.182</td>
<td>3.78</td>
<td>1.044</td>
<td>-1.022</td>
<td>-26.773</td>
<td>.000</td>
</tr>
<tr>
<td>Cleanliness of hotels</td>
<td>2.71</td>
<td>1.153</td>
<td>4.08</td>
<td>1.016</td>
<td>-1.365</td>
<td>-26.337</td>
<td>.000</td>
</tr>
<tr>
<td>Behaviour of the hotel/guest house staff</td>
<td>3.40</td>
<td>1.314</td>
<td>3.62</td>
<td>1.198</td>
<td>-.210</td>
<td>-5.302</td>
<td>.000</td>
</tr>
<tr>
<td>Price charged for accommodation</td>
<td>3.17</td>
<td>1.303</td>
<td>3.02</td>
<td>1.317</td>
<td>.152</td>
<td>3.221</td>
<td>.001</td>
</tr>
<tr>
<td>Availability of food &amp; beverage outlets</td>
<td>4.02</td>
<td>1.036</td>
<td>4.01</td>
<td>.943</td>
<td>.002</td>
<td>.066</td>
<td>.948</td>
</tr>
<tr>
<td>Variety of food &amp; beverages</td>
<td>3.79</td>
<td>1.124</td>
<td>3.54</td>
<td>1.134</td>
<td>.248</td>
<td>6.376</td>
<td>.000</td>
</tr>
<tr>
<td>Hygienic condition of the food and drink served</td>
<td>3.27</td>
<td>1.352</td>
<td>3.80</td>
<td>1.080</td>
<td>-.533</td>
<td>-9.058</td>
<td>.000</td>
</tr>
<tr>
<td>Cleanliness at food serving area</td>
<td>2.62</td>
<td>1.283</td>
<td>4.00</td>
<td>1.000</td>
<td>-1.382</td>
<td>-32.746</td>
<td>.000</td>
</tr>
<tr>
<td>Neat &amp; clean appearance of food serving staff</td>
<td>2.91</td>
<td>1.337</td>
<td>3.61</td>
<td>1.223</td>
<td>-.700</td>
<td>-13.711</td>
<td>.000</td>
</tr>
<tr>
<td>Prices of the food &amp; drink served</td>
<td>3.37</td>
<td>1.248</td>
<td>3.24</td>
<td>1.322</td>
<td>.127</td>
<td>3.271</td>
<td>.001</td>
</tr>
<tr>
<td><strong>Infrastructural Facilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of tourist information centers</td>
<td>3.04</td>
<td>1.392</td>
<td>3.58</td>
<td>1.248</td>
<td>-.547</td>
<td>-11.949</td>
<td>.000</td>
</tr>
</tbody>
</table>
In response to expectations of the tourists, it was noticed that tourists have high expectation regarding twenty three (23) attributes of the destination. The attributes such as, cleanliness of accommodation area (4.08), availability of food & beverages outlets (4.01), cleanliness of food serving area (4.0), attractiveness of tourist sites (3.98), security of tourist luggage (3.88) and personal safety of tourists in the area (3.88), availability of private taxi/cab (3.87) and healthy & hygienic food (3.80) were rated most expected attributes of the destination followed by quality of services provided at accommodation area (3.78), responsiveness of local people (3.63), behaviour of hotel/guest house staff (3.62), neat & clean appearance of food serving staff (3.61), attractiveness of fairs & festival (3.60), availability of tourist information centers (3.58), availability of medical facilities (3.57), behaviour of shopkeepers (3.56), variety of food & beverages (3.54), overall cleanliness of venues (3.54), cost effectiveness of souvenirs/crafts (3.52), availability of banking & ATM (3.52), price of the transportation services (3.49), communication & language ability of locals (3.47) and presence of police post in the area (3.42). A moderate expectation was noted towards fifteen attributes (15) of the destination (mean value from 3.01 to 3.40). The attributes like behaviour of supporting staff (3.40), availability of souvenirs & crafts (3.35), facility of cloak room & locker (3.35), conditions of roads & signage (3.31), uniqueness of culture-heritage (3.30), weather condition at the destination (3.30), availability of accommodation facilities (3.25), price of the food & drink served (3.24), availability of toiletries facilities (3.22), knowledge providing ability of tourist information centers staff (3.21), mobile network ability (3.21), connectivity of trains from the destinations (3.16), availability of supporting staff i.e. guide, escort & porters etc. (3.16), availability of clean drinking water (3.04) and cost effectiveness of accommodation services (3.02)
were moderately expected by the tourists during their visit to the study area. Low expectation was noted with two attributes i.e. availability of bus service (2.85) and availability of parking area for vehicles (2.83) in the study area.

**Satisfaction of the Tourists from Disconfirmation of Expectation with Different Attributes**

For measurement of tourists satisfaction the gap between expectation about attribute and performance of the attributes were compared. The positive disconfirmation of expectation with its performance (if performance exceed expectation) is treated as satisfaction, whereas the negative disconfirmation of expectation (if performance score is less than expectation) is considered as dissatisfaction and only disconfirmation i.e. neither positive nor negatively (no different between expectation and performance) noted as indifferent attributes.

The attributes having positive disconfirmation of expectation (more value of performance mean score as compared to expectation mean) were noted as attractiveness of tourists sites, fairs & festival, weather condition, availability of souvenirs & crafts, availability of bus service, presence of taxi/cab service, train connectivity, availability of accommodation facilities, price charged for accommodation, variety of food & beverages, price of the food & drinks served charged, behaviour of supporting staff, behaviour of shopkeepers/vendors, communication & language ability of locals, banking & ATM availability, availability of clean drinking water, availability of toiletry facilities, presence of police posts in the area and personal safety of tourists in the area. Tourists have positive disconfirmation of their expectation towards these attributes, hence they these attributes were noted as satisfactory by tourists.

![Fig I: Attributes Positively Disconfirmed with Expectation](image-url)
The attributes most positively disconfirmed with expectation were identified as availability of clean drinking water (paired difference value=0.900), availability of bus service (paired difference=0.830) & availability of accommodation facilities (paired difference=0.710) whereas, the least satisfying attribute is personal safety of tourists in the area (paired difference=0.107).

The attributes having negative disconfirmation of expectation (less value of performance mean score as compared to expectation mean) noted as dissatisfied attributes as expectation score outweighing satisfaction scores identified as uniqueness of culture-heritage, price charged for souvenirs & crafts, availability sufficient parking space, condition of roads & signage, price charged for transportation, quality of accommodation facilities, cleanliness of accommodation area, behaviour of hotel/guest house staff, hygienic condition of food & drink served, cleanliness at food serving area, neat & clean appearance of food serving staff, availability of tourist information centers, availability of cloak room & lockers, mobile network availability, overall cleanliness in the area, and security of tourist luggage. The most dissatisfying attribute is cleanliness at food serving area (paired difference=1.382), cleanliness of accommodation area (paired difference=1.365) and quality of services provided at accommodation unit (paired difference=1.022).

![Fig II: Attriuted Negatively Disconfirmed with Expectation](image_url)

The attributes disconfirmed with expectation without any positive or negative gap noted as Indifferent attributes. These attributes identified from table are availability of food & beverages (paired difference=0.002), knowledge of tourist information centre staff (0.002), availability of supporting staff (0.075), responsiveness of local people (0.060) and availability of medical facilities (0.045).
**Result of the Hypothesis**

On the basis of the analysis of paired t-test (see table I), it was found that the maximum attributes were found significant disconfirmation and relationship (p≤0.05) in terms of expectation and performance except a few. Therefore, on the basis of result analyzed through paired t test, the H₀₁ which postulated that there is no significant relationship exists between tourists’ expectation and experience towards different set of attributes, can thus be rejected by accepting Hₐ₁ and concluded that tourist expectationis significantly relatedtheir experience towards different set of attributes.

**Conclusion**

The present study was conducted on the weekend tourism at Shimla. Duet to variety in tourist attraction including natural, cultural and religious sites it is rapidly emerging as popular spot for weekend tourists. The study extended to identify the tourists satisfaction by comparing expectation and experience towards attributes of the destination. With regards to expectations of the tourists, high expectation with more than half of the attributes of the destination. The attributes showing high expectation noted as cleanliness of accommodation area, availability of food & beverages outlets, cleanliness of food serving area, attractiveness of tourist sites, security of tourist luggage, and personal safety of tourists in the area, availability of private taxi/cab and healthy & hygienic food were rated most expected attributes of the destination. Moderate level of expectation noted towards attributes like behaviour of supporting staff, availability of souvenirs & crafts, availability of cloak room & locker, conditions of roads & signage, uniqueness of culture-heritage, weather condition at the destination and availability of accommodation facilities. The attributes with low expectation with low means score noted as availability of bus service and availability of parking area for vehicles. In terms of satisfaction derived from identifying the gap between expectation and experience (performance
of attribute), tourist expectation positively disconfirmed with maximum attributes of the destination. These attributes were designated as satisfactory attributes with positive disconfirmation with expectation (higher satisfaction mean than expectation mean). The most satisfying attribute is availability of clean drinking water, availability of bus service, availability of accommodation facilities, weather condition at the destination and availability of souvenirs and crafts. The attributes negatively disconfirmed with expectation (low satisfaction mean than expectation mean) and these attributes were labelled as dissatisfactory attributes. The most dissatisfying attribute is cleanliness at food serving area, cleanliness of accommodation area and quality of services provided at accommodation unit, neat & clean appearance of food serving staff, overall cleanliness in the area, security of tourist luggage and price charged for transportation service and uniqueness of culture-heritage etc. The attributes only disconfirmed with expectation without any significant positive or negative gap were coded as neutral attributes of the destination. These attributes identified as availability of food & beverages, knowledge of tourist information centre staff, availability of supporting staff, responsiveness of local people and availability of medical facilities. The result of hypothesis also indicated a significant association between tourist expectation and experience towards attributes of the destination.

The findings of the study provide implication for destination marketer to improve the attributes/services at the destination for enhancement of tourist arrival as well as satisfaction index of the present and potential tourists in future. Future research in this area by focusing on study of tourists behaviour on the basis of their demographic background and motivation to visit the weekend destination can be also be conducted.

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