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To study the impact of MTDC's marketing strategy that influences tourist satisfaction in
Maharashtra
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Abstract

The current study investigated the impact of MTDC's marketing strategy that influences tourist satisfaction in Maharashtra. The material is the result of a study on two categories of tourism welfare services and tourists' satisfaction provided by MTDC to tourists who visited historical and tourist destinations of MTDC.

Tourists to Maharashtra have acquired a great deal of information about tourist locals from various source that include friends, families and next from radio and television, the internet and the print media. Leisure and entertainment are the main purposes of a tourist's trip to Maharashtra followed by education, business, health and sports. The research framework was constructed based on the extensive literature review to establish the hypothesis. The questionnaire that was designed and examined included a total of 23 questions regarding the satisfaction of tourists services provided by MTD with the use of its marketing strategy at tourist destinations. The primary data indicate that tourists are dissatisfied with the MTDC services. Thus, MTDC needs to improve its marketing strategy raise the satisfaction level of its tourists.

Keywords: *Tourist satisfaction, MTDC, marketing strategy of MTDC*

Introduction

Maharashtra can be accessed for its pleasing nature, climatic and healthy environment by tourist through a year. By promoting its historical and heritage tourist destinations Maharashtra has the potential to have an edge over other in tourism field.

Maharashtra has eco-tourism and cultural tourism attractions. It has great potential to attract the national and foreign tourists. MTDC has provided services as per the needs of the tourist. This requires comprehensive tourism planning and preparation of infrastructure and services needed by tourists.



Marketing strategy for tourism

One of the methods used to check the level of applicability of existing tourism services and facilities, as well as to verify the accuracy and accuracy of the planning, is the use of these services. Tourism planning is considered a process based on evaluating, promoting and optimizing the role of tourism in promoting the quality of the host community.

Tourism planning is closely linked to marketing strategy planning. If tourists are satisfied with their travel experience, the desire to return and experience again is even greater. Tourist satisfaction plays an important role in the marketing success of tourism destinations; because of its effects on the consumption of tourism products and services and The decision of tourists to revisit the same destination soon. In fact, tourist satisfaction is a function of meeting the needs of a tourist in the host community.

Why Tourist Satisfaction

By consideration of the close relationship between the satisfaction of tourists with the quantity and quality of tourism services provided, the opinions of tourists can play an effective role in measuring the performance or inadequacies of existing services.

Tourist satisfaction is achieved when appropriate processes are designed so that the services provided are in line with the expectations and needs of the tourist. Since tourism satisfaction plays an important role in creating sustainable tourism and guaranteeing the future of the tourism industry, the topic of tourist satisfaction is one of the most discussed topics in the field of tourism. As satisfied tourists tend to pass on their positive experiences to others and repeat their journeys to the same places, recognizing the factors of tourist satisfaction is one of the most important areas of research in the tourism industry.

Overall satisfaction with life is an indication of one attitude whether they have a positive or negative attitude towards the world in which they live. Evidence shows that people in some societies feel much more positive than the world in which they live.

Satisfaction is a special feeling that a person feels when their desires are fulfilled. The satisfaction of tourists is one of the important aspects of sustainable tourism and it is the basis for tourism participation and cooperation in tourism development. Thus, tourists' satisfaction is considered as one of the most important factors in ensuring future growth. the more a tourist is dissatisfied expectations are fulfilled, more tourists will be attracted and develop the tourism industry.



Objectives

1. To find out the satisfaction of tourists with the availability of the services provided by MTDC.
2. To suggest a proper marketing strategy for satisfactory tourism.

Hypothesis

1. Demographics of tourists do not affect the tourist satisfaction of MTDCs services at resorts/hotels and tourist destinations.

Literature Review

According to Maslow's theory, a human being is a creature whose degree of camouflage is a function of supply. Therefore, tourist satisfaction is also a function of meeting his / her needs in the tourism dimension. The host community must ensure the safety of a tourist during their tourism activities.

In Homans Exchange Theory, tourism activity as a rational exchange is subject to the principles where a tourist is seeking to maximize the reward of their which is tourism exchange. The attainment of this reward by tourist satisfaction, will show the tourist services provided by the government in good light.

In Allport's Psychoanalytic Theory, satisfaction or euphoria is a state of affairs that comes from the securement of the basic human need Social satisfaction reflects the tendency of the population towards their community. The traditional form of community satisfaction is defined as the psychological reflection of the perception of services provided in the community or in a narrower context of perception of physical quality.

According to researches conducted around the world, tourist satisfaction is affected by the growth and development of services offered in tourism. Therefore, it is necessary to pay special attention to the satisfaction of tourists when assessing the strengths and weaknesses of services provided to tourists. This discussion should focus on tourism marketing and strategy planning. The level of tourist satisfaction on a trip is the result of several factors that are generally involved in the process of comparing the tourist's view of the products and services received. Expectations are assessed before and during their journey. The tourism sector of Maharashtra faces challenges such as the lack of good quality tourism plans the problem of the health and safety of tourists, the tax structure



, poor infrastructure and untrained and unqualified employees in the tourism sector that cause dissatisfaction towards the tourism and services of MTDC .

Research Methodology

The researcher would use questionnaire technique to collect primary data from the 376 Tourists at the selected MTDC destinations. The researcher would analyze the collected data statistically and logically to get suitable marketing strategies to promote Maharashtra tourism. The study is aimed to identify tourist satisfaction of the services provided by MTDC and to suggest suitable marketing strategies for the development of Maharashtra tourism.

Hypothesis testing

Mann-Whitney Test

H0-1: There is no significant difference between male and female tourists in their satisfaction towards MTDC’s services.

H1-1: There is a significant difference between male and female tourists in their satisfaction towards MTDC’s services.

| | Gender of Respondent | N | Mean Rank | Sum of Ranks |
|---|----------------------|-----|-----------|--------------|
| Tourists Satisfaction toward MTDC’s services. | Male | 228 | 180.60 | 41176.50 |
| | Female | 148 | 200.67 | 29699.50 |
| | Total | 376 | | |

Table no. 01: Ranks

| | Tourist’s’ Satisfaction |
|----------------|-------------------------|
| Mann-Whitney U | 15070.500 |
| Wilcoxon W | 41176.500 |
| Z | -1.751 |

a. Grouping Variable: Gender Respondent

Table no. 02: Test Statisticsca

Since $P > 0.05$ (Table No.2) null hypothes is accepted. It is concluded that there is no significant difference between male and female tourists in their satisfaction level towards MTDC’s



services. Mean rank values (Table No.1) indicate that both are dissatisfied with MTDC's services.

Mann-Whitney Test

H0-1: There is no significant difference between Indian and foreign tourists in their satisfaction towards MTDC's services.

H1-1: There is a significant difference between Indian and foreign tourists in their satisfaction towards MTDC's services.

| | Native of India | N | Mean Rank | Sum of Ranks |
|-------------------------|-----------------|-----|-----------|--------------|
| Tourist's' Satisfaction | No | 108 | 202.50 | 21869.50 |
| | Yes | 268 | 182.86 | 49006.50 |
| | Total | 376 | | |

Table no. 03: Ranks

| | Tourists' Satisfaction |
|------------------------|------------------------|
| Mann-Whitney U | 12960.500 |
| Wilcoxon W | 49006.500 |
| Z | -1.587 |
| Asymp. Sig. (2-tailed) | .113 |

a. Grouping Variable: Native of India

Table no. 04: Test Statisticsa

Since $P > 0.05$ (Table No.4) null hypothesis accepted. It is concluded that there is no significant difference between Indian and foreign tourists in their satisfaction towards MTDC's services. Mean rank values (Table No.3) indicate that both are dissatisfied with MTDC's services.

| | N | Mean | Std. Deviation | Minimum | Maximum |
|-----------------------|--------|--------|----------------|---------|---------|
| Tourists Satisfaction | 376 | 1.9228 | .39650 | 1.26 | 4.26 |
| Age Respondent | of 376 | 2.74 | .727 | 1 | 4 |



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Table no. 05: Descriptive Statistics



Kruskal-Wallis Test

H0-1: There is no significant difference among age group categories of tourists in their satisfaction towards MTDC's services.

H1-1: There is a significant difference among age group categories of tourists in their experience rating towards MTDC's services.

| | Age of Respondent | N | Mean Rank |
|-----------------------|--------------------------|----------|------------------|
| Tourists Satisfaction | Up to 20 Years | 20 | 172.80 |
| | 20-30 Years | 101 | 199.54 |
| | 30-50 Years | 212 | 185.83 |
| | 50 and above | 43 | 183.03 |
| | Total | 376 | |

Table no. 06: Ranks

| | Tourists Satisfaction |
|-------------|------------------------------|
| Chi-Square | 1.699 |
| df | 3 |
| Asymp. Sig. | .637 |

- a. Kruskal Wallis Test
- b. Grouping Variable: Age of Respondent

Table no. 07: Test Statistics ^{a,b}

Since, $P > 0.05$ (Table No.7), the null hypothesis is accepted and concluded that there is no significant difference among various age group categories of tourists and their satisfaction towards MTDC services. Mean rank values (Table No.6) indicate that tourists from all age groups are dissatisfied with MTDC's services.

| | N | Mean | Std. Deviation | Minimum | Maximum |
|------------------------|----------|-------------|-----------------------|----------------|----------------|
| Tourists' Satisfaction | 376 | 1.9228 | .39650 | 1.26 | 4.26 |
| Occupation | 376 | 1.63 | .833 | 1 | 3 |



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Table no. 08: Descriptive Statistics



Kruskal-Wallis Test

H0-1: There is no significant difference among various occupation categories of tourists in their satisfaction.

H1-1: There is a significant difference among various occupation categories of tourists in their satisfaction.

| | Occupation | N | Mean Rank |
|------------------------|-------------------|----------|------------------|
| Tourists' Satisfaction | Business Class | 227 | 179.44 |
| | unemployed | 63 | 178.21 |
| | Student | 86 | 219.95 |
| | Total | 376 | |

Table no. 09: Ranks

| | Tourists Satisfaction |
|-------------|------------------------------|
| Chi-Square | 9.359 |
| df | 2 |
| Asymp. Sig. | .009 |

- a. Kruskal Wallis Test
- b. Grouping Variable: Occupation

Table no. 10: Test Statistics ^{a,b}

Since, $P < 0.05$ (Table No.10), the null hypothesis is rejected and it is concluded that there is a significant difference among various occupation categories of tourists and their satisfaction. To understand which occupational categories significantly differ from others, the pairwise comparison is done as below:

Nonparametric Tests (Pairwise comparison)



| Sample1_sample2 | Adj. Sig |
|-----------------------------|----------|
| unemployed _ Business class | 1.000 |
| unemployed _ Student | .061 |
| Business-class _ Student | .010 |

Table no. 11: Pairwise comparison

Since, $P < 0.05$ for business class with the student (Table No.11), it is concluded that business class differed significantly from students. It is observed that there is an overall dissatisfaction Mean value 1.92 form (Table No.8) However, the business-class is more dissatisfied than the student. Students are less dissatisfied than the business class and unemployed. However, there is a significant difference in dissatisfaction among different occupations.

Kruskal-Wallis Test

H0-1: There is no significant difference among various income level categories of tourists in their satisfaction.

H1-1: There is a significant difference among various income level categories of tourists in their satisfaction.

| | Income of Respondent | N | Mean Rank |
|-----------------------|----------------------|-----|-----------|
| Tourists Satisfaction | less than 2L | 288 | 189.18 |
| | 2L to 5L | 73 | 196.09 |
| | 5L to 10L | 15 | 138.43 |
| | Total | 376 | |

Table no. 12: Ranks

| | Tourists' Satisfaction |
|-------------|------------------------|
| Chi-Square | 3.557 |
| df | 2 |
| Asymp. Sig. | .169 |

- a. Kruskal Wallis Test
- b. Grouping Variable: Income of Respondent



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Table no. 13: Test Statistics ^{a,b}



Since, $P > 0.05$ (Table No.13), null hypothesis is accepted and is concluded that there is no significant difference among various income level categories of tourists in their satisfaction towards MTDC services. Mean rank values (Table No.12) indicates that tourists with less than 2L income category are more dissatisfied toward MTDC's services.

*** Result: Tourists are dissatisfied with MTDC services.**

There are some problems that tourists face and the most important of them are:

- Lack of signposts to address tourist attractions and other tourist needs.
- Lack of parking space.
- There are quantitative and qualitative problems related to sanitation in the city.
- Traffic congestion in city streets and the confusion arising due to lack of familiarity with the streets.
- The low number of information centers and their inappropriate locations.

Suggestion and conclusion:

- The following suggestions are made in relation to existing issues:
- Cultivating, educating and informing the host community to behave amicably with tourists.
- Placing tourist information centers and tourist guides especially at the entrance to the city.
- Quantitative and qualitative improvement of major tourism infrastructure including sanitary facilities, accommodation facilities, and transportation.
- Creation of the necessary incentives by the government to investors to play an important role in the investment of the tourism industry, especially in the field of marketing and publicity of Maharashtra at the national and international level.
- Diversification and development of advertising programs to introduce Tourist Attractions
- Creating class parking, especially at historical destinations.
- Establishing shopping malls at most tourist destinations.

From the findings, it is understood that Maharashtra tourism has not explored and marketed its product to the best of its capacity. The main objectives of MTDC are to provide various tourism facilities such as accommodation, transportation, organizing events for entertainment and providing recent information about



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various tourism services. MTDC was incorporated to promote tourism in the state and try to satisfy incoming foreign and domestic tourists by way of providing



accommodation, catering, transport, package tour, and bar facilities. As a result of the potential benefits of tourism in the state, MTDC should design many tourism policies and also link together many tourism organizations that contribute to the development of tourism in the state and gain the satisfaction of tourists towards MTDC's services.

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