

***STATUS OF TOURIST AMENITIES IN NAINITAL HILL STATION: A STUDY OF
TOURIST SATISFACTION***

By Dr. Deepak S. Narkhede,
Asst. Professor,
C. K. Thakur ACS College,
New Panvel

ABSTRACT

Tourism is consider as a one of the significant factor in the economy of many nations, today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. India, a land of geographical diversity is blessed with natural beauty, a long history of rich civilization and culture. The Nainital Hill Station under the investigation has a great potential for the better development of tourism. Every year number of tourists visits to Nainital throughout the year. In the present study an attempt has been made to study the tourist satisfaction index of Nainital hill station. The present study is based on primary and secondary data. Duly filled questionnaires are analyzed and tabulated. Different statistical and cartographic techniques are used the result are interpreted.

INTRODUCTION

Tourism is considered as a significant factor in the economy of many nations, today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. India, a land of geographical diversity is blessed with natural beauty, a long history of rich civilization and culture. India's natural beauty, glorious traditions and rich cultural heritage are closely related with the development of tourism. Nainital is a tourist town in the state of Uttarakhand in India and headquarter of Nainital district in the Kumaun foothills of the outer Himalayas. It is located at 29° 23' N to / 29°.38' N latitude and 79° 27' E to 79° 45' E longitude. It is situated at an altitude of 1,938 metres above sea level. From the tops of the higher peaks, "magnificent view" can be obtained of the vast plain to the south, or of the mass of tangled ridges lying north, bounded by the great snowy range which forms the central axis of the Himalayas. The district is well connected by roads and railway transport with other parts of India. It also reveals a treasure of great tourism resources. Geographically Nainital district has considerable varieties in relief, climate and socio-economic status. The district consists of natural beauty of landscape in the Himalaya Mountain, different tourist spots are developed on the hills of Nainital, natural caves, pleasant climate, religious places, delicious food, wildlife, tourism festivals, beautiful lakes, panoramic view of the Himalaya and lifestyle of the local people provides a beautiful attraction for tourists. Naini Lake, Naina Peak, Naina Devi Temple, Church of St. John, Governor's House, Snow View point, Bhimtal Lake, Cave Garden, High Court of Uttarakhand, Tiffin Top, Sattal, Khurpa Tal and Naukuchia Tal are the main tourist attraction of Nainital hill station. There is no geographical investigation of Nainital has done to analyze the status of tourist amenities for better development in geographical perspective. This study will be helpful for the development of Nainital Hill Station as a tourist centre

OBJECTIVES

1. To study the environmental factors responsible for the development of tourism in Nainital Hill station.
2. To assess satisfaction level of tourists about the amenities available in Nainital Hill Station.
3. To explore the major problems of tourist places in Nainital Hill Station.
4. To suggest remedial measures for the development of tourism in Nainital Hill Station

DATA BASE AND METHODOLOGY

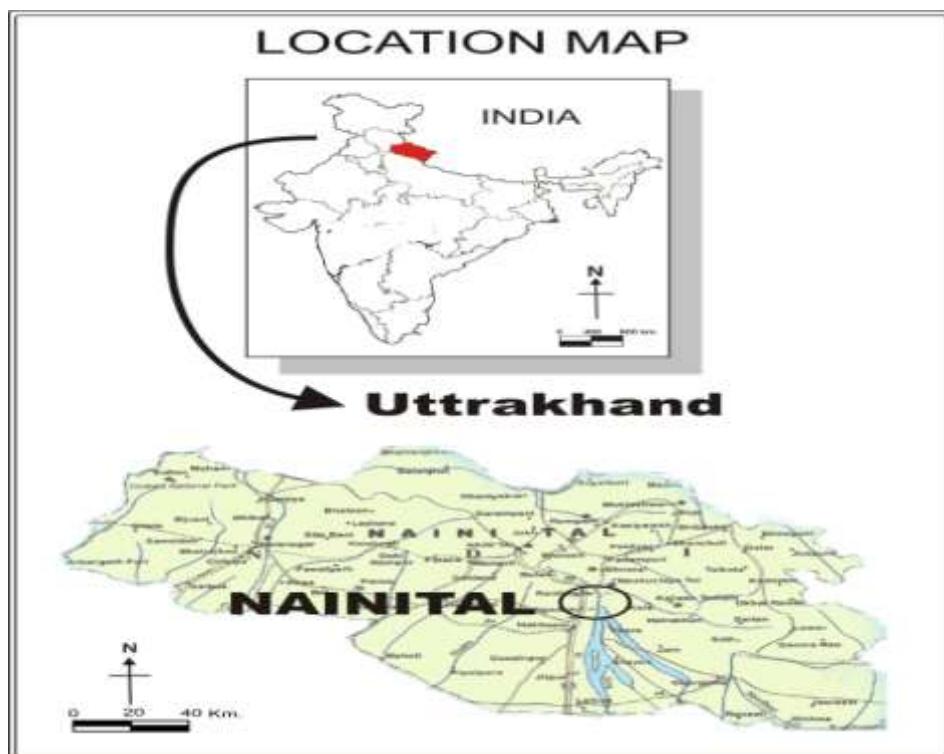
The present study is based on primary and secondary data

Primary data has collected through intensive field work by visiting tourist's places and tourists in the study region.

1. Intensive questionnaire was prepared and filled up by 80tourists in Nainital Hill Station.
2. Tourists and tourism related authorities were interviewed.
3. Tourist spots and the other amenities are keenly observed by researcher

Secondary data was collected through District Gazetteer, Published and unpublished materials, Travel books, newspaper etc.

Duly filled questionnaires are analyzed and tabulated by the researchers. Different statistical methods are used to calculate the satisfaction index of tourist. Cartographic techniques are used, wherever necessary. The collected information is finally tabulated, analyzed and the result presented in the form of maps, tables, photographs etc.



Map-1: Location Map of Nainital Hill Station

TOURIST AMENITIES AT NAINITAL HILL STATION:

The satisfaction level of the tourist at Nainital hill station is calculated on the various infrastructure facilities such as the transport and communication, facility of accommodation, quality of drinking water, quality of food, market and shopping facility, banking and ATM facility, sanitary facility, security facility, recreation facility, cleanliness and co-operation from natives, the researchers try on their level best to find out. These facilities and services have impact on life style and standard of local people as well as tourist. Therefore an attempt has been made to analyze almost all public amenities in Nainital Hill Station by using intensive questionnaire

TOURISTS VISITED TO NAINITAL HILL STATION

Total number of 80 tourists interviewed visited to Nainital hill station, out of which 5 are from foreign tourists and 75 tourists from rest of India. Most of the tourists are visited to the Nainital for Tourism purpose (82.00 %). Maximum tourists visited here are come from rail and road transport. Only 10.00% tourists are come by airways by nearest air port New Delhi. The tourists are from the age group of 21 to 45 are maximum in numbers. Most of the tourists are coming with their family. Near about 47.5 % tourist are from 2 to 5 lakhs per annual income group and 46.25 % tourist are from upper income group above 6 lakhs on average

Table 1 show the tourists visited from different states in India. Foreign tourists interviewed are from Israel, Austria and United Kingdom. They are asked to give their responses about different amenities like- 1) Transportation accessibility 2) Accommodation Facility 3) Quality of Food 4) Quality of Drinking Water 5) Market and Shopping Facility 6) Medical Facility 7) Banking and ATM Facility 8) Sanitary Facility 9) Security Facility 10) Recreation Facility 11) Cleanliness 12) Co-operation from Natives available at Nainital Hill Station during their tour.

Table- 1 Number of Tourists from Various States

States	Tourist in %	States	Tourist in %	States	Tourist in %
Uttar Pradesh	43.75	Orissa	3.75	Madhya Pradesh	2.5
Maharashtra	12.5	Gujarat	2.5	Kerala	1.25

West Bengal	11.25	Andhra Pradesh	2.5	Manipur	1.25
Uttarakhand	5	Himachal pradesh	2.5	Out of India	5
Punjab	3.75	Bihar	2.5	(Israel, Austria and U.K.)	

Source- Computed by Researcher

RESPONSES ABOUT THE TOURIST AMENITIES AT NAINITAL HILL STATION

Out of total tourists 8.23 % tourists rated all amenities are Excellent, while 25.00 % tourists says that the amenities are very good. As per the 37.08 % tourist's amenities available at Nainital are good. The 22.40 % tourists rated the facilities at satisfactory level. Only 7.29 % tourists are not satisfied with the tourist amenities. As on average 70.00 % tourists say the Hill Station is very good and they are ready to visit this hill station again in future.

SATISFACTION INDEX

Table - 3 shows the satisfaction index of tourist's amenities at Nainital. Satisfaction index has been calculated on the basis of grades given by the tourists for the selected parameters. These grades are 8 to 10 for excellent, 6 to 8 for very good, 4 to 6 for good, 2 to 4 for satisfactory and 0 to 2 for unsatisfactory parameters. With the help of satisfaction index rank size has been determine. First rank has given by the tourist to the co-operation from the natives of Nainital and second having 6.2 satisfactory index. Recreation and transportation facility rank third and four having the satisfaction index 6. Security facility have ranked fifth which Index is 5.6 whereas market and shopping facilities got rank 6 and its satisfaction index is 5.5. Tourists have given rank seven to cleanliness and its SI is 5.3 whereas quality of food got the 8th rank having 5.2 SI. Tourists have given rank nine to ATM and Banking facilities, rank ten to quality of drinking water and there satisfactory index are 5.1 and 4.4 respectively. Sanitary facility of Nainital ranked eleven and its SI is 4.1. Medical facility has ranked twelve and it has the least SI that is 3.8. According to satisfaction index tourists have satisfied with the facilities like accommodation, recreation, transportation, co-operation, security and market. But however tourists are not so much satisfied with the facilities like drinking water, food quality, sanitation, medical, and cleanliness.

Table-2

Satisfaction Wise Average Value Assigned By the Tourist and Satisfaction Index

Sr. No	Factor	Numerical Values for					Satisfaction Index
		Excellent	Very Good	Good	Satisfactory	Unsatisfactory	
1	Co-operation from Natives	9.4	6.8	5.9	3.1	1.3	6.8
2	Accommodation Facility	8.7	7.8	5.6	3.5	01	6.2
3	Recreation Facility	9.6	7.8	5.9	2.6	1.8	6.0
4	Transportation Accessibility	8.3	7.2	5.7	3.2	1.5	6.0
5	Security Facility	8.5	7.9	5.1	2.9	0.5	5.6
6	Market and Shopping Facility	8.1	7.4	5.4	2.4	01	5.5
7	Cleanliness	9.2	6.9	4.1	3.8	1.6	5.3
8	Quality of Food	8.2	7	5.3	3.8	1.6	5.2
9	Banking and ATM Facility	9.0	7.4	4.8	3.5	1.4	5.1
10	Quality of Drinking Water	8.0	7.6	5.2	3.1	2.0	4.4
11	Sanitary Facility	8.0	6.2	4.2	3.7	0.5	4.1
12	Medical Facility	8.4	7.1	5.6	2.8	2.0	3.8

Source: Compiled By Researchers

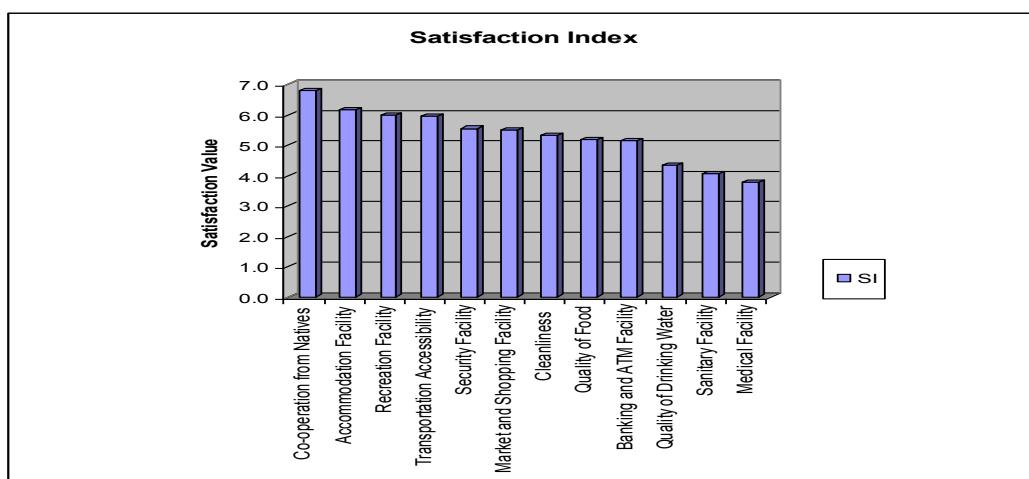


Figure- 1

CONCLUSION

Nainital is pleasant Hill Station in Kumaun Himalaya region. Most of tourists visit Nainital for energetic climate and natural scenery. Maximum tourists visiting to Nainital are in the view that the tourist center is good in all respects. Above 70% tourists are appreciated the tourist amenities available at Nainital Hill Station. The most appreciable thing shared by the tourists is the co-operative nature of the local people in Nainital hill station. There is a need to strengthen some of the tourist amenities like sanitary facilities, parking and traffic control, cleanliness of lake, more number of ATM centers and display of transport routes with distances at different tourist spots. There is a prime need to be developing well set Tourist Information Centers which can give the information about not only Nainital but also the whole Uttarakhand state. This study will be useful for the planning of tourism to Nainital Municipal council and Kumaun Vikas Mandal for further development.

SUGGESTIONS

1. Road maps with distances should be displayed at every tourist spots so can the tourist can easily understand the ways and the distances.
2. Local public transport should be strengthened and auto rickshaw facility on CNG should available at tourist spots.
3. More number of Tourist Information Centre should make available at Nainital.
4. Lake and mall road should be cleanly on regular basis.
5. More sanitary facilities should be available at all places specifically for ladies.
6. Moving security facility should be available at round the clock.
7. More number of ATM Centers should be making available at strategic places.
8. Parking facility and Traffic control should required at evening time.

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