

Measuring the Tourist Service Satisfaction: Factor Analysis based Study at Red Fort Complex

Md. Danish, Manjari Chakraborty

Abstract: This paper examines the various factors and attributes to determine the tourists' satisfaction at the Red Fort Complex. It explores the gaps in the 'Tourists Expectations' v/s 'Tourists Experiences' for the actual services and facilities available across the Red Fort Complex. Red Fort complex has been chosen for analyzing the range of services offered and perceived visitors' satisfaction level. It also identifies the real time issues encountered by the domestic and international tourists. Study will also explore the potentiality of the revenue generation at the site. About 350 tourists' perceptions were recorded at the Red Fort Complex through the closed ended questionnaire. Simple Random Sampling was conducted, where the perceptions of both the Indian and Foreign tourists were recorded. Apart from recording the personal data of the tourists, in terms of Name, Age, Gender and Income pattern, it also collects the other useful information defined by 30 Sub-Attributes, grouped under 6 Attributes (Site Accessibility, Pricing of Services, Ambience and Surroundings, Interpretation Facilities, Food and Retail Facility & Service Quality and Response System). Tourists' Satisfaction Level was recorded under Likert Scale under 5-Point Scale System. Using SPSS, Under Factor Analysis, Principal Component Analysis method was implemented for the Dimension Reduction and Identification of the Significant Factors for Tourists' Satisfaction. Here, 30 Sub-Attributes was further reduced to 12 Nos. of significant Sub-Attributes, grouped under 4 factors, with their respective Factor Loadings. Enhancement of the Visitor's experience quality and satisfaction level are key issues for designating the heritage sustainability strategies. These findings will be useful to the planners for enhancing the competitiveness of the Red Fort Complex. It aims to suggest an Economically Sustainable Model for Tourism Development.

Keywords: Tourist Satisfaction, Factor Analysis, Likert Scale, World Heritage, Sustainability, Tourist Amenities.

I. INTRODUCTION

India is gradually emerging to be placed as one of the fastest growing "Tourist Destination" in the globe. As per the 2017 report of World Travel & Tourism Council (WTTC), tourism have generated the revenues of Rs.15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP. Tourism also supports 41.622 million jobs i.e., 8% of its total employment. During 2017, 10 million foreign tourists visited the country registering an annual growth of 15.6%. In the same year i.e., 2017,

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India was placed on 40th position among the 136 countries across the globe (*Travel and Tourism Competitiveness Report*, 2017). India possesses varied diversity in terms of natural and cultural based tourist destinations. India has huge scope of improvement for supporting the tourist infrastructure in terms of; visitor facilities, marketing and management, on site conservation etc. Sustainable model of tourism development could be accomplished by bridging the gap between visitors' expectations and visitors' experiences. Economic sustainability of the cultural heritage sites could be achieved by the mobilization of financial resources through the sustainable management of the heritage assets. Sustainable tourism leads to the optimization of resources, thus fulfilling the socio-economic needs of the society. (UN 2001, Dhiman & Dubey 2011). In tourism context, India is beset with the myriad challenges and multiple problems as, lack of an effective master plan, poor funds availability, encroachments by the local community and increasing environmental pressure. Confederation of Indian Industry (2003) have identified varied issues plaguing the growth and development of tourism sector as, under represented marketing, poor hygiene and cleanliness, lack of facilities and services, ill trained tour guides, ineffective signage and lack of food and beverage facilities at the heritage site. This paper has chosen Red Fort complex for analyzing the range of services offered and perceived visitors' satisfaction level. Besides being a monument of national importance, Red Fort Complex has the dubious distinction of being in the coveted World Heritage list. Thus by virtue of its status and location, it attracts millions of visitors from within the country and abroad.

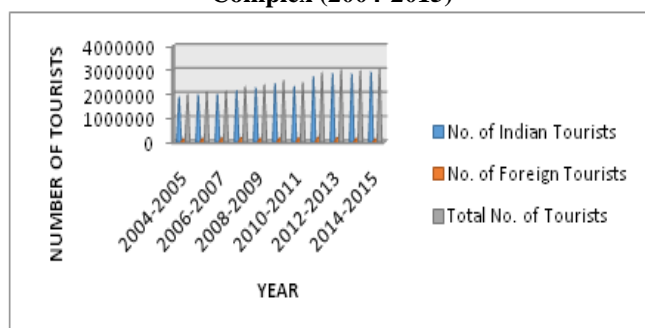
II. ABOUT WORLD HERITAGE SITE: RED FORT COMPLEX

World Heritage List owes its origin to the UNESCO's 1972 Paris Convention. This convention identifies, protect and preserve the cultural and natural heritage around the world. Currently there are 1092 numbers of World Heritage Sites across the world. Out of 1092 Sites; 845 are cultural, 209 are natural and 38 are mixed Sites (Source: <https://whc.unesco.org> accessed on 26th February, 2019). India has ratified the Paris Convention of UNESCO on 14th November, 1977. Currently there are 37 numbers of UNESCO Sites in India. Out of 37 Sites; 29 are cultural, 7 are natural and 1 no. of mixed Site. (Source: <http://whc.unesco.org/en/statesparties/in> accessed on 26th February, 2019). Red Fort Complex is situated in Delhi. It was built by the Mughal Emperor, Shah Jahan. It serves as palace fort of the Medieval City, Shahjahnabad. It is known for its red sandstone enclosure.

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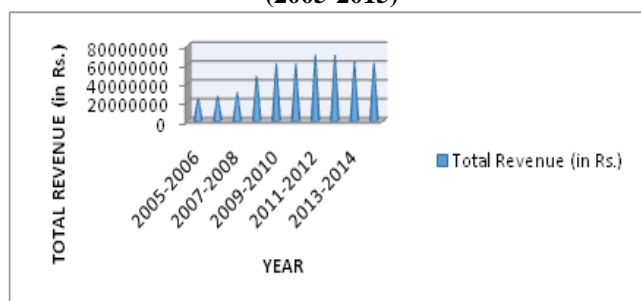
It attracts millions of Visitors from within the country and abroad. In the year 2014-15, the Red Fort Complex witnessed the arrival of approximately 3 Million tourists. Decadal growth rate (2004-05 to 2014-15) saw an overall surge of 53.4% in the total number of tourists. During this period, the number of Indian Tourist increases by 56.25%, whereas the foreign tourist numbers increases by 7.84% (Refer to Figure 1). During the period 2014-2015, Red Fort Complex has revenue of around INR60 Million (Approx. 1 Million USD#) from ticket sales, Photography, Film Shooting etc {# 1USD= 65 INR}. During the period (2005-2015), revenue figures surge by 159.03% (Refer to Figure 2). As per the report of Ministry of Culture, Government of India, dated 6th August, 2014, Red Fort Complex is among the top 10 revenue generating monuments of India. In the year 2007, it was designated as UNESCO World Heritage Site. It fulfills the criteria of Outstanding Universal Value under Criteria (ii), (iii), (vi). Under Criteria (ii), Red Fort Complex, by virtue of its ideas, techniques, craftsmanship and design displays the blend of Islamic, Persian, Timurid and Hindu traditions. Under Criteria (iii), Red Fort influences the designs of the buildings and gardens based in the regions of Rajasthan and Agra. Under Criteria (vi), Red Fort have spurred the shaping of regional identity, thus creating a wide impact on the geo-cultural region.

Figure 1: Year wise data of Tourist Nos. for Red Fort Complex (2004-2015)



(Source: Archaeological Survey of India, New Delhi)

Figure 2: Tourist Revenue (in INR) at Red Fort Complex (2005-2015)



(Source: Archaeological Survey of India, New Delhi)

III. LITERATURE REVIEW

This paper is a part of an academic exercise, which aims to investigate the various factors and attributes, for determining the Tourists' Satisfaction level at the Red Fort Complex. Customer satisfaction serves as benchmark for tourism industry's success. Tourism Satisfaction is also defined as the gap between prior expectation and perceived

performance after consumption. Dissatisfaction occurs, due to deviation between performance and expectation (Oliver, 1980). On one hand, where the Expectation can be defined as a prior estimation made by the tourist's while receiving the service, Satisfaction is the mental state of feeling after visiting the place. Concurrent occurrence of pre-travel expectations and post-travel experiences too defines the tourist's satisfaction. Tourist have a sense of gratification with the better experiences compared to expectations, however the dissatisfaction may turn into displeasure (Reisinger & Turner, 2003). Satisfaction is very important tool for evaluating the tourists' behavior. Tourists' satisfaction will lead to repeat visits and subsequent increment in the footfalls at the particular place. It is a combination of perceived value and quality, tourists' expectations and experience. Service performance is improved by incorporating the feedback received by the customers and by assessing the customer satisfaction compared with product performance (Fornell, 1992). Satisfaction and loyalty also determines the success of tourism (Yoon & Uysal, 2005; Locker-Murphy & Uysal, 1996). Satisfaction process is also influenced by the Cognitive and emotional aspect of tourist (Oliver 1993; Yu & Dean, 2001). It has also been observed that the push and pull factors influences the tourist satisfaction process (Yoon & Uysal, 2005). In another study, Attractions, Accessibility, Amenities and Networking has been listed as four major components of tourism products. Attractions, natural or manmade, attract the tourists. Accessibility refers to the means of achieving the tourism targets. Amenities bring pleasure to the tourists through the fulfillment of better accommodation and hospitality. Networking refers to the co-ordination at varied platforms to produce tourism products. In a Study conducted at the Mathura- Brindavan region (Brij Kshetra), Factor Analysis helps in identifying the five factors; Aesthetic Appeal, Accessibility, Supporting Infrastructure, Food & Service and Health & Guide Service, have a strong and significant relationship with the overall tourist's satisfaction (Agrawal, Shivani, 2016). In a study conducted at the Cox's Bazar Sea Beach Bangladesh, Factor Analysis reveals that the amenities related to Destination Management satisfied the Tourists and were disappointed with the Health, Emergency Services, Transportation Services, Information Services and Night Life related facilities (Hassan, Mohammad Mehedy ; Shahnewaz, Mohammad, 2014). In an Empirical Study conducted for the Tourist Satisfaction study at the Northern Thailand, Factor Analysis and Regression Analysis indicates that the Cost of Staying is the significant factor affecting the overall satisfaction, whereas Hospitality, Attractions and Accessibility are the other significant factors (Suanmali, Suthathip, 2014). During a Survey Analysis on Tourist Satisfaction in Jiuzhai Valley, China, Factor Analysis reveals the high importance of Scenic Spot's Environment, Infrastructure, Management and Service with that of Tourist Scale, Accommodation and Catering (Zhixue Liao, Maozhu Jin and Lu Huang, 2015).

IV. RESEARCH OBJECTIVES

This research aims to assess the ‘Tourists’ Satisfaction with respect to the range of the services being offered at the heritage site. The study will explore the gaps in the ‘Tourists Expectations’ v/s ‘Tourists Experiences’ for the actual services and facilities available across the Red Fort Complex. It will also identify the real time issues encountered by the domestic and international tourists. Study will also explore the potentiality of the revenue generation at the site. Survey Questionnaire framed under ‘5 Point Likert Scale’ will be analyzed under the Factor Analysis for identifying the factors affecting the Tourist Satisfaction and prioritizing the development attributes at the heritage site.

V. METHODOLOGY

To begin with, 30 sub-attributes were identified under 6 main attributes; Site Accessibility, Pricing of Services, Ambience & Surroundings, Interpretation Facilities, Food & Retail Facility and Service Quality and Response System. These attributes were extracted from various literature studies and from Expert Opinions. Based upon the inferences, a final questionnaire was created incorporating the 30 sub-attributes under 6 main attributes. The details of 30 sub-attributes under the 6 main attributes are as follows:

Table 1: Details of the Attribute and Sub-Attributes

S.No.	Attributes	Sub-Attributes
1.	Site Accessibility	a) Public Transport Accessibility. b) Parking Facilities Accessibility. c) Ticket Counter and Help Desk Accessibility. d) Staff Accessibility.
2.	Pricing of Services	a) Ticket Price should be value for money. b) Willingness to Pay for Enhanced Services. c) Ticket Pricing for Indian v/s Foreign Tourist.
3.	Ambience and Surroundings	a) Maintenance of Site Authenticity. b) Better Lighting Facilities. c) Protection from Hot Sun/ Rainfall. d) Adequate Provision of Drinking Water. e) Adequate Provision of Washrooms. f) Adequate Provision of Waste Bins. g) Judicious use of Open Spaces. h) Effective Management of Visitors Flow. i) Cleanliness and Upkeep Facilities.
4.	Interpretation Facilities	a) Availability of Site Map and Floor Plans. b) Availability of Leaflets about the Site. c) Provision of Signage Facilities. d) Availability of Knowledgeable Tour Guides. e) Provision of Audio/Video Facility. f) Provision of Internet/Wi Fi Facility.
5.	Food and Retail Facility	a) Availability of Adequate Number of Food Canteen/ Cafeteria. b) Pricing of Food is appropriate for quality. c) Provision of Adequate Number of Souvenir and Retail Shops. d) Availability of goods at reasonable price at Souvenir Shops.
6.	Service Quality and Response System	a) Availability of Trained Staff on need. b) Unhindered Access in the Site. c) Safe and Secure Destination. d) Adequate Provision for facilitation of differently-abled Person.

After the preparation of Survey Questionnaire, 350 tourists were approached and data was collected at the Red Fort Complex. Simple Random Sampling method was adopted, where the perceptions of both the Indian and Foreign tourists were recorded. Apart from recording the personal data of the tourists, in terms of Name, Age, Gender and Income pattern, it also collects the other useful information

defined by 30 Sub- Attributes, grouped under 6 Attributes (Site Accessibility, Pricing of Services, Ambience and Surroundings, Interpretation Facilities, Food and Retail Facility & Service Quality and Response System). Tourists’ Satisfaction Level was recorded under Likert Scale under 5-Point Scale System.

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Under **Factor Analysis**, Principal Component Analysis method was implemented for the Dimension Reduction and Identification of the Significant Factors for Tourists' Satisfaction. Here, 30 Sub-Attributes

was further reduced to 12 Nos. of significant Sub-Attributes, grouped under 4 factors, with their respective Factor Loadings. Likert scale was conceived by the American educator and organizational psychologist R. Likert in the 1920's. Likert statements are typically a Five or Seven-point scale. It is applied as one of the most fundamental Psychometric tools in the field of Educational and Social Sciences research. It is one of the most frequently used for gathering data on Attitudes, Perceptions, Values, Intentions, Habits and Behavior changes. In a Likert Scale, the purpose of the research is for soliciting the opinions/perceptions of participants related with single 'latent' variable (phenomenon of interest). On a predetermined scale, each degree of Agreement or Disagreement is given a numeric value. It can be codified as "1stands for Strongly Dissatisfied, 2 stands for Dissatisfied, 3 stands for Undecided, 4 stands for Satisfied and 5 stands for Strongly Satisfied."

Factor Analysis is a type of **SEM (Structural Equation Modeling)**. It measures the variability among Correlated Variables with respect to lower number of Unobserved Variables defined as Factors. It investigates the variable relationships for complex concepts, such as Socioeconomic Status, Psychological Scales etc. Here, the Overall Variance in the Observed Variables is explained by the factors. Factor Loading explains the relationship of each variable with the underlying factor.

VI. RESULTS AND DISCUSSION

To fulfill the objective of identifying the factors affecting the Tourists' Satisfaction level at the Red Fort Complex, Factor Analysis method is being used. Varimax rotation matrix of Factor Analysis was used to analyze the 30 Sub-Attributes. At first, goodness of all the variables using the Cronbach's Alpha Coefficient was tested using the Reliability Analysis. Reliability of any given measurement refers to the consistent measure of Cronbach's Alpha, which is one way of measuring the Strength of that Consistency. Cronbach's Alpha Coefficient must lie between 0.65 and above. Here, its value is 0.934.

Table 2: Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.934	30

In the next step, KMO (Kaiser-Meyer-Olkin) Statistic is computed for the Suitability and Sample Adequacy of the data. It is also a measure of the Data Sufficiency. Its value must be 0.7 and above. Here, the KMO Measure of Sampling Adequacy is 0.803. Barlett's test of Sphericity tests the hypothesis of population correlation matrix vis a vis its identity matrix. Here, the Chi-Square Statistic is 463.558 with 66 degree of freedom. The value is significant at 95% Confidence level.

Table 3: KMO and Barlett's Test

KMO and Barlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.803
Barlett's Test of Sphericity	Approx. Chi-Square	463.558
	df	66
	Sig.	.000

Communalities indicate the common variance shared by factors with given variables. Higher communality indicated that larger amount of the variance in the variable has been extracted by the factor solution. For better measurement of Factor Analysis, Communalities should be 0.4 or greater. Here, all the Sub-Attributes have Communalities greater than 0.4, except the Sub-Attribute: Parking Facilities Accessibility (0.351).

Table 4: Communalities of the Variables

S.No.	Sub-Attributes	Initial	Extraction
1.	Public Transport Accessibility	1.000	.665
2.	Parking Facilities Accessibility	1.000	.351
3.	Staff Accessibility	1.000	.635
4.	Willing to Pay more for Enhanced Services	1.000	.922
5.	Better Lighting Facilities	1.000	.727
6.	Adequate Provision of Washrooms	1.000	.818
7.	Adequate Provision of Waste Bins	1.000	.689
8.	Provision of Signage Facilities	1.000	.583
9.	Availability of adequate number of Food Canteen	1.000	.706
10	Pricing of Food is appropriate for quality	1.000	.692

11	Provision of adequate number of Souvenir and Retail Shops	1.000	.644
12	Availability of goods at reasonable price at Souvenir Shops	1.000	.644

Out of 30 Sub-Attributes, 12 Sub-Attributes have Significant Factor Loadings under 4 Factors. Here the Factor Loadings, must be greater than 0.5. Here, the Factor Loadings ranges from 0.520 (Parking Facilities Accessibility) to 0.952 (Willing to Pay more for Enhanced Services. percentage of the total variance is explained by the factors. Non significant factors are not included in the final model. Here, the **Factor 1** has explained 36% of the Total Variance. Principal Component Analysis of Extraction method was employed with the Varimax Rotation Method converged in 5 iterations.

Extraction Method:
Principal Component
Analysis.

Table 5: Factor Analysis of Factors Affecting Tourist Satisfaction at Red Fort Complex

Sub-Attributes	Factor Loadings			Initial Eigen Values		
				Total	% of Variance	Cumulative %
Availability of adequate number of Food Canteen	.815	Factor 1		4.385	36.54	36.54
Pricing of Food is appropriate for quality	.785					
Provision of adequate number of Souvenir and Retail Shops	.738					
Availability of goods at reasonable price at Souvenir Shops	.723					
Better Lighting Facilities	.778	Factor 2		1.398	11.648	48.191
Public Transport Accessibility	.768					
Staff Accessibility	.761					
Parking Facilities Accessibility	.520					
Adequate Provision of Washrooms	.887	Factor 3		1.290	10.748	58.940
Adequate Provision of Waste Bins	.805					
Provision of Signage Facilities	.694					

Willing to Pay more for Enhanced Services				.952			
				Factor 4	1.002	8.353	67.293

Factor 1 contained 4 sub-attributes, explaining 36.54% of the variance and Eigen value of 4.385. The sub-attributes are: Availability of adequate number of Food Canteen, Pricing of Food is appropriate for quality, Provision of adequate number of Souvenir and Retail Shops & Availability of goods at reasonable price at Souvenir Shops.

Factor 2 contained 4 sub-attributes, explaining 11.65% of the variance and Eigen value of 1.398. The sub-attributes are: Better Lighting Facilities, Public Transport Accessibility, Staff Accessibility and Parking Facilities Accessibility.

Factor 3 contained 3 sub-attributes, explaining 10.75% of the variance and Eigen value of 1.290. The sub-attributes are: Adequate Provision of Washrooms, Adequate Provision of Waste Bins and Provision of Signage Facilities.

Factor 4 contained only 1 sub-attribute, explaining 8.35% of the variance and Eigen value of 1.002. The sub-attribute is: Willing to pay more for Enhanced Services.

The Scree plot displays the number of the factor w.r.t. its corresponding Eigen value. The Scree plot orders the Eigen values from largest to smallest. This Scree plot explains the first four factors for the Total Variability in data (given by the Eigen values). Here, the first four factor's Eigen values for are greater than 1.

VII. CONCLUSION AND FUTURE SCOPE

Under Factor Analysis, Significant Factors for Tourists' Satisfaction were identified. Here, 30 Sub-Attributes was further reduced to 12 Nos. of significant Sub-Attributes, grouped under 4 factors, with their

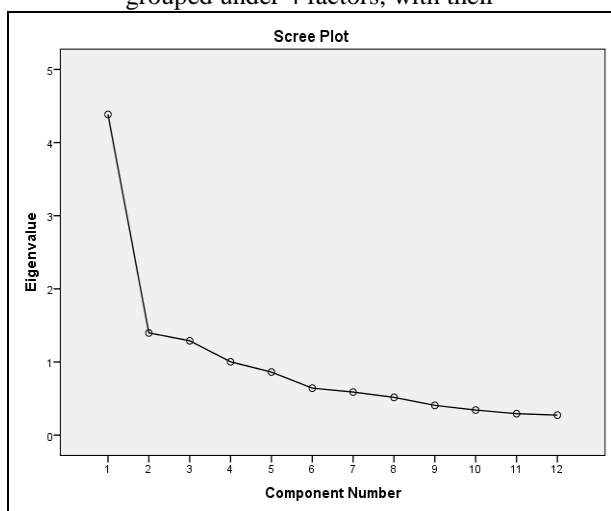


Figure 4: Scree Plot of the Factors in Factor Analysis

respective Factor Loadings. This study has revealed that the four factors (Food and Retail Facility, Site Accessibility, Ambience & Surroundings and Pricing of Services) are significant for the tourists' satisfaction. It identifies the

Service gaps between **Visitor Expectations** v/s **Visitor Experiences**. Enhancement of the Visitor's experience quality and satisfaction level are key issues for designating the heritage sustainability strategies. These findings will be useful to the planners for enhancing the competitiveness of the Red Fort Complex. It establishes an Economically Sustainable Model for Tourism Development. Economic Sustainability is a pre cursor to all types of Sustainability. Innovative means of revenue generation will fulfill the objective of conservation and preservation of the heritage site. It establishes the relationship between Quality of Service and Potential Revenue Generation at a heritage site, by testing the hypothesis that the visitors will pay more for the improvement in the services. It also highlights the role of government in terms of policies and fundamental infrastructure. It may spur and incentivize the participation of private sector in tourism economy. A Detailed Investment Plan is required for bridging the service gap and for fulfilling the desired objective of the Economic Sustainability at the UNESCO World Heritage Site.

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