

A Study on the Current Status of Tourism Industry in Passikudah and Satisfactory Level of the Tourists

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Abstract

Tourism is one of the fastest growing industries in the world. It is a major driving force of the service industry in Sri Lankan economy. Tourism has increased its rank up to third level as the largest source of Foreign Exchange earner of the national economy in 2014 from fourth level in last year (SLTDA, 2014). Historically Sri Lanka is one of the best tourist destinations in the world. Popular tourist towns with sandy beaches in East of Sri Lanka include Trincomalee, Batticaloa, Kalkudah and Nilaveli. Passikudah is situated about 28 km north of Batticaloa town in Kalkudah area in the Batticaloa District, of the Eastern Province and about 5-6 hours journeys from the Capital Colombo. Passikudah is the national holiday resort of the Sri Lanka.

The study focuses on the current status of tourism industry in Passikudah and satisfactory level of the tourist in Passikudah. Tourist satisfaction is very important to attract and retain tourists. To measure the satisfaction level of the tourist the researcher chooses hotels in main two areas like Passikudah and Kalkudah in Passikudah area. The study design is cross sectional. Samples were selected used non random sampling method and the sample consists of ability to collect easily. The samples were selected for the main survey. The main survey, convenience sampling technique is used to select the participants in this research. Primary as well secondary data were gathered for the study. According to this study most of the expectations of tourists were met. The satisfaction levels were moderate. From this result it can be suggested that Passikudah must be served within an accommodation, food and beverage, supportive services and available for recreation opportunities must be developed.

Keywords: Tourism, Tourist satisfaction, Hotel, Service Quality

Introduction

Sri Lanka is an island with smiling people who are well known for their hospitality. This beautiful island is indeed a land like no other. The highly developed tourism sector presents a wide variety of attractions/ choices to the discerning visitor to the country. Legend as well as history record that Sri Lanka has always delighted visitors by its shores. For countless centuries its fragrant spices, priceless gems and pearls, legendary beauty, sublime culture and friendly people captivated princess, poets, traders, empire-builders admirers and tourists. Historically Sri Lanka is one of the best tourist destinations in the world. Popular tourist towns with sandy beaches in East of Sri Lanka include Trincomalee, Batticaloa, Kalkudah and Nilaveli. Passikudah is situated about 28 km north of Batticaloa town in Kalkudah area in the Batticaloa District, of the Eastern Province and about 5-6

hours journeys from the Capital Colombo. Passikudah is the national holiday resort of the Sri Lanka.

Tourism is one of the fastest growing and single largest industries in the world. The contribution of tourism industry in the global as well as individual perspective is really amazing. Many countries in the world depend upon tourism as a main source of foreign exchange earnings. According to the World Tourism Organization (WTO), The World Tourism 2020 Vision forecasted that this figure will be 1,006.4 million in 2010 and the same will reach to 1,561.1 million in 2020. This continued growth in tourism business throughout the world is encouraging and nations are becoming more concern to attract more tourists to their own destinations and trying to promoting this sector as a major source for the economic development of the nation.

The brazen eastern coastline and the bay of Passikudah, an inlet of shallow water and crescent-moon bay that prior to the war erupting in 1983 was one of the country is most popular getaways. It was very popular among visitors due to the calm clear waters. The sea is very tranquil and waves will touch gently. The beach is around 4 km long and it is an ideal stretch for bathing, windsurfing and waterskiing.

Prior to 1983 Passikudah was a popular resort among tourists both foreign and local. It was located by the bay on a land 150 acres in extent. The resort at the time was planned to accommodate 500 rooms in several stages and by 1983 there were 171 rooms in operation in three hotels and necessary infrastructure facilities were in place. Water was supplied from Valaichchenai Paper Mills sources which are about 10 km from the resort. Operation of the resort came to a grinding halt after the riots in 1983 (World Bank, 2008). When, Passikudah Resort Development Project has piqued the interest of many investors. However, in order to avoid any haphazard development, Sri Lanka Tourism Development Authority (SLTDA) deemed it necessary to prepare a Master Plan for the Resort, ensuring the construction of a state of the art resort as well as the protection and preservation of the natural resource base. Furthermore, SLTDA Has requested developers to submit architectural drawings of their respective hotels by December 31, 2009 (Devinda, 2010).

In this research researcher seeking to the current status of tourism industry in Passikudah and the performance of a satisfactory level to tourist on accommodation, food and beverages, supportive activities, recreation. According to the research the researcher attention goes the seaside tourist place of Passikudah.

Research Problem Statement

The Passikudah area developing as a tourist resort area where large crowd of both foreign and local tourist's throng every day, which will pave the way for economic growth of the country. In the way this area many hotels are being built up. These tourist area can be improved and expanding this services for tourists.

Because, this research studies the researcher goes to expose, whether to the current status of tourism industry in Passikudah in performing at a satisfactory level to the tourists.

In this present study researcher would try to present, according to the gap in literature, research questions may be founded as question, what is the satisfactory level of Accommodation, Food and Beverages, Supportive Services and Available for Recreations by domestic and foreign tourists about tourism industry in Passikudah?

Research Questions

The researcher based on their main issue of current status of tourism industry in Passikudah in performing of a satisfactory level to the tourists. Researcher identifies the main area of problem or area of the research.

1. What is the satisfactory level of Accommodation by domestic and foreign tourists about tourism industry in Passikudah?
2. What is the satisfactory level of Food and Beverages by domestic and foreign tourists about tourism industry in Passikudah?
3. What is the satisfactory level of Supportive Services by domestic and foreign tourists about tourism industry in Passikudah?
4. What is the satisfactory level Available for Recreations by domestic and foreign tourists about tourism industry in Passikudah?

Objective of the Study

The main objective of the study is to assess the level of satisfaction of tourist and to identify the area requiring special attention.

Sub Objectives

- To identify the satisfactory level of Accommodation by domestic and foreign tourists about tourism industry in Passikudah.
- To identify the satisfactory level of Food and Beverages by domestic and foreign tourists about tourism industry in Passikudah.
- To identify the satisfactory level of Supportive Services by domestic and foreign tourists about tourism industry in Passikudah.
- To determine the satisfactory level Available for Recreations by domestic and foreign tourists about tourism industry in Passikudah.

Literature review

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry's (1985) expectation-perception gap model, Oliver's expectancy-disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984 ; Chon and Olsen, 1991), and the performance – only model.(Pizam, Neumann, and Reichel, 1978) have been used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable. Pizam and Milman (1993) utilized Oliver's (1980) expectancy-disconfirmation model to improve the predictive power of travelers' satisfaction.

Satisfying consumers in tourism is important for at least three main reasons (Swarbrooke and Horner, 2007), as shown:

1. It leads to positive word-of-mouth recommendation of the product to friends and relatives, which in turn, attracts new customers.
2. Creating a repeat customer by satisfying them with their first use of the product brings a steady source of income without the need for extra marketing expenditure.
3. Dealing with complaints is expensive, time-consuming and bad for the organization's reputation. Furthermore, it can add direct costs through compensation payments (Journal of Business Studies Quarterly 2010, pp. 31-52, Tiditi Tidichumrenporn, Payap University).

A study conducted by (Akan, 1995) showed that the main determinants of hotel guest satisfaction are the behavior of employees, cleanliness and timeliness. (Choi and Chu, 2001) concluded that staff quality, room qualities and value are the top three hotel factors that determine travelers' satisfaction.

The importance for customers of single attributes in hotel selection and to systematically survey their level of satisfaction are indispensable. Research on the topic of guest satisfaction, which translates into the consideration of whether or not customers will return to a hotel or advice it to other tourists, is pivotal to the success of the hospitality business. Neglecting to pay attention to those hotel attributes considered most important by guests leads to negative evaluations of the hotel, thus restricting the chance of repeat patronage. (Gandolfo Dominici, 2010).

Though service quality and customer satisfaction seem to be similar, many have questioned if they are identical (Dabholkar, 1993). In fact, some empirical studies show that the two constructs are conceptually distinct (Boulding et al., & Zeithaml, 1993). The idea of linking service quality with customer satisfaction has existed for a long time. (Boulding et al., & Zeithaml, 1993).

Hotel or hotel industry alone provides two basic things: food and accommodation. So, Hotel is a part of the hospitality industry which is an umbrella term for a broad variety of service industries including, but not limited to, hotels, restaurants and casinos. Hotel is often referred as a "Home away from home". If we consider meaning of hotel in the dictionary, a hotel is a building where you pay to have a room to sleep in and where you can eat meals (Cambridge dictionary) or a hotel is an establishment that provides paid lodging on a short-term basis According to A.M. Sheela, the author of the book "Economics of Hotel Management", hotel is the place where the tourist stops being the traveler and become a guest. Hotel usually offers a full range of accommodations and services, which may include suites, public dining, banquet facilities, lounges and entertainment facilities (Worcester, 1999).

Methodology and Conceptual frame work

Methodology

The researcher used the cross sectional study design because most commonly it is used in social science researches. In this research validity can be applied to the study design used in sampling. The cross sectional study design researcher takes only the population at one time. The research sampling takes the tourist as they arrived at once in this research period. Samples were selected used non random sampling method and the sample consists of ability to collect easily. The samples were selected for the main survey using convenience sampling technique. Primary data were gathered for the study. Data were collected at 10 hotels in Passikudah. The primary data, satisfactory level of tourists were collected through 100 questionnaires from 50 domestic and 50 foreign tourists in 10 hotels of the Passikudah and Kalkudah area. A "likert's five point rating scale was used to measure the variables and this scale consists of five boxes ranging from "Strongly disagree, disagree, moderate, agree, and strongly agree".

Method of Data Presentation and Analysis

In this study the data collected from the respondents were presented in tabular format. In connection with main and sub objective of this study, univariate analysis (descriptive statistic) has been adopted. In this analysis descriptive measures such as mean and

standard deviation were used regarding main objective of this study bivariate analysis was used, in the bivariate analysis only cross- tabulation analysis was applied.

Accommodation - The accommodation consists of seven indicators namely: Room conditions, Cookery facilities, Distance of sea, Cabana facilities, Laundry facilities, Swimming pool facilities and Receptionists services.

Food and Beverages - The food and beverages consists of eight indicators namely: Stewards services, Different taste, Cater services, Chef and kitchen staff, Buffet system, Time durations, Restaurant facilities, bar conditions.

Supportive Services - The supportive service consists of nine indicators namely: transport, security, parking, communication, Tourist guide, Medical facilities, sanitary facilities, Waste disposal, and Water supply.

Available for Recreation - The available for recreation consists of six indicators namely: Tourist vehicles, sports, boating, Place of attractions, Birds watching, Cultural events.

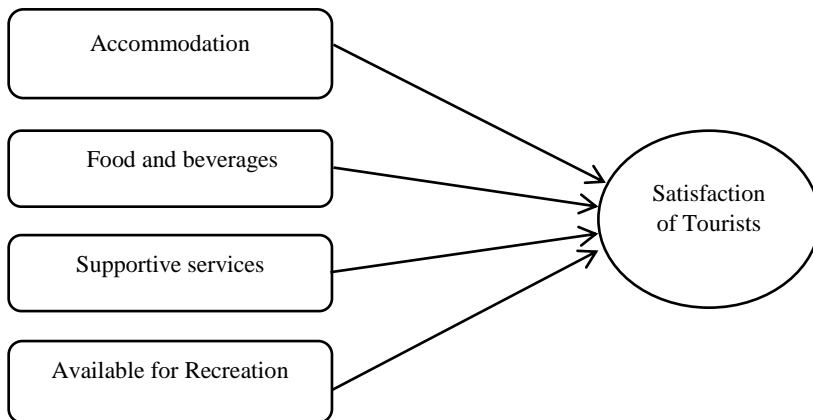
If, $1 \leq X_1 \leq 2.5$ then – low

$2.5 < X_1 \leq 3.5$ then – moderate

$3.5 < X_1 \leq 5$ then - high

Conceptual Framework

In this study conceptualization is developed by using four groups of variables that have been linked to the development of the tourism industry. Based on the problem and objective of this study the conceptual framework is formulated given below.



Source: Shodh, Samiksha aur Mulyankan, Nov.08-Jan.09

Results and Discussion

Overall analysis of the satisfactory level of the foreign tourists

When look at the level of satisfaction of every foreign tourist in the Passikudah tourist place it clearly shows that the foreign tourists have moderate level of (mean value 3.25) satisfaction. Here most of the respondents have common opinions, foreign tourists their level of satisfaction (standard deviation .372).

Table 1. Overall mean value and standard deviation of satisfactory level of the foreign tourists

Variables	Mean	Standard deviation
1 Accommodation	3.18	.649
2 Food and Beverages	3.75	.526
3 Supportive Services	3.33	.453
4 Available for Receptions	2.73	.443
Overall satisfaction	3.25	.372

Source: - Survey Data

Table 2. Satisfactory Levels of the Foreign Tourists

Overall satisfaction level of the Foreign Tourists	Frequency	Percentage (%)
Moderate level	42	84%
High level	8	16%
Total	50	100%

Source: - Survey data

It reveals that satisfactory level of the foreign tourists in Passikudah. According by the analyzed data, it is evidence that the level of foreign tourists satisfaction is high out the 50 respondents 16% of them say that they how moderate level of satisfactory out of 84%, while any respondents not indicate their opinion of low level satisfaction.

Overall analysis of the satisfactory level of the domestic tourists

Explicitly reveals when look at the level of satisfaction of every domestic tourists in the Passikudah tourist place it clearly discussed that the domestic tourists also have moderate level of (mean value 3.09) satisfaction. Here most of the respondents have common opinions, moderate tourists their level of satisfaction (standard deviation .366)

Table 3. Overall mean value and standard deviation of satisfactory level of the domestic tourists in Passikudah

Variables	Mean	Standard deviation
1, Accommodation	3.08	.652
2, Food and Beverages	3.63	.538
3, Supportive Services	3.01	.367
4, Available for Receptions	2.62	.400
Overall satisfaction	3.09	.366

Source: - Survey data

Table 4. Satisfactory levels of the Domestic Tourists

Overall satisfaction level of the domestic Tourists	Frequency	Percentage (%)
Moderate level	45	90%
High level	5	10%
Total	50	100%

Source: - Survey data

It reveals that satisfactory level of the domestic tourists in Passikudah. According by the analyzed data, it is evidence that the level of domestic tourists satisfaction is high out the 50 respondents 10% of them say that they how moderate level of satisfactory out of 90%, while any respondents not indicate their opinion of law level satisfaction.

Table 5. Level of Accommodation

Accommodation	Frequency	Percentage (%)
Low level	1	2%
Moderate level	41	82%
High level	8	16%
Total	50	100%

Source: - Survey data

Table 5 gives a clear picture about the level of accommodation most of the respondents perceived that the accommodation in moderate level out of the 50 respondents 82% of them stated that the level of accommodation and in high level 16% of them revealed that the accommodation level, where 2% of the respondents exhibited, that the level of accommodation in low level.

Table 6. Level of Food and Beverages

Food and Beverages	Frequency	Percentage (%)
Moderate level	17	34%
High level	33	66%
Total	50	100%

Source: - Survey data

Table 6 gives a clear picture about the level of food and beverages most of the respondents perceived that the food and beverages in high level out of the 50 respondents 66% of them stated that the level of food and beverages in high level, 34% of them revealed that the food and beverages in moderate level, where any respondents not exhibit, the level of food and beverages in low level.

Table 7. Level of Supportive services

Supportive services	Frequency	Percentage (%)
Low level	2	4%
Moderate level	36	72%
High level	12	24%
Total	50	100%

Source: - Survey data

Table 7 gives a clear picture about the level of supportive services most of the respondents perceived that the supportive services in moderate level out of the 50 respondents 72% of them stated that the level of supportive services and in high level 24% of them revealed that the supportive services level, where 4% of the respondents exhibited, that the level of supportive services in low level.

Table 8. Level of Available for Recreation

Available for Recreation	Frequency	Percentage (%)
Low level	18	36%
Moderate level	31	62%
High level	1	2%
Total	50	100%

Source: - Survey data

Table 8 gives a clear picture about the level of recreation most of the respondents perceived that the recreation in moderate level out of the 50 respondents 62% of them stated that the level of recreation and in high level 2% of them revealed that the recreation level, where 36% of the respondents exhibited, that the level of recreation in low level.

Conclusions and Recommendations

Conclusion on overall level of satisfaction

Measuring the level of satisfaction among the tourists it is clearly evident that all four characteristics of tourist satisfaction in moderate level in all facilities.

Factors of tourists satisfaction	Foreigners	Domestics	Overall tourists satisfaction
Accommodation	Mean value moderate 3.18	Mean value moderate 3.08	Mean value moderate 3.13
Food and beverages	Mean value high 3.75	Mean value high 3.63	Mean value high 3.69
Supportive services	Mean value moderate 3.33	Mean value moderate 3.01	Mean value moderate 3.17
Available for recreations	Mean value moderate 2.73	Mean value moderate 2.62	Mean value moderate 2.67
Overall level of satisfaction	Mean value moderate 3.25	Mean value moderate 3.09	Mean value moderate 3.16

Source: - Survey data

The level of satisfaction of tourist was measured by four established characteristics. According to the findings the researchers can conclude that the levels of satisfaction among each tourist are moderately satisfied of the Pasikudah tourist place out of the 100 tourists. When out of the 50 respondents of foreigners 42% of them are in moderate level (mean value 3.25) satisfaction remaining 7% are high level of satisfaction. And also out of the 50 respondents of domestics respondents 45% of them are moderate level (mean value 3.09) remaining 5% are high level of satisfaction. We can see overall satisfactory level of foreign and domestic tourists have mean value is 3.16.

Satisfaction is still one of the most important and serious problems facing in the field. That defined as a “customer value and satisfaction”. Satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product pursuit performance or

come in relation his or her expectation. But in the case of cost is an important of hotels activities. But the satisfactory levels of the tourists are different. This is different types of satisfaction like room condition, quick services, good meal standards, receptionist services, security and so on.

Because the limited resources are being affected by satisfaction of tourist also expect the capacity payment of tourists and expectation in the Passikudah tourism are being positive level satisfaction. These satisfaction affect tourists physical, physiological dimensions come from relax holidays. The tourism of Pasikudah must increase the facilities and provide good service of all tourists.

Conclusion on accommodation

The extent of overall satisfaction is moderate level of the tourists (mean value 3.13). In addition to this most of the respondents have merely somewhat different opinion regarding the accommodation. When the foreign tourists out of the 50 respondents 2% of them should that the extent of satisfaction is low, 16% of them received that they have high level and 82% of the respondents exhibited that the extant of satisfaction is moderate level and also domestic tourist out of the 50 respondents 8% of them should that the extent of satisfaction is low, 14% of them received that they have high level and 78% of them exhibited that the extent of satisfaction is moderate level.

Conclusion on food and beverages

The extent of overall satisfaction is high level in the tourists (mean value 3.69). In addition to this most of the respondents have merely somewhat different opinion regarding the food and beverages. When the foreign tourists out of the 50 respondents, 66% of them received that they have high level and 34% of the respondents exhibited that the extent of satisfaction is moderate level. And also domestic tourist out of the 50 respondents, 48% of them received that they have high level and 52% of them exhibited that the extent of satisfaction is moderate level.

Conclusion on supportive services

The extent of overall satisfaction is moderate level in the tourists (mean value 3.17). In addition to this most of the respondents have merely somewhat different opinion regarding the supportive services. When the foreign tourists out of the 50 respondents 4% of them satisfaction is low, 24% of them received that they have high level and 72% of the respondents exhibited that the extent of satisfaction is moderate level and also domestic tourist out of the 50 respondents 8% of them should that the extent of satisfaction is low, 8% of them received that they have high level and 84% of them exhibited that the extent of satisfaction is moderate level.

Conclusion on available for recreation

The extent of overall satisfaction is moderate level in the tourists (mean value 2.67). In addition to this most of the respondents have merely somewhat different opinion regarding the recreation. When the foreign tourists out of the 50 respondents 36% of them the extent of satisfaction is low, 2% of them received that they have high level and 62% of the respondents exhibited that the extent of satisfaction is moderate level and also domestic tourist out of the 50 respondents 42% of them should that the extent of satisfaction is low, 58% of them exhibited that the extent of satisfaction is moderate level.

Recommendations

- If the small hotel owners want to attract the tourists they should invest facilities like a high level hotel standard, they must expanding their infrastructure facilities such as swimming pool, medical facilities, mini bar, restaurant and spa facilities.
- The levy of various taxes by the government should be reasonable which would enable the hotelier to maintain the chargers at a stipulated level.
- Every hotel must include its services to provide delicious food and satisfactory cater services always.
- Every hotel owners should maintain communication facilities like telephone, internet, etc.
- Every private or government hotel owners or private investors could establish facilities for providing transport services such tourist vehicles, taxis on hire basis.

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