

A Study of Tourist Satisfaction in Tadoba-Andhari Tiger Reserve in Chandrapur District of Maharashtra

Dilip Baburao Choudhari

Dept. Of General Studies

Chhatraveer Raje Sambhaji College of Civil Services, Morwa Dist. Chandrapur
(Maharashtra)

E-mail: dilipbchoudhari@gmail.com

Abstract:

The act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services is called Tourism. Tourist spending time and money for satisfaction only. Wildlife tourism is a growing phenomenon, benefits of this growth in tourism include greater tourist interest in wildlife and its help to their conservation.

To access the level of satisfaction of tourist, we should know the view of tourist about attraction and various facilities available at the tourist spot. Every tourist place having their own management system. If they are ready to provide Quality services then tourist flow automatically enriched. Tourist satisfaction is very much important because it is playing key role in increasing popularity of the Tourist place

Key Notes: Tourist Satisfaction, Tourist survey

Study Region:

Tadoba Andhari Tiger Reserve is one of the Finest and largest National Park in Maharashtra .It is one of the most important Tiger reserve projects exiting in India. This beautiful wild paradise is situated 45km close to Chandrapur District Headquarter of Maharashtra state, and is about 180 km from Nagpur.

Tadoba Andhari Tiger Reserve was created vide Government of Maharashtra Notification NoWLP-1094/CR-225/F-1 Dated 23/02/1995. Total Area of TATR is 625.40 sq.km. This includes Tadoba National Park, created in 9th April 1955 with an area of 116.55 sq.km and Andhari wildlife sanctuary created on 25 Feb 1986 with an area of 508.85 sq. km. The TARA is constituted with 577.84 sq km. Reserve forest, 32.51 sq. Km. Protected Forest and 14.93 sq. km other areas. It comprises of 91 compartments, which are organized into 3 Ranges, 10 Rounds and 34 Beats for purpose of administration and management.

Location and Topography:

Geographical location of Tadoba Andhari Tiger Reserve is Longitude: 79° 47' 52" E to 79° 56'43" E and Latitude: 19° 31'40" N to 19° 42'25" North. Minimum Temperature us 6.7° C And Maximum Temperature is 47° C. Height from sea level is 188m.

Flora:

TATR is a predominantly southern tropical Dry Deciduous forest with dense woodland comprising about 87 percent of the perfected area. Teak is the predominant there species. Other deciduous trees include Animals, Bija, Tendu, Mahua, Madhuela, Lamer are other common species. Bamboo thickest grow throughout the reserve. Some medicinal plants found here along with shrubs, Grasses, Climbers weeds, herbs, and Epiphytes.

Fauna: Aside from around 65 of the keystone species Bengal tiger. TARA is home to other mammals including Indian Leopards, sloth Bear, Nilgai, Dholes, Striped Hyena, Small

Indian Civet, Jungle Cats, Sambar, spotted Dear, Barking Dear, Chital and Chausingha. Along with these are 195 species of Birds, 74 Species of Butterflies and Reptiles.

Objective:

The main objectives of this study are to know the level of satisfaction of Tourist visiting Tadoba Andhari Tiger Reserve for wildlife tourism.

Methodology:

This Research work is done on the basis of Primary data . About 200 Tourist were asked to mention their views about facilities and attraction Provided in Tadoba Andhari Tiger Reserve . One Question hr are made by me. And provided five scale to questions .for example , Fully dissatisfied , Unsatisfied, Averagely Satisfied, Satisfied, Fully Satisfied

After collection of Data use SPSS softwear to calculate the tourist satisfaction Index.

Distribution of factor wise level of Satisfaction:

8 Major factor Identified to calculate the satisfaction Index which is influence the level of satisfaction of Tourist as could be seen in Table 1. Actually level of satisfaction is the game of mind. Its affected by Tourist’s Interest and Thought process. To conduct sample survey a questionnaire was prepared and field up by Tourist . The Tourist were asked to indicate the level of satisfaction with the help of provided scale which is mentioned in methodology.

TABLE. 1.0
Distrubution of Respondents

Name of the Factor	Fully dissatisfied	Unsatisfied	Averagly Satisfied	Satisfied	Fully Satisfied	Total
Accomadation Facility	11	10	42	87	50	200
Wild life seeing	24	12	47	66	51	200
Information from Guide	17	18	43	98	24	200
Forest(Jungal Safari)	14	8	29	51	98	200
Bhaviour of Officials	25	30	46	77	22	200
Basic facilities	25	8	86	40	41	200
Online Booking system	13	16	47	90	34	200
Food facility	11	12	40	93	44	200
Total	140 (8.75%)	114 (7.15%)	380 (23.75%)	602 (37.60%)	364 (22.57%)	600 (100%)

These views shows that the Facility proved at Tadoba Andhari Tiger Reserve are noted fully dissatisfied (8.75%) Unsatisfied (7.15%) Average Satisfied (23.75%) , Satisfied (37.60%) and Fully Satisfied (22.57).It stated that the level of Satisfaction of the Tourist is high. Only 15.90% Tourist are not satisfied.

TABLE 2. Tourist Satisfaction Index

Name of the factor	Average	Sum (as per weightage given by SPSS)	Rank	Number of Respondents
Accommodations facility	3.77	755	2	200
Wild life seeing	3.54	708	5	200
Information from Guide	3.47	694	6	200
Forest(Jungal Safari)	4.05	811	1	200
Bahaviour of Officials	3.2	641	8	200
Basic facilities	3.32	664	7	200
Online facility	3.58	716	4	200
Food facility	3.73	747	3	200

From the observed data as per Tourist Satisfaction index, it can be concluded that Forest (Jungle Safari) is most favoured amongst the tourists. Rich Biodiversity of TATR always fascinates the tourists from all over the world. Other than wildlife TATR have a rich important tropical deciduous forest. Especially Teak Bamboo mixed dense forest and many medicinal plants is the main attraction among the tourist in flora.

As per the data observed under Tourist satisfaction index, Accommodation facility get second rank after Forest (Jungle Safari) . It is observed that MTDC and along with other stakeholders like Forest Rest House, private resorts, and participation through Home stay cottages provided by the villagers in the buffer zone of TATR makes it classic example of community participated Eco tourism. Thus this Accommodation gives easy access to main entry gate, as they itself are situated into the buffer zone. They itself gives fascinating experience of staying there amongst such forest of such a high biodiversity.

Food facility gets third rank as per observed Data. Food facility are available amongst major resorts and other small hotels. Level of tourist satisfaction is High according to Data, But during the survey it is observed that variety of food is limited and cost of food in High.

Online booking system gets 4th rank as per Tourist Satisfaction Index. Online booking system has reduced inconvenience about visiting hours, number of tourist allowed everyday as booking are done online already, it regulates the number of tourists visiting everyday thus makes it convenient for both Tourists and TATR officials.

Wildlife seeing gets 5th rank as per Tourist Satisfaction Index. TATR is rich in wildlife, but Tiger remains main attraction for the tourist. During the survey it is observed that level of tourist satisfaction increases if tourist see Tiger and decreases if tourist does not see Tiger though tourist may see other wildlife.

Information from Guide gets 6th rank as per Tourist Satisfaction Index. Guide in TATR are co-operative and well behaved with tourist, But due to lack of proper training, knowledge about fauna and flora in TATR and communication skills, especially with respect languages other than Marathi and Hindi. As most of this guides are from nearer villages from the buffer zone whose mother tongue is Marathi.

Basic facilities gets 7th rank as Tourist Satisfaction Index. Basic facilities include Drinking water, Rest rooms, waiting rooms, quality of internal Roads. It is observed that Rest rooms are not well maintained and their number is not adequate compared to number of tourists per visit. Quality and Availability of internal roads for Safari in TATR is not good. It is observed that there is severe lack of Basic facilities.

Behaviour of officials get last 8th rank as per Tourist Satisfaction Index. On this Tourist Satisfaction is quite low compared to other parameters. There is no proper sharing of information by the officials regarding restricted areas, rules thus it create confusion amongst the tourist, also behaviour of some officials is not tourist friendly as they consider Tourist as a burden than assets.

Conclusions and Suggestions

- 1) It is observed that there a huge unfulfilled potential of wildlife Tourism in Tadoba - Andhari Tiger Reserve.
- 2) Wildlife seeing and Forest (Jungle Safari)in this tourist satisfaction is high as TATR is rich in biodiversity and have high Tiger density, thus probability of seeing tiger increases many fold. Thus Tourist Satisfaction increases here.
- 3) Because their lack of Basic facilities and also behaviour of officials is not tourist friendly and can be improved.
- 4) Guides need to properly trained in communication skills with in-depth knowledge about Fauna and Flora of Tadoba - Andhari Tiger Reserve.
- 5) Tourist Satisfaction is comparatively is high in food and accommodation as per the data, but food affordability and quality with variety needs to be improved. Also sanitation facilities at accommodation centres can be improved.
- 6) Visiting expenses including high entry fee makes tourist more eager to see the tiger which is centre of attraction, but if in case tourist does not see a tiger during visit it makes tourist highly unsatisfied about huge money paid, thus entry fees needs to be reduced and along with Tiger other wildlife also needs to be highlighted in the advertisement.

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