

# Mapping Expectation and Satisfaction Level of Adventure Tourist for Land, Air and Water Based Sports in India

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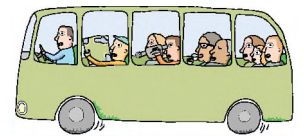
## ABSTRACT

*The present study is undertaken to explore the areas of tourist satisfaction and dissatisfaction and to understand the factors affecting tourist satisfaction. The paper aims to study the level of expectation and level of Satisfaction of Adventure Tourist for Land, Air and Water based sport with respect to identified 6 attributes. It further aims to map these levels of Expectation and Satisfactions on an Expectation – Satisfaction Grid for better understanding.*

*The data has been gathered from a sample of 300 adventure tourist comprising of 100 Land, 100 Air and 100 Water Based Adventure Tourist. Factor Analysis has been applied and it has broadly clustered 28 relevant items into Six significant factors. All these factors have internal consistency reliability greater than 0.84.*

*The findings of the study are that the attribute Aesthetic Appeal is rated high on both Expectation and Satisfaction by the tourist for all – Land, Air and Water based Sports. Facilities is rated high on Expectation and Satisfaction for Land and Water based Sports and Accommodation is rated high on Expectation and Satisfaction for Air and Water based Sports. The major areas of concern are Food Safety and Security which are rated low on Satisfaction as well as Expectation for Water and Air based Sports.*

**Key words:** Tourist, Satisfaction, Expectation, Adventure, Sports, Land, Air, Water.



## INTRODUCTION

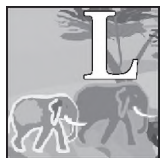
Increasing lust for *adventure and world culture and pure nature* are generally considered to be the factors supporting India. Since India is strategically located and it has fabulous natural and cultural tourist resource wealth, it is now high time that the country prepares her to favorably tilt the tourist influx. This, in turn, would demand for a thoroughly professional attitude and efforts on part of the tourism planners, public and private sector tourism enterprises, researchers and academicians. Appropriate strategies to penetrate the desired micro and macro tourist market segments must be taken up on priority basis. Likewise facilities, amenities and services need to be created taking into consideration the generic expectation levels of the potential tourist but in the manner that the tourist plant don't act parasitically on the destination environment nor does it lead to the dilution or distortion of the "local value" or country's image. So far the practice has been to perceive tourist demand on the basis of perceived perceptions and not on authentic research.

The study of expectation and satisfaction level has paramount significance so far as sustained development of tourism at the given destination is concerned. While the level of expectation of the potential tourist acts as a deciding factor in his/her decision to visit a particular destination, the satisfaction level speaks about the quality of the composition of tourist product (attraction + services + socio-cultural status + economics + ecological environment) experienced by him/her. (Singh, 2004).

As such, the expectation level of tourist in a way is the cumulative expression of degree of his/her awareness level with regard to the given destination vis-à-vis his/her socio / cultural / economical background. Quite often, the information available to the potential tourist about the destination, i.e., about the prevailing tourist appeal, tourist plant service and quality of overall environment, is considerably different from the ground realities, as it may be incomplete, insufficient or confusing, resulting into indecision or reluctance to visit the given destination in which the tourist would have otherwise been keenly interested, had the information been closer to the ground realities. Yet another implication could be that the resulting dreamy picture perceived by the tourist, owing to overenthusiastic marketing efforts may lead to his/her actual visit to the destination, in which he/she would have been otherwise uninterested. If, the right person does not visit the right place, it is bound to create chaos which would neither be in the benefit of the customers and the industry, nor to the advantage of the destination environment. Tourist's access to right information, in turn, depends on a variety of factors, i.e. the degree of professionalism of the destination promoters, effectivity of the media /style/design opted by them to create awareness in the market, personal whims of the word of mouth (publicity) transponders and misinterpretation of the message by the tourist himself/herself. Evidently if the potential customers are not aware, less aware or wrongly aware about the prospective destination, the marketing efforts / strategies needs urgent review. In such circumstances, tourist expectation studies provide vital clues to the marketers and developers to take appropriate course of action. (Singh, 2004)

The significance of tourist satisfaction does not need any justification; less satisfaction is bound to have far reaching impacts on the image of the destination, due to negative word of mouth publicity. Thus, if the areas of tourist dissatisfaction are realistically explored and well thought of actions are taken accordingly, the insignia downfall of the destination because of the distorted image can be realistically translated into its progressive prosperity. Furthermore, too high expectations seldom lead to high satisfaction even though the actual overall experience of the customer may be close to expected lines. Therefore efforts should always be directed towards not raising too high expectation, all the same taking into consideration that expectations below a certain level may not translate a potential demand into an effective one. Since, satisfaction and expectation perspectives are also based on the individual perception and aptitudes; as the same set of suppliers cannot satisfy even two individual of same age, income, occupation and social group, it becomes challenging to create an ideal situation where the expectation and satisfaction levels of more than one person can be ensured. Of course, if the generic factors responsible in this regard vis-à-vis broad market segments (age/income/occupation/place of residence/ motivation etc.) are carefully researched, appropriate marketing strategies as also provision of right mix of facilities / services can be developed at the destination. It is to this end that the present study has been undertaken.





## LITERATURE REVIEW

In defining Tourist Expectation, Tourist Perception and Tourist Satisfaction, several researchers came up with different expressions. Akama and Kieti (2003) argue that tourists usually have initial expectations on a service before they consume it. According to Tribe and Snaith (1998), expectations are what people anticipate regarding their experience. Akama and Kieti (2003) hold that such expectations are formed through information from advertisements and word of mouth perceptions from other consumers during past experience. Expectations of a frequent consumer of service would rely more on the influence of past experience than sources of information. The four levels of customer expectations are the ideal, predicted, deserved and minimum tolerance. Expectations are always changing because consumers are aware of alternative service providers in the ever-growing industry. Hence increased competition suggests a need for an improved standard of service. Rodriguez del Bosque, Martin and Collado (2006) add four similar factors to those by Akama and Kieti (2003), they are : past experience, tourists' level of previous satisfaction with the service, communication from the service provider such as promises and the tourist's perceived image of the service.

Williams and Buswell (2003:65) define perceptions as "a comparison to excellence in service by the customer" and argue that perceptions are made at the end of a service encounter. However, Zeithaml (1988) believe that a process of judgment is performed during the service delivery process and then once more at the post-consumption stage. The nature of judgment can be subjective, for example two consumers can formulate totally different perceptions of an identical service experience. Customer perceptions of a service are complex judgments and can be modified by factors such as the consumer's mood and/or importance of the encounter. On another note, Bennett (2000) believes that expectations and perceptions can form a basis for travel.

Qu and Ping (1999) also argue that tourist satisfaction can be affected by tourists' initial expectations concerning a destination. Such expectations are influenced by several factors. Firstly, the advertising strategy applied by service providers is important because, if not well developed, it can create expectations that can be difficult to satisfy. Advertisements include brochures, media and informal interactions from friends and relatives (word of mouth advertising). Secondly, experience with similar services and their personnel can cause tourists to compare and make judgment regarding quality. Added to this is the fact that some tourists simply expect more service and are therefore likely to set high expectation standards.

Simpson (2000) point out that expectation may determine experiences tourists will enjoy because every tourist has a unique agenda prior to visit. Akama and Kieti (2003) add that the extent to which tourists' initial expectations are met or exceeded determines the level of satisfaction. In situations where the overall performance by the tourism service provider meets or exceeds initial expectation, the tourist is considered satisfied. Where performance is below the tourists' initial expectation, satisfaction level is considered low or non-

existent. In order to emphasise the importance of perceptions in contributing to satisfaction, Saleh and Ryan (1993:107) state: "*Satisfaction is determined by the consumers' perceptions of the service and attention they receive from the representative of the service company with whom they are dealing.*"

In addition, Heung *et al.* (2001) argue that people's perceptions can be influenced by internal factors such as values, motives, socio-demographics and external factors such as media and past experience. They also argue that tourists make decisions on satisfaction based on how they perceive services; hence it is crucial that they perceive that a service will satisfy them. Following the arguments on expectations and perceptions in the literature, it becomes obvious that the key to improving tourist satisfaction is to reduce the gap between tourist expectation and the perception on the services consumed at a destination. This is important because good service quality is likely to result in tourist satisfaction since satisfaction is an affective concept based on the individual's needs and desires (Qu & Ping, 1999). Arguments by the cited authors suggest that expectations and perceptions play an important role in determining satisfaction.

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. They introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship between two different disconfirmation methods, they employed a regression model with a single "expectation – met" measure as the dependent variable, and 21 difference-score measures as the independent variables. Some studies on customer satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) investigated the factor structure of tourists' satisfaction with their destination areas. The authors showed eight distinguishable dimensions of tourist satisfaction.

Barsky and Labagh (1992) introduced the expectancy – disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be

correlated with a customer's willingness to return.

Chon and Olsen (1991) discovered a goodness of fit correlation between tourists' expectations about their destination, and tourists' satisfaction. Then, after tourists have bought the travel service and products, if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy-disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions.

Kozak and Rimington (2000) reported the findings of a study to determine destination attributes critical to the overall satisfaction levels of tourists. Pizam, Neumann, and Reichel (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. Furthermore, Rust, Zahorik, and Keininghan (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaction can be the result of evaluating various positive and negative experiences.

Tourist expectation and satisfaction with respect to six attributes namely: Information, Aesthetic Appeal, Facilities, Safety and Security, Accommodation and Food have been measured and positioned on an Expectation – Satisfaction Grid in the present study.



## OBJECTIVES OF THE STUDY

The objectives of the study are to:

- To identify the attributes of Adventure Tourist Expectation and Satisfaction.
- To map the level of Expectation and Satisfaction of Adventure Tourist with respect to various attributes for Land, Air and Water based sports.
- To identify the attributes which are high on both Expectation and Satisfaction; low on both Expectation and Satisfaction and high on expectation and low on satisfaction.
- To analyse the positioning of the attributes on Expectation- Satisfaction Grid.



## RESEARCH METHODOLOGY

To identify the major attributes of Adventure Tourist Expectation and Satisfaction, Factor Analysis was applied on the collected data. The means of level of Expectation and level of Satisfaction of each attribute was calculated for Land, Air and Water based sports. The placement of each attribute on an Expectation-Satisfaction grid was accomplished by using the means of expectation and satisfaction as the coordinates. When these calculations had

been performed, they were plotted on a two-dimension grid. This Expectation - Satisfaction grid positioned the grand means for satisfaction and expectation, which determined the placement of the axis on the grid. Each attribute on the grid was then analyzed by locating the appropriate quadrant in which it fell.

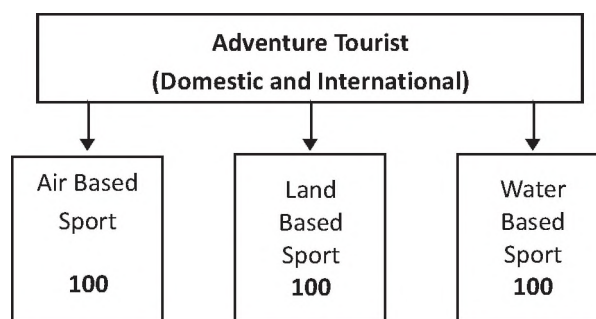
## Sample

A sample size of 300 adventure tourist of age between 25 – 55 years was taken for the study. Out of these 300 adventure tourists 100 tourists were taken from air based sport, 100 from Water based sport and 100 from Land based sport. The tourist were identified taking help from the officials of Department of Tourism, Government of India and tour operators from Delhi. These agencies provided the information on groups which were likely to visit various destinations of adventure sports.

The following destinations were identified for contacting the respondents:

- For Air Based Sports – Billing (H.P), Naukuchiatl (Uttarakhand), Solang Nala (H.P)
- For Land Based Sports – Uttarkashi (Uttarakhand), Joshimath (Uttarakhand)
- For Water Based Sports - Shivpuri (Uttarakhand), Goa (Goa)

## Sample Distribution of Adventure Tourist



The tourist were administered the questionnaires individually. The sample of the study was selected using randomization through lottery system. The list of the adventure tourist was provided by the tour operators. The names of these tourists were then written individually on a single slip. Out of available set of tourists 25% of respondents were picked by lottery system. This was done to avoid over representation of any particular group. The survey was conducted on the sites (destinations where the sports were taking place). All the questionnaires were got filled by the scholar himself thus reducing the possibility of any ambiguity or perceptual deviation. The domestic tourist were of both domestic and foreign origin.

The survey was conducted in different months for 2 different years for all the three types of sports namely: Land Based sport, Water Based Sport and Air Based Sport

## Tools Used

The questionnaire on Tourist expectation and satisfaction was developed by taking feedback from multiple focused group interviews with Adventure Tourists. The focused group interview data was analyzed by adopting content analysis

technique. The content analysis has helped to develop a list of attributes for tourist expectation and tourist satisfaction. A pilot study was conducted with 50 Adventure tourist interested in diverse adventure sports.

A five point scale ranging from strongly disagrees to strongly agree was used to study participants assessment of individual attributes. On an average the survey took about 5-10 minute to complete. All the questionnaires were personally administered by the scholar.

The questionnaire was got filled by the same sample tourist selected, for

**Expectation** – after the arrival of tourist at the Destination / Delhi and before experiencing the facilities and services of Adventure Tourism destination

**Satisfaction** – after the tourist had experienced the services and facilities of the Adventure Tourism Destination.



## RESULTS AND ANALYSIS

The conceptual scheme of the study consists of tourist expectation and tourist satisfaction attributes to understand the level expectation and level of satisfaction of Land Water and Air based Adventure tourist with respect to each attribute. In order to conduct analysis it was important to reduce the data to a manageable size. Data collected was loaded into SPSS and preliminary analysis began with reducing the data set into factor. Detailed results of factor analysis and varimax rotations are summarized in Table 1. (Factor Analysis is a technique for identifying groups and clusters of variable. Principal component Analysis is concerned only with establishing which linear component exists within the data and how a particular variable might contribute to that component.)

The following table provides a brief description of factors extracted by factor analysis according to the criterion of factor loading greater than or equal to 0.6 and cronbach's alpha reliability coefficient greater than or equal to 0.75.

**Table 1: Summary of Factor Analysis Results**

Factors	Variables	Loadings					
		1	2	3	4	5	6
<b>Factor 1</b>	<b>Facilities</b>						
1	I expect the adventure recreation facilities to be ample in India	.732					
2	I expect the availability of equipment for adventure sports to be adequate	.803					
3	I expect the expertise of the instructors to be good	.794					
4	I expect the variety of adventure sports options to be ample	.832					
5	I expect the adventure sports options for amateurs to be good	.852					
6	I expect the adventure sports options for experienced seasoned adventurers to be good	.795					
7	I expect the porter facilities to be available in abundance	.802					
8	I expect the pony facilities to be available in abundance	.807					
9	I expect the price – value equation of the adventure sports packages to be adequate	.705					
<b>Factor 2</b>	<b>Aesthetic Appeal</b>						
1	I expect the natural beauty of the destination to be impressive		.713				
2	I expect that the places generally would be less polluted and refreshing in India		.822				
3	I expect that the eco – friendly tourist practices are adopted		.839				
4	I expect the Adventure tourist destinations not to be overcrowded		.809				
5	I expect that the places are exotic and worth visiting		.743				

<b>Factor 3</b>	<b>Information</b>						
1	I expect the information about the adventure sports options in India to be adequate			.788			
2	I expect the promotional literature regarding adventure tourism in India is impressive			.891			
3	I expect the information on trekking routes to be up to the mark			.805			
4	I expect the availability and reliability of counter maps to be high			.702			
<b>Factor 4</b>	<b>Safety and Security</b>						
1	I expect the safety and security measures for adventure sports to be good				.793		
2	I expect the quality of equipments used for adventure sports to be good as per the safety standards				.831		
3	I expect the rescue operations to be good in India				.692		
4	I expect that the crime rate is not high				.626		
<b>Factor 5</b>	<b>Food</b>						
1	I expect the availability of food at adventure destinations to be adequate					.685	
2	I expect the quality of food to be good					.790	
3	I expect the food to be hygienic					.813	
<b>Factor 6</b>	<b>Accommodation</b>						
1	I expect the number of accommodation units at the adventure tourist destinations to be adequate						.821
2	I expect the accommodation facilities to be comfortable						.843
3	I expect the quality of the tents and its accessories such as mattresses and sleeping bags to be good						.825

A summary for ready reference is presented in Table 2, which shows

- a) the major constructs used in the study
- b) their factor analytically derived dimensions
- c) the number of items constituting the factors

**Table 2: Table Showing Cronbach's Alpha Coefficients Indicating the Internal Consistency for the Respective Factors**

S.No.	Factors Values	Mean Variables	No. of Variables	Eigen	% Variance	% Cumulative	Cronbach's Alpha
1	Aesthetic Appeal	4.26	5	3.88	10.48	10.48	.868
2	Accommodation	3.96	3	1.37	3.71	14.19	.859
3	Facilities	3.79	9	8.89	23.95	38.14	.934
4	Information	3.77	4	3.59	9.71	47.85	.850
5	Safety and Security	3.64	4	2.69	7.26	55.11	.858
6	Food	3.59	3	1.93	5.20	60.31	.849



Thus, 28 out of 39 items of the questionnaire on tourist satisfaction were found to be factor analytically meaningful.

The result of factor analysis has yielded 6 factors upon principal component analysis with varimax rotation. These factors were named as follows: Aesthetic Appeal, Facilities, Accommodation, Information, Food and Safety and Security.



## ATTRIBUTES OF TOURIST EXPECTATIONS AND SATISFACTIONS

### Information

The structure of this factor indicates the importance of information in attracting, making aware and holding the adventure tourist. Appropriate information, at the right time and at the right place helps in converting the potential tourist into an actual adventure tourist for a specific destination. Information factor includes the aspects such as quality, quantity, variety, availability, reliability and technicality. This factor has an important implication on expectation and satisfaction level of adventure tourist.

### Aesthetic Appeal

This factor is related with the beauty and appeal of the destination. Natural beauty and its uniqueness is a major pull factor for any destination. This factor comprises of attributes such as natural beauty of a destination, exoticness of a destination, eco-friendly practices adopted at the destination, level of pollution and level of congestion at the destination. The hygienic, neat and clean and refreshing surroundings adds up to the natural beauty and appeal of the destination. Aesthetic appeal is a strong determinant of tourist expectation and satisfaction level as the tourist is not only interested in the activity itself but also with the exoticness of the surrounding in which the activity takes places, it sharply enhances the overall experience.

### Facilities

The structure of this factor indicates the importance of making adventure sports activities smooth, and comfortable besides being thrilling and exciting. This factor comprises of attributes such as availability of equipments, expertise of instructors, and variety of adventure sports options for amateurs as well as for experienced seasoned adventurers, support of porters and ponies and price-value equation of adventure sports packages. Facilities and services at the destination form the major essence of a destination. The success or failure or popularity or non-popularity of the destination depends on this factor irrespective of the natural beauty of that destination. Hence it is a major factor which plays a key role in formulation of expectation and leads to tourist satisfaction or dissatisfaction.

### Safety and Security

The factor structure demonstrates the importance of secured feeling at the destination. This factor is not only related with safety of a tourist while participating in adventure sport with

respect to quality of equipments, rescue operations and safety measures taken for adventure sports but also safety in the destination with respect to any crime such as theft, physical assault, or any kind of harassment. This factor has a far reaching effect on the level of expectation and on the final level of satisfaction.

### Accommodation

This factor demonstrates the importance of place of stay at the destination. To feel comfortable and at peace the place of rest and relaxation where one spends more than half a day should be good. This factor comprises of attributes such as availability, variety and comfort of accommodation facilities. This factor not only includes the built accommodation (hotels, motel, resorts, guest houses, etc.) but also movable accommodation units like tents and its accessories such as mattresses, sleeping bags etc. As the present area of study is adventure sports, there are a number of sports and destinations where built accommodation is not possible and feasible e.g., trekking, mountaineering, river water sports etc. The tourist venture into the naïve, fragile areas and select their own camp site in accordance with the accompanying guide after judging the surrounding area (often close to a water body). After a thrilling and activity prone day, the place of accommodation, its quality and ambience plays a very important role in overall satisfaction with the destination/activity as a whole. If the stay is not comfortable and relaxing it has a bearing on the activities of the next day and the days to come.

### Food

This factor indicates the importance of food so much so that it is covered as a separate factor and is not integrated with accommodation. This factor comprises of attributes such as availability, quality and hygiene of food. Availability includes not only existence of something to eat at the destination/activity area but also the multiplicity of cuisines; the cuisines that the tourist are used to, the cuisines that are unique to the destinations, the cuisines that are globally accepted. Food is one of the basic needs and hence has to be taken care of with great caution. Food again is one of the major factors leading towards satisfaction or dissatisfaction with the destination. Expectations with regard to food further leads to satisfaction or dissatisfaction with food.

All the above mentioned six factors are responsible for the overall satisfaction level of the adventure tourist. Tourism industry is a complex industry and forms a complete whole by the amalgamation of many things. If any one component is missing, the phenomenon cannot take place. Similarly tourist expectations and satisfactions are dependent on all these factors and dissatisfaction with any one of the factors can lead to overall dissatisfactory experience of the tourist.

All the six attributes were positioned on the Expectation – Satisfaction Grid and Expectation Satisfaction Analysis was done.

### Significance of difference In Mean Scores on Expectation and Satisfaction of Adventure Tourist

**Table 3: Significance of Difference in Mean Scores on Expectation and Satisfaction of Adventure Tourist**

	Expectation		Satisfaction		df	t	Level of Sig
	Mean	SD	Mean	SD			
Information	15.11	1.728543	11.77667	2.241324	299	23.182	<.001
Aesthetic Appeal	21.73667	2.51962	21.75	3.438057	299	-0.069	NS
Facilities	34.19333	4.513372	27.63333	4.448015	299	19.947	<.001
Safety and Security	14.57	2.067045	9.403333	2.816695	299	26.002	<.001
Accommodation	11.89333	1.3717	8.893333	2.307894	299	21.515	<.001
Food	10.79333	1.57869	8.02	2.224732	299	19.225	<.001
Total	108.2967	8.58259	87.47667	10.74372	299	28.183	<.001

Comparison of mean ratings of level of expectation and level of satisfaction of all 300 Adventure Tourist was done. The results in table 3 indicate that mean values of the level of expectation was much higher than that of the level of satisfaction of adventure tourist for all the variables except Aesthetic Appeal where the mean difference was non-significant. The mean difference between the level of expectation and level of satisfaction is statistically significant at 0.001 in case of all the variables except Aesthetic Appeal. The level of expectation of the tourist is high and comparatively the level of satisfaction of the tourist is low.

#### EXPECTATION – SATISFACTION ANALYSIS

The average level of the satisfaction with various attributes of adventure tourism and average level of expectation of these attributes were calculated for Land, Air and Water based sports from the sample collected. The placement of each attribute on an Expectation - Satisfaction Grid was accomplished by using the means of expectation and satisfaction as the coordinates. When these calculations had been performed, they were plotted on a two-dimension grid.

This Expectation - Satisfaction Grid positioned the grand means for satisfaction and expectation, which determined the placement of the axis on the grid. Each attribute on the grid was then analyzed by locating the appropriate quadrant in which it fell. For example the top left quadrant contains attributes that are rated high on satisfaction but the associated expectations with them were rated below average (Low Expectation, High Satisfaction). Attributes in the top right quadrant were those which were rated very satisfactory and the level of expectations rated was also above average. (High Expectation, High Satisfaction). Attributes in the bottom left quadrant were considered less satisfactory and their expectations were also rated below average. (Low Expectation, Low Satisfaction). Finally, Attributes in bottom right quadrant were those which were rated above average on expectation, but were rated below average on satisfaction (High Expectation, Low Satisfaction).

Three Expectation- Satisfaction Grids were prepared to analyse the level of expectation and satisfaction across all the six attributes (Information, Aesthetic Appeal, facilities, safety and security, accommodation and food) for land based sports, air based sports and water based sports.

#### Expectation – Satisfaction Analysis For Land Based Sport.

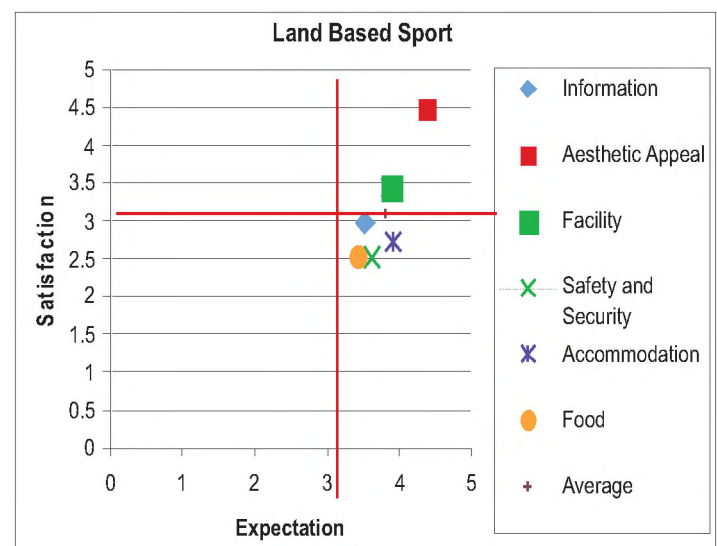
The average level of satisfaction with all the six variables (Information, Aesthetic appeal, facilities, safety & security, accommodation and food) were calculated for adventure tourist participating in Land Based Sport (Table 4). The Expectation -

Satisfaction Grid positioned grand means for satisfaction (X=3.11) and expectation (X = 3.79) For Land Based Sport, which determined the placement of the axis on the grid. Figure 1 is an Expectation - Satisfaction Grid showing the overall ratings of adventure tourist participating in Land Based Sports in India. Aesthetic Appeal and Facilities were located in upper right – hand quadrant (High Expectation, High Satisfaction). Information, Food, Safety and Security and Accommodation were located in bottom- right hand quadrant (High Expectation, Low Satisfaction).

**Table 4: Mean Values of Level of Expectation and Level of Satisfaction for Land Based Sport**

Attributes	Expectation	Satisfaction
Information	3.52	2.97
Aesthetic Appeal	4.39	4.47
Facility	3.88	3.44
Safety and Security	3.62	2.52
Accommodation	3.9	2.72
Food	3.44	2.52
Average	3.79	3.11

#### Expectation – Satisfaction Grid for Land Based Sports



**Figure 1**



None of the variables were located in upper – left quadrant (Low Expectation, High Satisfaction). This indicates that the adventure tourist have high level expectation and high level satisfaction for attributes Aesthetic Appeal and Facilities, whereas for the attributes Information, Safety and Security, Accommodation And Food the level of expectation is high but the level of satisfaction is low for land based sports.

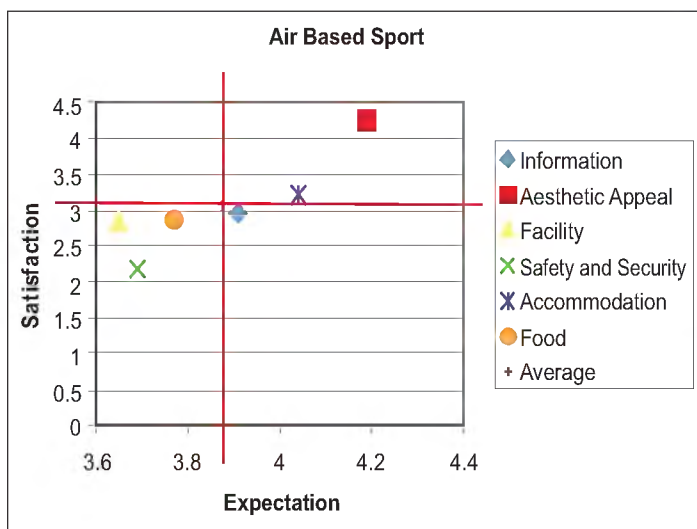
#### Expectation – Satisfaction Analysis for Air Based Sport

The average level of satisfaction with all the six variables (Information, Aesthetic Appeal, Facilities, Safety & Security, Accommodation and Food) were calculated for adventure tourist participating in Air Based Sport (Table 5). The Expectation - Satisfaction Grid positioned grand means for Satisfaction ( $X=3.06$ ) and Expectation ( $X = 3.88$ ) for Air Based Sport, which determined the placement of the axis on the grid.

**Table 5: Mean Values of Level of Expectation and Level of Satisfaction For Air Based Sport**

Attributes	Expectation	Satisfaction
Information	3.91	2.95
Aesthetic Appeal	4.19	4.26
Facility	3.65	2.85
Safety and Security	3.69	2.19
Accommodation	4.04	3.22
Food	3.77	2.88
Average	3.88	3.06

#### Expectation – Satisfaction Grid for Air Based Sports



**Figure 2**

Figure 2 shows an Expectation – Satisfaction Grid for Air Based Sport. “Aesthetic Appeal” and “Accommodation” were located in upper – right hand quadrant (High Expectation, High

Satisfaction). Only Information was located in lower right hand quadrant (High Expectation, Low Satisfaction). Facilities, Food and Safety and Security were located in lower left quadrant (Low Expectation, Low Satisfaction). No variable was located in upper left hand quadrant. (Low Expectation, High Satisfaction).

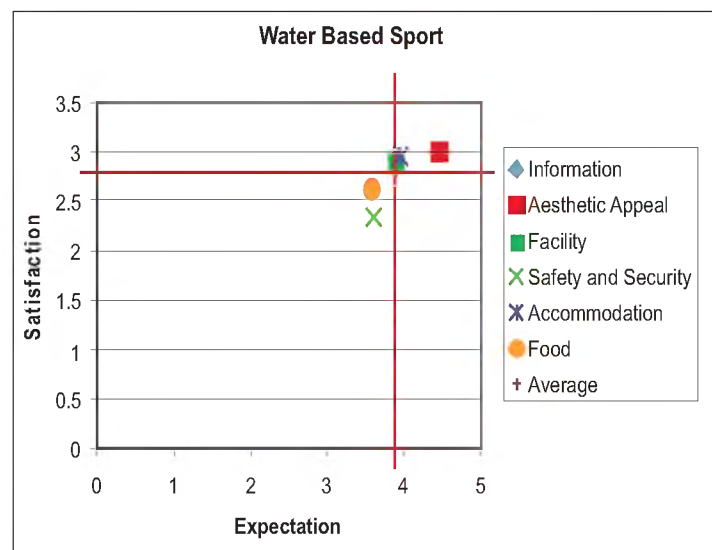
#### Expectation – Satisfaction Analysis for Water Based Sports

The average level of satisfaction with all the six variables (Information, Aesthetic Appeal, Facilities, Safety & Security, Accommodation and Food) were calculated for adventure tourist participating in Water Based Sport. (Table 6). The Expectation - Satisfaction Grid positioned grand means for Satisfaction ( $X=2.79$ ) and Expectation ( $X = 3.89$ ) for Water Based Sport, which determined the placement of the axis on the grid.

**Table 6: Mean Values of Level of Expectation and Level of Satisfaction For Water Based Sport**

Attributes	Expectation	Satisfaction
Information	3.9	2.91
Aesthetic Appeal	4.46	3
Facility	3.87	2.92
Safety and Security	3.61	2.34
Accommodation	3.95	2.95
Food	3.57	2.62
Average	3.89	2.79

#### Expectation – Satisfaction Grid for Water Based Sports



**Figure 3**

Figure 3 shows an Expectation – Satisfaction Grid for Water Based Sports. Aesthetic Appeal, Facilities, Accommodation

and Information were located in upper right hand quadrant (high expectation, high satisfaction) whereas Food and Safety and Security were located in lower left hand quadrant (Low Expectation, Low Satisfaction). None of the variables were located in upper left hand quadrant (Low Expectation, High Satisfaction) and lower right hand quadrant (High Expectation, Low Satisfaction). This indicates that the level of expectation and satisfaction is above average for Aesthetic Appeal, Facilities, Accommodation and Information in case of Water Based Sports.



## DISCUSSION AND IMPLICATIONS

Analysis of location of attributes in different quadrants on Expectation – Satisfaction Grid for Land, Air and Water Based Sports clearly shows that the attribute Aesthetic Appeal was rated high on both Expectation and Satisfaction by the Adventure Tourist for all – Land, Air and Water Based Sports. Adventure Tourist are highly satisfied with the Aesthetic Appeal of Adventure Tourist Destinations as the destinations are unique in terms of geographic location, topographic terrain, altitudinal variation; owing to which the destinations have unique climatic conditions having unique floral and faunal species with rich bio-physical diversity; all adding up to the Aesthetic Appeal of the destination. Good Aesthetic Appeal of the destination further enhances the experience of Adventure Sports. Natural Attractions of the country are par excellence and sustainable tourism should be developed and promoted to conserve and preserve the natural beauty of the destination in order to have a longer destination life cycle.

Attribute Information is rated high on Expectation by the Adventure Tourist for all – Land, Air and Water Based Sports, but is rated high on Satisfaction only in case of Water Based Sports. For Land and Air Based Sports attribute Information is rated below average on Satisfaction. This indicates that Information available for water sports is satisfactory in terms of contents and quality and is easily available. Information available for Land and Air Based Sports is not as per the expectations (not up to the mark). Content of Information (e.g trekking routes, maps, contour maps, altitude, climatic conditions, photographs, do's and don't's, ecological facts etc) has to be enhanced. More Information would lead to less of confusion, indecision and wastage of time and on the other hand would increase degree of Satisfaction level in the Adventure Tourist.

Attribute Accommodation is rated high on Expectation for all – Land, Air and Water Based Sports and rated high on Satisfaction for Water and Air Based Sports, but below average on Satisfaction for Land Based Sports. The reason for the same is that Air and Water Sports takes place at specific identified locations and hence uses fixed built – up accommodation; whereas for Land Based Sports mobile tents are used as majority of Land Based Sports are practiced in Himalayas and many places in Himalayas are not easily accessible and are uninhabited. Most popular Land Based Sports are Trekking, Mountaineering and Rock Climbing and because of their location tented accommodation is used. Tentage facilities are not up to the mark. High quality Swiss tents or equivalent

should be used and equal weightage should be given to quality of tentage accessories (mattresses, sleeping bags etc).

Attribute Facilities is rated high on Expectation and Satisfaction for Land and Water Based Sports and low on Expectation and Satisfaction for Air Based Sport. The reason for the same is that India is a mature destination for Land and Water Based Sports with variety of opportunities for both amateurs and experienced; young and middle – aged. Aero sports have a recent origin in India and hence lacks in technology, expertise and variety. Facilities in all the areas should be enhanced and upgraded aggressively to meet the international standards and have a much desired satisfied clientele.

Attributes Food and Safety and Security are rated low on Expectation and Satisfaction for Air and Water Based Sports. Only for Land Based Sports none of the attributes lie in bottom left quadrant ( Low Expectation, Low Satisfaction). The expectations for Food and Safety and Security is also rated high in Land Based Sports like all other attributes, but they are rated low on Satisfaction. Food and Safety and Security are very important attributes not only for satisfaction of the tourist but also for human beings in general. No one can enjoy exotic, unique and mesmerizing destinations on an empty stomach. Emphasis should be laid on providing quality, hygienic, delicious and variety of food to have satisfied tourist. Safety and Security is another major concern world wide. The rescue operations should be made more effective and prompt and crime rate should be checked. Latest equipments of international standard should be used for rescue operations for the tourist to feel safe and secure. As the expectation is rated low for food and safety and security it means that the image of India as Adventure Tourist Destination is not good regarding these two attributes. Steps should be taken not only to improve the provisions of food and safety and security but also to enhance the image with relation to these attributes in the minds of potential adventure tourist. The fastest way of improving image is through positive word of mouth by extremely happy and satisfied tourist.

The results show that for total adventure tourist (Land, Air and Water) the level of expectation is much higher than the level of satisfaction for all the variables with an exception of aesthetic appeal ( Table 3). These results indicate that remedial action should be taken to increase the information about the adventure Sports, improve the facilities, safety and security provisions, quality of accommodation and food in order to increase the level of satisfaction of adventure tourist. Aesthetic Appeal of the destinations is acting as a major pull force and is high on satisfaction, hence steps should be taken for sustainable growth and development of Adventure tourism not affecting the ecology of the destinations negatively.

Satisfied Tourist is a key to success of any kind of tourism as he ensures repeat clientele and converts potential tourist into actual tourist.

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