

Destination Facilities and Tourist Satisfaction: Evidences from Awadh Region of Uttar Pradesh, India

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Abstract

According to UNWTO's projection the international tourist arrival will grow at a rate of 4% to 5% worldwide in 2018. The India's share in Asia pacific region is increasing with constant pace. Satisfaction of consumers is important for any business to grow and sustain because it is an established fact that repeat sale of goods and services to same customer requires less expenditure than to get a new customer, and tourism products and services are not an exception to it. This leads the organisation engaged in tourism business to know about the status of satisfaction of tourist with respect to their products and services on sale. Several studies on tourists satisfaction with regard to destination suggests that higher levels of tourists results in re-visit and word of mouth publicity about destination by satisfied tourists (Kau and Lim, 2005; Kozak and Rimmington, 2000; Yu and Goulden, 2006). The study was conducted to find whether tourist visiting destinations are satisfied; satisfaction of tourists with accommodation facilities at destination; satisfaction of tourists with food and beverage facilities at destination; satisfaction of tourists with local transport facilities at destination.

Keywords: Destination Facilities, Accommodation Facility, Local Transport Facility, Tourist Satisfaction, Local Food and Beverage Facilities etc.

Introduction

According to Cambridge dictionary satisfaction is a pleasant feeling that one gets when he receives something he wanted or when one has done something he wanted to do. Customer satisfaction is one of the most frequently examined topics in the hospitality and tourism field

because it plays an important role in the survival and future of any tourism product and services (Gursoi, Mc.Clery & Lepsito, 2007). Past researches have operationalise satisfaction at both, the overall satisfaction and attribute satisfaction level. Attribute satisfaction has been defined as "Consumer subjective satisfaction Judgment resulting from observation of attribute performance (Oliver 1993). Generally expectation can be defined as performance of an establishment, ideal or desired performance (Teas, 1994). In terms of relationship between expectation and satisfaction, expectation can be defined as prior estimation made by customers while receiving service (Oliver, 1981). Several studies suggests that tourism destinations and service providers should pay attention to tourists satisfaction in today's world because of the fast evolving technological trends making tourist satisfaction more important than ever (e.g., Confente, 2015; Möhlmann 2015; Sharma and Baoku, 2013). According to the research several findings of on tourist behaviors, once tourists are satisfied after travel, they may develop revisit intention (Cheng, Y.C., 2010, Lin, C.C., 2006 & Liu, *et al.*, 2010). Many studies also pointed out that tourist satisfaction is significantly correlated with revisit intention. According to Liu, *et al.* (2010), the higher revisit intention is directly proportional to tourist satisfaction.

The state of Uttar Pradesh has to offer a wide variety of places of scenic beauty, experiences to be remembered, food and beverages, cultural heritage, archaeological marvels, music, dance, street food, etc. to tourists visiting; making it a world in itself, rightly acclaimed by famous author Ruskin Bond. The erstwhile Awadh is now a part of

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Indian state of Uttar Pradesh. This region was ruled by the Nawabs of Awadh from 1732 AD to 1856 AD. The area of the Awadh includes Lucknow, Rai-bareilly, Faizabad and Sitapur division covering modern day districts of Lucknow, Barabanki, Unao, Rai-bareilly, Sultanpur, Pratabgarh, Faizabad, Gonda, Bahraich, Sitapur, Hardoi and Kheri (Ihwin, 1880 pp.24). Geographically, Awadh stretches between 25° 34' and 28° 42' North and 79° 41' and 83° 8' East (Hunter, 1908-1931). Awadh, as we know today was the part of one of the sixteen ancient mahajanapada-Koshal, which once upon a time was ruled by the great epic king, Lord Rama from Suryavansh (Solar dynasty). The city of Ayodhya was founded by Vaivaswata Manu, after the great flood came down the Himalayan Mountain

in the northern plains in about 6000 BC (Mittal, 2006). As per Hindu mythology Manu is considered as father of human race and first king of the Suryavans, of whom Rama was the fifty-seventh in descent (Ihwin, 1880). Ayodhya was the capital of Koshala kingdom. It was ruled by suryavanshi kings. The powerful kingdom of Koshala was bounded by the Sadanira (Gandak) on the east, the Gomati on the west, the Sarpika or Syandila (Sai) on the south and the Nepal Hills to the north. Lucknow is believed to be founded by Lakshman, the brother of the Lord Rama of Indian epic Ramayana (Mookherji, 1883). Past several years data of tourist arrival in the state of Uttar Pradesh is summarised in table 1 reveals that there is constant increase in tourist arrival.

Table 1: Year wise Tourist Arrival (Domestic and Foreign) in Uttar Pradesh

Year	Domestic Tourist	Foreign Tourist	Total	Percentage of Growth(+) / Reduce(-) In Comparison To Last Year	
				Domestic Tourist	Foreign Tourist
2009	13,48,31,852	15,50,309	13,63,82,161	(+) 8.00%	(-) 2.17%
2010	14,47,54,977	17,32,707	14,64,87,684	(+) 7.35%	(+) 11.76%
2011	15,54,30,364	18,87,095	15,73,17,459	(+) 7.37%	(+) 8.91%
2012	16,83,81,276	19,94,495	17,03,75,771	(+) 8.33%	(+) 5.69%
2013	22,65,31,091	20,90,280	22,86,21,371	(+) 34.53%	(+) 4.80%
2014	18,28,20,108	29,09,735	18,57,29,843	(-)19.29%	(-)9.23%
2015	20,65,15,617	31,04,062	20,96,19,679	(+)12.06%	(+)6.67%
2016	20,31,44,204	31,56,812	21,67,01,016	(+)3.04%	(+)1.69%
2017	23,39,77,619	35,56,204	23,75,33,823	(+)9.56%	(+)12.65%

Note : The Tourist Arrival In Maha Kumbh Mela/ Snan, Allahabad In Year-2013 Of Month January 2013 To March 2013 Of Indian Tourist- 7,83,15,500 And Foreign Tourist- 3,50,000 (Total Tourist- 7,86,65,500) Is Included In Above Figure Of Allahabad.

Source: ENVIS Center: Uttar Pradesh http://upenvis.nic.in/Database/Tourist_Data_1074.aspx

Therefore, this study intended to investigate tourist satisfaction visiting selected tourist destinations of Awadh region of Uttar Pradesh. It is hoped that the research results can be provided as the basis for improving future tourism planning of Uttar Pradesh and creating the recreational environment that can make tourists feel comfortable and satisfied to attract more tourists. There are several attributes of destination such as places of tourist attractions, accommodation, accessibility, amenities, activities, behaviour of host community, hygiene and sanitation, local transport facility, availability of local and exotic food, gift and souvenir shops, health facilities so on and so forth; that affects the tourist's shopping were used

to evaluate tourists' satisfaction levels, to make the study manageable three major factor namely accommodation facility, food and beverage facility and local transport facility were selected.

The study was conducted to find whether tourist visiting destinations are satisfied with respect to accommodation facilities, food and beverage facilities and local transport facilities at destination. The objectives of the study are as under:

- To assess tourist's satisfaction at tourist destination.
- To assess the tourist satisfaction with respect to accommodation available at destination.

- To assess the tourist satisfaction with respect to food and Beverage facility available at destination.
- To assess the tourist satisfaction with respect to transport available at destination.

To attain the objectives of the study following research questions were framed:

- What is the level of overall satisfaction of tourist visiting a tourist destination?
- What is the level of satisfaction of tourist visiting a tourist destination with respect to available accommodation?
- What is the level of satisfaction of tourist visiting a tourist destination with respect to available food and beverage facility?
- What is the level of satisfaction of tourist visiting a tourist destination with respect to available transport facility?

Review of Literature

Satisfaction affects the traveller's destination selection choice, consumption of food and beverages, utilising various services such as travel agency, guide services at destination, and one of the most important decision about revisit. Satisfaction resulting from a destination can be better understood by evaluation and perception of tourists regarding a tourism destination (Kozak et al., 2004). Pizam et al. (1978) argue that in calculating satisfaction from tourism destinations, defining satisfaction levels for every attribute of destinations is required. According to study of Bagri & Kala (2015), basic facilities such as accommodation, transportation, tourism infrastructure and hygiene and sanitation at destination are of significant importance in satisfaction evaluation. According to Marcussen (2011), satisfaction with the accommodation is the most important determinant of overall tourist satisfaction with holidays, and satisfaction with price, facilities and offered services plays a significant role in tourist satisfaction. The study of Prayag and Ryan (2012), on perceptions and satisfaction of tourists' travelling to Mauritius finds several attributes such as attractions, accommodation, accessibility, amenities, activities, local community and shopping were used to evaluate tourists' satisfaction levels. The findings showed that tourists were satisfied with tourist attractions, accommodation,

transportation, residents' attitudes, the services provided in hotels, shopping facilities and the environment. The review of literature suggests that accommodation facility, food and beverages and transportation facility at destination are among major factors that contribute to tourist's satisfaction. Therefore, the study was conducted to find whether tourists visiting at selected tourist destinations of Uttar Pradesh are satisfied with respect to accommodation facilities at destination; food and beverage facilities at destination and local transport facilities at destination.

Research Methodology, Analysis and Results

The present study is descriptive and survey method was employed for collecting data. The target population of this investigation were tourists who visited study area during the period of study. The study was conducted at selected tourist destination of Uttar Pradesh. The destinations selected for study were Lucknow and Faizabad because these two destinations were capital city of the erstwhile Awadh and these two cities are among prime tourist destinations in Uttar Pradesh, ranking in top ten tourist destination on the basis of tourists arrival. Faizabad ranked second and Lucknow being fifth on the basis of tourist arrival in the year 2017 (Department of Tourism, UP, 2017). To make study more manageable, five categories of sites were selected for each destination so that enough number of tourists may be contacted for collecting data. These categories were: Monuments, Parks/river-ghats, major market / shopping malls, tour operator, and accommodation units. A total of ten sites in the both destinations were selected as the sampling frame. These ten sites were popular attractions of the tourist destination. In Lucknow, the data was collected from famous monument - Imambara Amdekar park, Aminabad Market (a market which is 200 year old), Torinos a tour operator located in Indiranagar and tourist accommodation located in hazratganj Lucknow. The data from Faizabad was collected from Ram ki Paidi, Accommodation units located in faizabad city, near Hanuman Garhi, near the temple of Nageshwarnath and Kanak Bhavan Temple. Due to the unavailability of the visitor statistics to each of these sites, the percentage of people estimated to be included (the coverage of the tourists by each of these sites) could not be calculated. Due to unavailability of

sampling frame as there is no list of total tourist arriving at destination is available prior to their visit the incidental and purposive sampling technique was used in present study.

A survey instrument (questionnaire) was developed in order to address the objectives of the study. The validity and reliability of the research tool is very important as it affects the analysis of data and finally the result too. The validity of research tool is its ability of measuring the desired variable. During the development phase, the instrument was analysed by a fellow faculty member well versed in research methodology and few experts from the Tourism and Hotel Management, in order to determine content and face validity of the survey instrument. The reliability of a set of construct is measured by calculating Cronbach's alpha (Cronbach, 1951) developed by Cronbach, L. J. in 1951. Cronbach's alpha is the most commonly used measure of reliability for a set of two or more construct indicators (Sijtsma, 2009). The table 2 depicts the value of Cronbach's alpha of the research tool.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.661	15

The value of Cronbach's alpha (α) for present study was found to be 0.661 which indicates the better reliability of the construct of the tool. The final instrument contains twenty one items divided into two sections. Section 'A' containing fifteen items deals with assessing tourist satisfaction about accommodation facilities, transport facilities and food and beverage facilities available at tourism destination and section B of the instrument contained six items to collect socio-demographic data of respondents like their age, sex, marital status, education, occupation and annual household income. A five point likert scale were used for item one to item fifteen where respondents were asked to select their choice from 1 for Strongly disagree, 2 for disagree, 3 for undecided, 4 for agree and 5 for Strongly agree as their response. The respondents were opted to choose their current age group (Up to 30 Years, 31 to 50 Years, and Above 50 Years), Sex (male or female), marital status (Un-married; married; widowed; divorced or separated), Occupation (Student; Unemployed and Employed), education (No formal Education; Up to Intermediate; Graduate and Post

Graduate and above) and annual household income (Up to 3,00,000/- ; 3,00,001/- to 5,00,000/- ; 5,00,001/- to 10,00,000/- ; Above 10,00,000/-). The pilot study was conducted to check the variables. Due to unavailability of sampling frame as there is no list of total tourist arriving at destination was available prior to their visit the incidental and purposive sampling technique was used in present study. The sample was selected on the basis of the need of the study at the judgments of the researcher based on rationales of study and data was collected by researcher by personally interviewing individuals, recording their answers in a structured questionnaire specially designed for the purpose. In the process of study, the researchers faced some limitations like lack of access to reliable sites, lack of accessibility to digital libraries, time limitations and lack of financial resources to conduct the research round the year as study area receives tourists round the year. The present study is delimited to the three factors that were identified in the review of literature namely accommodation facilities at destination; food and beverage facilities at destination and local transport facilities at destination.

Demographic Information

Data was collected by personally interviewing individuals and recording their responses in a structured questionnaire specially designed for the purpose. A total of two hundred and forty five responses were recorded in especially designed questionnaire. Demographic profile of respondents is summarized in table 3. The study revealed that 51% respondents were male and 49% respondents were female. According to age group the respondents were 29% up to 30 years, 53.9% were between 31 years to 50 years and 17.1% respondents were above 50 years of age. 15.1% of the respondents were having no formal education, 19.2% of the respondents were having education up to Intermediate, 31% respondents were graduate and remaining 34.7% of the respondents were Post graduate and above in academic qualification. There were 31.8% students, 16.3% un-employed, and 51.8% employed. There were 26.5% un-married and 73.5% married respondents. 26.9% respondents were having income upto 3 Lakhs, 22.9% between 3to 5 Lakhs, 33.5% were having income range of 5 Lakhs to 10 Lakhs and 16.7% respondents were having income above 10 Lakhs per annum.

Table 3: Demographic Profile of Respondents (N=245)

Demographic Variables		Frequency	Percent	Valid Percent	Cumulative Percent
Sex	Male	125	51.0	51.0	51.0
	Female	120	49.0	49.0	100.0
Age	Up to 30 Years	71	29.0	29.0	29.0
	31 Years to 50 Years	132	53.9	53.9	82.9
	Above 50 Years	42	17.1	17.1	100.0
Education	No formal education	37	15.1	15.1	15.1
	Up to Intermediate	47	19.2	19.2	34.3
	Graduate	76	31.0	31.0	65.3
	Post Graduate and above	85	34.7	34.7	100.0
Occupation	Student	78	31.8	31.8	31.8
	Un-employed	40	16.3	16.3	48.2
	Employed	127	51.8	51.8	100.0
Marital Status	Un-married	65	26.5	26.5	26.5
	Married	180	73.5	73.5	100.0
Annual Income	Up to Rs. 3,00,000	66	26.9	26.9	26.9
	Rs. 3,00,001 to Rs. 5,00,000	56	22.9	22.9	49.8
	Rs. 5,00,001 to Rs.10,00,000	82	33.5	33.5	83.3
	Above Rs. 10,00,000	41	16.7	16.7	100.0

Tourist's Satisfaction with Respect to Accommodation Facilities at Destination

There were five items related to the accommodation facility available at destination. The opinion of the tourist was taken on range of accommodation facilities, hygiene and sanitation, ease of availability, comfort and value for money. The analysis of data is summarized in table 4 reveals that,

- A total of 24.5% respondents find wide range of accommodation available at destination.
- A total of 24.5% respondents find available accommodation hygienically fit for staying.
- A total of 49% respondents find comfortable accommodation at destination.
- A total of 59.2% respondents agree that it is easy to find accommodation at destination.
- A total of 77.1% respondents agrees that economical accommodation is available at destination.

Table 4: Item-wise Frequency, Percentage, Mean and Standard Deviation of Responses of Respondents for Accommodation Facility at Destination (N=245)

Sr	Variable	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree		Mean	Std. Deviation
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage		
1	There is wide range of accommodation facilities available at destination.	8	3.3	48	19.6	129	52.7	36	14.7	24	9.8	3.08	.929
2	The accommodation facilities at destination are clean and hygienic	16	6.5	49	20.0	120	49.0	48	19.6	12	4.9	2.96	.925
3	The accommodation facilities at destination are comfortable			44	18.0	81	33.1	72	29.4	48	19.6	3.51	1.00
4	The accommodation facilities at destination are easily available	4	1.6	4	1.6	92	37.6	96	39.2	49	20.0	3.74	.851
5	The accommodation facilities available at destination are economical			4	1.6	52	21.2	149	60.8	40	16.3	3.92	.660

Tourist's Satisfaction with Respect to Food and Beverage Facilities at Destination

There were five items related to food and beverage facility available at destination. The opinion of the tourist was taken on range of food and beverage facilities, hygiene and sanitation, wide variety of food, polite and friendly food serving person and value for money. The analysis of data is summarized in table 5 reveals that,

- A total of 70.7% respondents find wide range of food and beverage facility available at destination.
- A total of 50.7% respondents find the food and beverage facility is hygienic and clean.
- A total of 39.2% respondents find wide variety of food at destination.
- A total of 39.2% respondents agree that food service persons are polite and friendly at destination.
- A total of 35.9% respondents agree that economical food and beverage is available at destination.

Table 5: Item-wise Frequency, Percentage, Mean and Standard Deviation of Responses of Respondents for Food and Beverage Facility at Destination (N=245)

Sr	Variable	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree		Mean	Std. Deviation
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage		
1	There is wide range of food and beverage facilities available at destination	4	1.6	16	6.5	52	21.2	105	42.9	68	27.8	3.89	.943
2	The food and beverage facilities at destination are clean and hygienic	16	6.5	29	11.8	76	31.0	68	27.8	56	22.9	3.49	1.15
3	Wide variety of food and beverages are easily available at destination	36	14.7	36	14.7	77	31.4	52	21.2	44	18.0	3.13	1.28
4	The food service providers are polite and friendly	16	6.5	36	14.7	97	39.6	80	32.7	16	6.5	3.18	.984
5	The food and beverage available at destination worth value for money	32	13.1	28	11.4	97	39.6	36	14.7	52	21.2	3.20	1.26

Tourist's Satisfaction with Respect to Transport Facilities at Destination

There were five items related to transport facility available at destination. The opinion of the tourist was taken on range of transport facilities, hygiene and sanitation, comfortable transport, polite and friendly person and value for money. The analysis of data is summarized in table 6 reveals that,

- A total of 46.1% respondents find wide range of transport facility available at destination.
- A total of 53.5% respondents find the transport facility is hygienic and clean.
- A total of 96.7% respondents find comfortable transport at destination.
- A total of 47.3% respondents agree that transport persons are polite and friendly at destination.
- A total of 58.8% respondents agree that economical transport is available at destination.

Table 6: Item-wise Frequency, Percentage, Mean and Standard Deviation of Responses of Respondents for Transport Facility at Destination (N=245)

Sr	Variable	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree		Mean	Std. Deviation
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage		
1	There is wide range of local transport facilities available at destination.	24	9.8	40	16.3	68	27.8	85	34.7	28	11.4	3.22	1.14
2	Local transport operators are polite and friendly	37	15.1	52	21.2	40	16.3	52	21.2	64	26.1	3.22	1.42
3	Local transport facilities at destination are clean and hygienic	36	14.7	24	9.8	53	21.6	92	37.6	40	16.3	3.31	1.27
4	Local transport facilities at destination are comfortable					4	1.6	177	72.2	60	24.5	4.23	.461
5	Local transport facilities at destination worth value for money			48	19.6	53	21.6	88	35.9	56	22.9	3.62	1.04

Tourist's Overall Satisfaction with Respect to Destination

The overall satisfaction of tourist with respect to accommodation facilities at destination; food and beverage facilities at destination and transport facility at destination was decided on the basis of mean score. It was decided that if mean score is above the fifty present the tourist will be treated as satisfied. The mean value is above the set value therefore, it is assumed that the tourists visiting the study area are satisfied.

Discussion and Conclusion

The analysis of data makes it evident that factors like wide range of accommodation which may includes categorized and uncategorised hotel, resorts, motels and alternative accommodation facilities at destination; wide range of food and beverage outlets including fine dine restaurants to road side food vendors and wide range of local transport including high end luxury car, coaches, buses, auto etc are crucial for tourist satisfaction. The study reveals that

- Fairly low number of respondents fined wide range of accommodation available at destination.
- Fairly low number of respondent fined available accommodation hygienically fit for staying.
- Average number of respondents fined comfortable accommodation at destination.

- A good number of respondents agree that it is easy to find accommodation at destination.
- Most of the respondents agree that economical accommodation is available at destination.
- Most of the respondents find wide range of food and beverage facility available at destination.
- Average number of respondents fined the food and beverage facility is hygienic and clean.
- Fairly low number of respondents fined wide variety of food at destination.
- Fairly low number of respondents agrees that food service persons are polite and friendly at destination.
- Fairly low number of respondents agrees that economical food and beverage is available at destination.
- Average number of respondents find wide range of transport facility available at destination.
- A good number of respondents find the transport facility is hygienic and clean.
- Most of the respondents find comfortable transport at destination.
- A good number of respondents agree that transport persons are polite and friendly at destination.
- A good number of respondents agree that economical transport is available at destination.

In the light of above findings it is suggested that a destination wishing to emerge as most favoured tourist

destination should adhere to the factors like wide range of accommodation which may includes categorized and uncategorised hotel, resorts, motels and alternative accommodation facilities at destination; wide range of food and beverage outlets including fine dine restaurants to road side food vendors and wide range of local transport including high end luxury car, coaches, buses, auto etc for tourists.

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