



**The Study of Trimbakeshwar Tourist Center with Satisfaction
Index, Nashik District, Maharashtra.**

Dr. Mohan Kisan Shelar

Assistant Professor, Head, Department of Geography
Art's & Commerce College, Rahu. Tal -Dound, Dist- Pune.(M.S.)

Corresponding Author- Dr. Mohan Kisan Shelar.

Email id: shelarmk@gmail.com

DOI- [10.5281/zenodo.7276818](https://doi.org/10.5281/zenodo.7276818)

Abstract :-

Tourism is considered an important factor in the economy of many Countries. Tourism is a tertiary activity that has increased in India as well as in Maharashtra in the recent period. The aim of this research paper is to understand the satisfaction level of tourist at the Trimbakeshwar tourist Center with different facilities. The information in this study comes from primary source. Primary data was gathered in the study region through field work and visit. A questionnaire, Observation and conversation through personal interviews are also used to collect primary data. Over all 197 questionnaire, where filled by tourist. The functional and behaviour Characteristic of the tourist are important for the future planning and development of the tourist Center. The response of the tourist where transformed into arithmetical value to calculate the satisfaction level's of Selected 15th facilities. On the basis of this evolution levels of satisfaction by tourist where classified into four stages, such as excellent, good, satisfactory and unsatisfactory. Discussion of present satisfaction level of Trimbakeshwar tourist Center is Satisfactory with the average score of 36.14 %. Average satisfaction index value for Trimbakeshwar tourist Center would be very useful for future planning and development of this tourist Center.

Keywords :- Tourist, Satisfaction Index, Trimbakeshwar tourist Center, Satisfaction level etc.

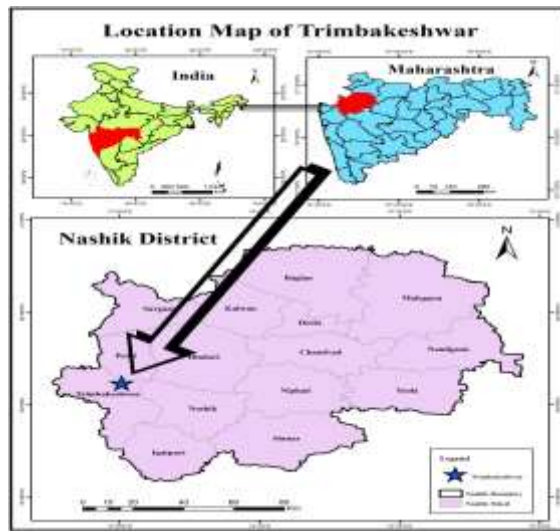
Introduction :-

Tourism is considered an important factor in the Economy of many countries. Tourism is a territory activity that has increased in India in the recent period. This activity indicates the economic development of the Nation. The significance of the tourist industry lies in regional as well as National Development. It developed the activity and earned foreign currency. Tourism is an important Economic Activity and this makes people get away from their routine work to relax from daily life, which is more peaceful and healthy. Tourism-related infrastructure has improved in many sections of the country. The tourist center main attractiveness is the diversity of physical, social, cultural, historical, and religious features. Tourism is a cross-cutting industry that affects all sectors of the economy. Economic, social, cultural, and environmental contributions are all required. Tourism is currently acknowledged as a globally significant economic activity. The

significance of the activity has grown. Trimbakeshwar is one of the most popular and significant religious centre in Nashik district of Maharashtra. it is Twelve Jyotirlinga place in India.

Study Area :-

Trimbakershwar tourism centre is located on the Western side of Nashik city. it is situated in trimbark Tahsil of Nashik district. Trimbakershwar is situated partly in the Dhamanganga basin and partly in the Godavari and Vaitarna Basin. It lies between 19° 56' and 19° 55' North latitude and 73° 32' and 73° 31' east longitude. Trimbakershwar tahsil has an area of 898.38 sq km and a population of 168423 as per the 2011 census. There are 122 villages in this Tahsil. The tahsil has three Rivers namely Godavari Dhamanganga and Vaitarna. The Tahsil is surrounded by the Thane district in the west, and Peint tahsil in the North. Nashik tahsil in eastern and Igatpuri tahsil in the south of Trimbakershwar.



Map: 1 Location Map of Study Area.

Objective :-

1. To identify the major problem of tourist in the study area.
2. To identify the satisfaction level of tourist with available factor\facility at Trimbakeshwar tourist center.

Data Base & Methodology :-

This research paper is based on primary data. Which is come from field work with the help of questionnaires and personal interviews. The object of the questionnaires explained to the tourist. Randomly 197 questionnaires, where filled by the tourist. Accommodation, Transportation, Road Condition, Parking, Food, Drinking Water, Darshan Facility, Public Toilets, Information Centre, Shopping Facility, Medical Facility,Cleanliness, Safety, Behaviour of local People and Guide.This 15th facility, where considered in terms of Excellent, Good, Satisfactory and Unsatisfactory through the questionnaires. All the tourist views where converted into arithmetical numerical values, such as (8,9,10) for excellent, (8,7,6) for good, (6,5,4) for satisfactory and (3,2,1) for unsatisfactory. The factor wise level of satisfaction with different facility was calculated and tabulated. The factor wise average value where, calculated and examined. Average level of satisfaction and

ranking of facilities where calculated by mean. These values were multiplied by the respective frequencies, which is given the total satisfaction. The sum was divided by the total frequency for the respective factor, which gives the satisfaction index for that factor. The satisfaction formula was used to measure the tourist satisfaction index. The following formula is used for satisfaction index.

Formula :

$$St_i = \frac{\sum M_i N_i}{N}$$

Where, St_i = Satisfaction Index for the 'ith Factor

M_i = Numerical value for a particular level of Satisfaction for the 'ith Factor.

N_i = Number of the respondent deriving a particular level of Satisfaction for the 'ith Factor.

N = Total Number of Respondents for that factor for all levels of Satisfaction.

Analysis of Satisfaction Index in Trimbakeshwar Tourist Center :-

The data about the Opinion of tourists regarding the facilities available at the Trimbakeshwar tourist center, were collected through the questionnaire. The factor wise level of satisfaction is shown in table No.1.

Table No. 1: Factor wise Index of Trimbakeshwar Tourist Center (MI)

Sr No.	Factor (Facilities & Services)	Excellent		Good		Satisfactory		Unsatisfactory		Total No	Total %
		No	%	No	%	No	%	No	%		
1	Accommodation	32	16.24	61	30.96	87	44.16	17	8.62	197	100
2	Transportation	41	20.81	52	26.39	75	38.07	29	14.72	197	100

3	Road Condition	22	11.16	76	38.57	49	24.87	50	25.38	197	100
4	Parking	27	13.70	54	27.41	61	30.96	55	27.91	197	100
5	Food	16	8.12	30	15.22	52	26.39	99	50.25	197	100
6	Drinking Water	14	7.10	29	14.72	53	26.90	101	51.26	197	100
7	Darshan Facility	47	23.85	58	29.44	82	41.62	10	5.07	197	100
8	Public Toilets	12	6.09	42	21.31	46	23.35	97	49.23	197	100
9	Information Centre	-	-	28	14.21	96	48.73	73	37.05	197	100
10	Shopping Facility	09	4.56	26	13.19	91	46.19	71	36.04	197	100
11	Medical Facility	05	2.53	47	23.85	63	31.97	82	41.62	197	100
12	Cleanliness	28	14.21	66	33.50	48	24.36	55	27.91	197	100
13	Safety	19	9.64	56	28.42	81	41.11	41	20.81	197	100
14	Behavior of local People	22	11.16	48	24.36	96	48.73	31	15.73	197	100
15	Guide	-	-	25	12.69	88	44.67	84	42.63	197	100
Total		294	-	698	-	1068	-	895	-	2955	-
Average %		9.94	-	23.62	-	36.14	-	30.28	-	-	100

Source: Compiled by Researcher

The above table show that number of tourist facility, which is selected (15th) for assessment at Trimbakeshwar tourist Center and try to understanding average factor wise satisfaction level in four classes, Such as excellent, good, satisfactory and unsatisfactory to given weighted score. The facility wise level of satisfaction about the

Trimbakeshwar tourist Center was recorded their views in table No 1.

An average 36.14 % tourist said that facility provided at the Trimbakeshwar tourist Center are satisfactory. 23.62 % tourist said that it is good, 9.94 % tourist reported that it is excellent. But 30.28 % tourist said that it is unsatisfactory.



Fig : 1 Factor wise level of Satisfaction.

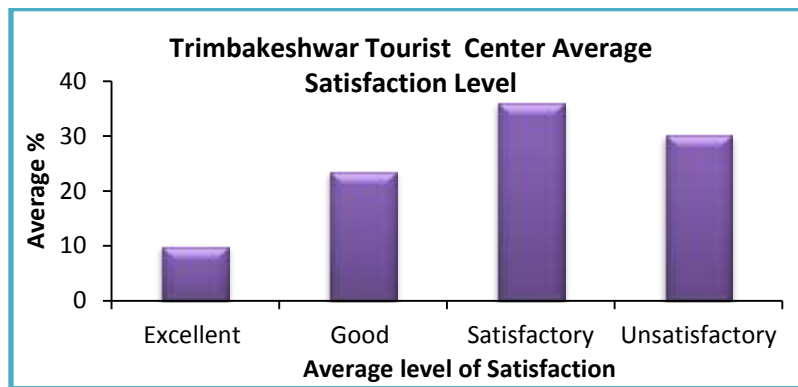


Fig: 2 Average % of All Level Factor in Trimbakeshwar Tourist Center.

Above figure No 1 and 2 Show the views of 197 tourist about 15th facility, which are selected for sample survey.

Table No : 2 Factor Wise Average Level of Satisfaction (NI)

Sr. No.	Factor (Facilities & Services)	Average Satisfaction Index (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation	8.5	6.49	4.54	2.58
2	Transportation	8.48	6.5	4.50	2.51
3	Road Condition	8.45	6.52	4.53	2.4
4	Parking	8.51	6.48	4.49	2.54
5	Food	8.5	6.33	4.5	2.50
6	Drinking Water	8.5	6.48	4.50	2.50
7	Darshan Facility	8.51	6.48	4.48	2.5
8	Public Toilets	8.66	8.02	8.39	2.48
9	Information Centre	00	6.5	4.52	2.49
10	Shopping Facility	8.44	6.5	4.49	2.49
11	Medical Facility	9.00	6.57	4.52	2.48
12	Cleanliness	8.5	6.5	4.58	2.54
13	Safety	8.78	6.30	4.50	2.48
14	Behaviour of local People	8.5	6.5	4.52	2.48
15	Guide	00	4.48	4.5	1.28

The above Table No 2 show the factor wise average value of satisfaction (NI). The factor wise Average value for the different level of satisfaction were calculated by multiplying these values by respective frequencies, which gives total satisfaction and total satisfaction is divided by total frequency of the respective factor. Then it gives the satisfaction index for

Source: Compiled by Researcher the factor e.g. Trimbakeshwar tourist center. The total number of 32 tourists given their views and these 32 tourists give 8 to 10 points for excellent that total score is 272, So $(272 / 32) = 8.5$ (show Table No. 2.) It means that the average satisfaction level of the excellent class of tourists is 8.5 for the Accommodation factor.

Table No. 3 : Factor wise Percentage Satisfaction Index with Rank (Sti)

Sr. No.	Factor (Facilities & Services)	Satisfaction Index	Rank
1	Accommodation	5.61	2
2	Transportation	5.56	3
3	Road Condition	5.19	6
4	Parking	5.04	7
5	Food	4.09	12
6	Drinking Water	4.05	13
7	Darshan Facility	5.92	1
8	Public Toilets	5.41	4
9	Information Centre	4.04	14
10	Shopping Facility	4.21	10

11	Medical Facility	4.27	9
12	Cleanliness	5.21	5
13	Safety	5.00	8
14	Behaviour of local People	4.13	11
15	Guide	3.37	15

It is so that from above Table No. 3, that the factor wise satisfaction index with rank for the Accommodation is 5.61, Transportation factor 5.56, Road Condition 5.19, Parking 5.04, Food 4.09, Drinking water 4.05, Darshan facility 5.92, Public toilet 5.41,

Source: Compiled by Researcher
 Information center 4.04, Shopping facility 4.21, Medical facility 4.27, Cleanliness for 5.21, Safety for 5.00, Behavior of local people 4.13 and 3.37 for Guides. These factor wise satisfaction index are given weighted by ranks.

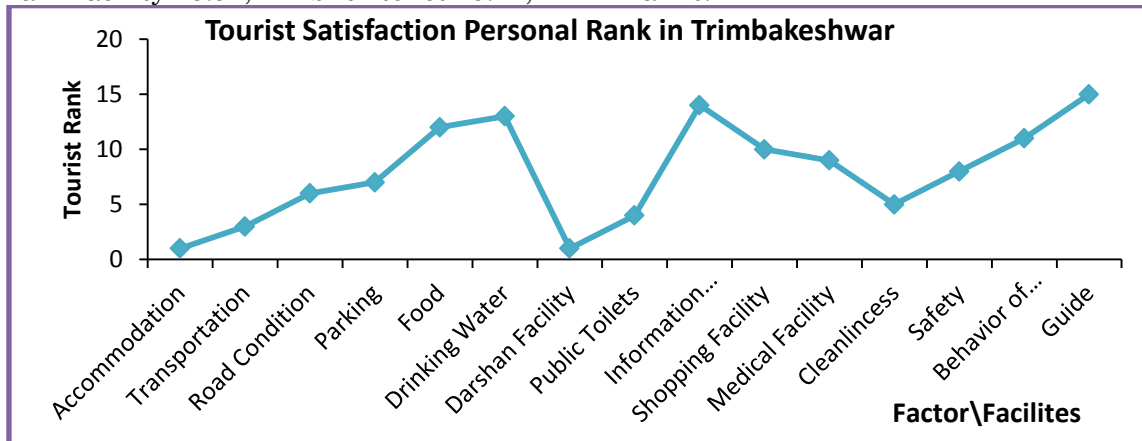


Fig. No. 3 Satisfaction Index with Rank

The Analysis is given in the above Table No.3 & Fig No 3 that the views of tourists about Darshan facility in the Trimbakeshwar tourist center received 1st Rank. It means that the Darshan facility is well at Trimbakeshwar. it is also Accommodation gets 2nd Rank, Transportation gets 3rd rank, public Toilets 4th rank, Cleanliness 5thrank, Road Condition 6th rank, Parking facilities 7th rank, Safety 8th rank, Medical facilities 9th rank, Shopping 10th rank, Behaviour of local people 11th rank, Food facilities 12th rank, Drinking Water 13th rank, Information Center 14th and Guide received 15th Rank. Factor wise Satisfaction Index with rank. Darshan, Accommodation, Transportation, Public Toilets and cleanliness get high ranks 1 to 5 at Trimbakeshwar tourist center. These all factors are very important and play a vital role in Trimbakeshwar tourist Center. Tourist place, Darshan facility is good, also Accommodation, Transportation, Public Toilet, Cleanliness are good. The satisfaction index for Road Condition, Parking, Safety, Medical facilities, shopping facility are received 6 to 10 rank, But the satisfaction index rank for Behavior of local people, Food, Drinking Water, information and Guide

received 11 to 15 rank. It means that maximum tourists are not satisfied with these facilities at Trimbakeshwar tourist center. So that it is an urgent need to improve these facilities at Trimbakeshwar Tourist Center.

Discussion & Conclusion:-

The role of facilities availability at any tourist center is very important for development. Tourist attract every tourist center of their significance and the status of the facilities.

1. The data analysis presented in Table No. 1 shows that out of 197 contact tourists 16.24 % of tourists strongly support that Accommodation services are excellent, about 30.96 % of tourists said that Accommodation services are good, 44.16 % of tourists are satisfied with Accommodation services. but only 08.62 % of tourists are unsatisfactory, with services in Trimbakeshwar tourist center.
2. The tourist who visited Trimbakeshwar expressed their opinion about transportation facilities. it shows that about 20.81 % of tourists said that transportation facilities are excellent. About 26.39 % of tourists said it is good, 38.07 % of tourists are satisfied and 14.72

- % of tourists are not satisfied with these facilities.
3. The tourist also gave their opinion about road condition facilities. About 11.16 % of tourists are Excellent, about 38.57% of tourists experienced it well, 24.87 % of tourists are satisfied and 25.38 % are unsatisfactory with road condition facilities.
 4. 13.70 % of tourists said that parking facilities are excellent, 27.41% of tourists said that it is good, 30.96 % of tourists are satisfied with parking facilities and 27.91 % of tourists are not satisfied with these facilities.
 5. The tourist also mentions their opinion about the food facility at Trimbakeshwar. About 8.12% of tourists said it is excellent, 15.22 % of tourists said it is good, 26.39 % of tourists are satisfactory and 50.25 % of tourists are not satisfied with these facilities.
 6. The opinion about drinking water facilities is that only 7.10 % of tourists are excellent, 14.72 % of tourists said that it is good, 26.90 % of tourists are Satisfactory and 51.26 % of tourists are unsatisfactory.
 7. The tourist views about the Darshan facility are different only 23.85 % of tourists excellent, 29.44 % of tourists felt that it is good, 41.62 % of tourists said that it is a satisfactory and 5.07 % of tourists are Unsatisfactory with this services.
 8. The tourist views public toilet facilities. About 6.09 % of tourists said that it is excellent, 21.31 % of tourists said that public toilet is good, 23.35 % of tourists are satisfied and 49.23 % of tourists are unsatisfactory with public toilet facilities.
 9. From the view about information center at Trimbakeshwar tourist place, No one said that Information facilities are Excellent. About 14.21% of tourists said that it is good, 48.73 % of tourists are satisfied but, 37.05 % of tourists are unsatisfactory with information center facilities.
 10. The tourist views about the shopping facility are different 4.56 % of tourists excellent, 13.19 % of tourists felt that it is good, 46.19 % of tourists said that it is satisfactory and 36.04 % of tourists are unsatisfactory with this services.
 11. The tourist views about medical facility. About 2.53 % of tourists said that it is excellent, 23.85 % said that medical facilities are good, 31.97 % of tourists are satisfactory and 41.62 % of tourists are not satisfied with medical facilities.
 12. The Opinion about cleanliness facilities that is only 14.21 % of tourists are excellent, 33.50 % of tourists said that it is a good, 24.36 % of tourists satisfied and 27.91 % of tourists unsatisfactory.
 13. The experienced of safety at Trimbakeshwar tourist center was also noted by the tourist. About 9.64 % of tourists said that safety is excellent, about 28.42 % of tourists mentioned that safety is good, 41.11 % of tourists were satisfied with personal safety and only 20.81 % of tourists felt that they are not safe at the Trimbakeshwar tourist center.
 14. The behaviour of local people at the Trimbakeshwar tourist center was also noted by the tourist. About 11.16% of tourists said that the behaviour of local people is excellent. About 24.36 % of tourists mentioned that Behavior is good, 48.73 % of tourists are satisfied with the Behavior of local people and only 15.73% of tourists are unsatisfied with these services.
 15. Out of 197 tourists, No one said that the Guide facilities are excellent. Only 12.69% of tourists mentioned that it is good, 44.67% of tourists are satisfied with the Guide facility and 42.63% of tourists are unsatisfied with the Guide facility in Trimbakeshwar Tourist Center. The researcher analysis the 15th factors views about the services and facilities available in the Trimbakershwar tourist place. The tourist Opinion about the overall facilities and services at Trimbakeshwar are considered with the satisfaction index. As per the views of 9.94% of tourists reported that all the 15th service and facilities are excellent in Trimbakeshwar. 23.62% Services and facilities are good, 36.14 % tourist is satisfied with all these factors. just only 30.28 % of tourists are not satisfied with all factors (services and facilities) at the Trimbakeshwar tourist center (figure No.1.)

References :-

1. **Dr. Ashture S.B.**(2018) Satisfaction Index : A Study In Tourism Geography, Aayushi International Interdisciplinary Research Journal (AIIRJ) Vol-5 P.P.-18-20.
2. **Dr. Bharambe S.N., Dr. Jadhav S. S.,** (2019) Satisfaction index and Development of Manudevi Religious Tourist places in Yawal, District Jalgaon, Maharashtra, International journal of research and Analytical Review (IJRAR) ,Vol-6 P.P.-2349-5138.
3. **Ghadhe S.T.**(2014): Assessment of Tourist Satisfaction at Panchagani Hill Station : A Geographical Perspective, Indian Stream Research Journal,Vol-4 No-9 P.P.-1-14.
4. **Ghazal, Masarrat** (2012) Tourist Satisfaction towards tourism products and market :A Case Study of Uttaranchal, International Journal of Business and Information Technology,Vol-2 No-1 P.P.-16-26
10. ity Press, New Delhi.
5. **Jadhav S.S. Bhalsing R.R.** (2015): Study of Tourist Behavior with Respect to Satisfaction Level for Shani Shingapur Religious Tourist center, Ahmednagar, District, Maharashtra, Indian Stream Research Journal,Vol-5 No P.P.-1-8.
6. **Mane C. U.** (2012): Satisfaction Index Analysis of Pali Khandoba Fair pilgrims, Review of Research Vol-1 No-11P.P.-1-6.
7. **Patil V. J, Dhake S.V, Bhole R.V. & Lande P.P.** (2011) A study of Cultural Heritage Tourist Satisfaction - A Case Study of Ajanta Caves. Journal of research Development,1(2) P.P.-5-8.
8. **Venkat K Prasad** (2015) A Study on Piligrims Satisfaction with special Reference to State of Andhra Pradesh and Telangana (IJEMR),Vol-5 No-8 P.P.-1-1
9. **Sunitra Roday, Archna Biwal, Vandana Joshi** (2009) Tourism Operations and Management – Oxford Univers