

## REVENUE GENERATION THROUGH IMPROVED CUSTOMER SATISFACTION A case study at International Heritage Site - Mamallapuram.

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### INTRODUCTION:

Tourism is the one of the important components in the India's services sector, which has exhibited considerable dynamism in recent years. It provides substantial foreign exchange and jobs. Tourism plays an extremely important role in the Indian economy. India has the potential to become the number one tourist destination in the world with the demand growing at 10.1 per cent per annum as predicted by the World Travel and Tourism Council (WTTC) . The Confederation of Indian Industry has prepared a vision paper for 2020, which envisages employment of 50 million persons in travel and tourism industry and an increase in the share of this industry to 7% of GDP . Indian people are known for being friendly and warm. Understanding and fulfilling needs of global tourists for quality vacationing is the kick-off for creditable performance and strong impact of India's economic growth on Tourism. Many factors have been collectively responsible

for boosting our country's economic reserves and the impact of India's economic growth on tourism is increasingly being felt in niche sectors. Foreign Tourist Arrival and Receipts for the year 2011.

Foreign Tourist Arrival (FTA) in India during 2011 were 61.35 million with a growth of 8.9%, as compared to the FTAs of 5.631 million with a growth of 11.8% during the year 2010 over 2009. The growth rate of 8.9% in 2011 for India is better than UNWTO's projected growth rate of 4% to 5% for the world in 2011 and 7% to 9% for Asia and the Pacific. Foreign Exchange Earnings (FEE) from Tourism in Indian during the year 2011 were Rs.77591 crores as compared to Rs.64889 crores in 2010 and Rs.54960 crores in 2009. FEE from tourism in terms of US\$ during 2011 were US\$ 16564 million with a growth of 16.7%, as compared to US\$ 14193 million with a growth of 24.6% during the year 2010 over 2009.

**TABLE 1**  
**Foreign Tourist Arrival and Receipts for the year 2011.**

Year/ Month	2011				2010				2009	FEE
	FTA(Foreign Tourist Arrival) in Lakhs	Growth of FTA comp to pre. yr	FEE(Foreign exchange earnings) in Cr Rupees	Growth of FEE com. To pre. Yr	FTA ( Foreign Tourist Arrival) in lakhs	Growth of FTA comp to pre. yr	FEE (Foreign exchange earnings) in Cr Rupees	Growth of FEE com. To pre. yr	FTA	
Jan	5.38	9.7	5777	3.3	4.91	16.4	5593	21.6	4598	
Feb	6.92	15.1	7653	15.2	6.01	22.7	6646	46.2	4547	
March	5.07	7.4	5522	0.3	4.72	6.7	5507	24.1	4437	
April	4.17	17.7	5724	26.7	3.54	2	4518	11.3	4061	
May	3.69	7.0	5047	15.8	3.45	13	4358	34.1	3249	
June	3.96	7.2	5440	14.5	3.70	4.9	4751	25	3801	
July	4.98	10.1	7116	30.7	4.52	4.5	5444	9.3	4983	
Aug	4.02	5.3	5734	24.1	3.82	3.3	4620	12.3	4115	
Sep	4.01	8.7	5748	22.9	3.69	11.6	4678	23.2	3798	
Oct	5.63	11	7019	34.5	5.07	10.5	5219	8.6	4806	
Nov	6.37	4.7	7941	21.9	6.08	12.3	6516	18	5523	
Dec	7.15	5.2	8870	26	6.80	10.4	7039	Nil	7042	
Total	61.35	8.9	77591	19.6	56.31	11.8	64889	18	54960	

Source: Ministry of Tourism

According to the Tourism Information Centre, by 2010, Mamallapuram was visited by 73,187 foreigners. The purpose of this study was to examine the genuine needs of foreign tourists by identifying their perceptions and levels of satisfaction with the services and facilities provided at the heritage site Mamallapuram, which attracts global visitors every year. Objectives: Specifically the study was aimed to address the following objectives: (1) To understand the various demographic features among the tourists and their different needs. (2) To identify the opinion of international tourists about the tourism places in Mamallapuram .(3) To find out the international tourist's satisfaction towards the facilities and services in Mamallapuram.

**Methodology: Sources of Data:** The study is a descriptive one based on the data collected from various primary and secondary sources. Primary data is collected directly from tourists by researcher by conducting sample survey. Secondary data is collected from various sources including official websites, magazine, research publication and books. Sample Design: The study involves a survey of selected sample of 100 foreign tourists visited Mamallapuram. Unrestricted , non-probability convenience sampling technique has been applied in the research study. For the purpose of the study , tourists from different districts have been selected. Collection of Data: The type of questionnaires has been specifically designed for the collection of data from the tourists. Secondary data has been mainly collected from related websites, published articles, News papers and magazines.

**Important Tourists Attractions :** The important tourist attractions in Mamallapuram are Arjuna's Penance, Mahishasurnardini Cave, Shore Temple & Beach , Five Rathas, Open Air Museum, Tiger's Cave and College of Sculpture.

**ANALYSIS AND INTERPRETATION:**

**Period of stay:** The period stay is one of the most important yard stick for tourism promotion of any country. The longer the duration of the stay of foreign tourists in India, the greater will be the foreign exchange earnings from tourism. The study reveals that majority (64 per cent) of the tourists stayed between 3-4 days. Period of stay varies depending upon the number of destinations visited in and around Mamallapuram. The quality of service and destination attraction may be the other reason for length of stay.

**Native Country:** The study exposes that the majority of the tourists are coming from European countries. It is noteworthy that 30 per cent of international tourists are come from highly developed countries like USA, & UK .

**Opinion About The Tourism Places In Mamallapuram:** The tourism places in Mamallapuram include Arjuna penance, The shore temple, Mahisha cave, Open air museum, Tiger's cave, Pancha pandava rathas and college sculpture. The tourism places "Pancha pandava rathas" scored highest points (216) and ranks first followed by "Arjuna penance" (198 points), "College of sculpture" ( 195 points), "The shore temples" ( 187 points) "Mahisha cave" ( 185 points), "Tiger's cave" ( 164 points) and "Open Air museum" (124 points).

**Opinion About The Tourism Facilities in Mamallapuram:** The tourism facilities in Mamallapuram include Scenic beauty, Local transport, Friendliness and Hospitality, Pollution free area and Disturbance free . The tourism facilities "Scenic beauty" scored highest points (235) and ranks first followed by "Pollution free area" ( 224 points). "Disturbance free" (200 points), "Friendliness and hospitality" ( 158 points) and "Local Transport" (136 points).

**OPINION ABOUT THE HOTEL SERVICES IN MAMALLAPURAM:**

**TABLE 2  
OPINION ABOUT THE HOTEL SERVICES IN MAMALLAPURAM:**

Services	OPINION										Total	Rank
	Very good (3)		Good (2)		Moderate (1)		Poor (-1)		Very poor (-2)			
	Number	Score	Number	Score	Number	Score	Number	Score	Number	Score		
Accommodation	52	156	25	50	23	23	0	0	0	0	229	2
House keeping	20	60	33	66	20	20	23	-23	4	-8	115	5
Food	20	60	36	72	34	34	10	-10	0	0	156	6
Room service	45	135	35	70	10	10	10	-10	0	0	205	3
Personalised care	56	168	25	50	19	19	0	0	0	0	237	1
Tourist Guide	32	96	43	86	15	15	10	-10	0	0	187	4

Source: Primary data

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The Hotel facilities in Mamallapuram include Accommodation, House-keeping, Food, Room service, Personalized care and Tourist guide. The "Personalized care" scored highest points (229) and ranks first followed by "Accommodation" (229 points), Room service (205

points), Tourist Guide (187 points), House - keeping ( 115 points) and Food ( 156 points).

**OPINION ABOUT THE COST OF SERVICES IN MAMALLAPURAM:**

**TABLE 3  
OPINION ABOUT THE COST OF SERVICES IN MAMALLAPURAM:**

Services	OPINION										Total	Rank
	Very High (3)		High (2)		Moderate (1)		Low (-1)		Very Low (-2)			
	Number	Score	Number	Score	Number	Score	Number	Score	Number	Score		
Accommodation	58	174	20	40	22	22	0	0	0	0	236	2
Food	48	144	34	68	18	18	0	0	0	0	230	3
Local Transport	27	81	41	82	32	32	0	0	0	0	195	4
Beverages	22	66	20	40	45	45	13	13	0	0	164	5
Entry fee to tourism spot	65	195	20	40	15	15	0	0	0	0	250	1

**Source: Primary data**

The opinion about cost of services in Mamallapuram include Accommodation, Food, Local transport, Beverages and Entry fee to tourism spots. The "Entry fee to tourism spot" scored highest points (250) and ranks first followed by "Accommodation" (236 points), " Food" (230 points), " Local Transport" ( 195 points) and " Beverages" ( 164 points).

**Findings:**

- The study exposes that the majority of the tourists are coming from European countries. It is noteworthy that 30 per cent of international tourists are come from highly developed countries like USA, & UK .
- The study reveals that majority (64 per cent) of the tourists stayed between 3-4 days.
- The international tourists have ranked tourism places in Mamallapuram. The tourism places "Pancha pandava rathas" scored highest points (216) and ranks first followed by "Arjuna penance" (198 points), "College of sculpture" ( 195 points), "The shore temples" ( 187 points) "Mahisha cave" ( 185 points), "Tiger's cave" ( 164 points) and "Open Air museum" ( 124 points).
- The international tourists have ranked the tourism

facilities in Mamallapuram The tourism facilities "Scenic beauty" scored highest points (235) and ranks first followed by" Pollution free area" ( 224 points). " Disturbance free" (200 points), " Friendliness and hospitality" ( 158 points) and "Local Transport" (136 points)."

- The Hotel services in Mamallapuram are ranked by international tourists as "Personalized care" scored highest points (229) and ranks first followed by "Accommodation" (229 points), Room service (205 points), Tourist Guide (187 points), House - keeping ( 115 points) and Food ( 156 points).
- The cost of services in Mamallapuram are ranked as the "Entry fee to tourism spot" scored highest points (250) and ranks first followed by "Accommodation" (236 points), " Food" (230 points), " Local Transport" ( 195 points) and " Beverages" ( 164 points).

**SUGGESTIONS:**

- TTDC should have exclusive website on Mamallapuram, which depicts information like accommodation facilities in different type of hotels, Food and beverage details, information about scenic

spots and their photos, the price and testimonials.

- A special video show could be get arranged for foreign tourists to have complete understanding about Mamallapuram. A detailed map should be handed over to tourists to proceed further easily. And detailed travelling book about Mamallapuram should be made available not only in English and also in other European languages.
- To increase the length of the stay, attractive tourism packages should be designed including near by destinations like Pondicherry, Kanjipuram, Tirumala, Thada falls, Gingee fort, Kalvarayan hills etc.
- Cleanliness and hygiene should be maintained at Hotels, restaurants, beaches and other tourism spots in Mamallapuram.
- The Hoteliers should promote international restaurants to satisfy the food needs of tourists arriving from different countries in Europe, USA and Australia.
- It was observed that the local beggars menace to international tourists is high. This could be avoided by setting up a special team by local administration or tourist police.
- A special area can be get arranged in the beach for the international tourists and measures to be taken to strengthen the security arrangements for the international tourists.
- Mamallapuram based hotels serve regular menu on Indian, Chinese and Continental Cuisines. Apart from the above, Hotels may try to introduce Authentic Foods (Ethnic foods) cooked with the right quality of ingredients.
- Luxury Hotels in Mamallapuram do not offer much choice in the availability of cocktails in Bars. Hence it is suggested that cocktails and mixed drinks with the base of various Liquors/Liqueurs may be offered to International Tourists.
- Luxury Hotels and Budget Hotels in Mamallapuram may enter with tie-ups with Leading International and Domestic Hotel chains for offering better quality standard of services.

#### **CONCLUSION:**

By effectively implementing the above suggestions, revenue generation in Mamallapuram will get developed and it can be able to draw more than one lakh International Tourists by

the year 2012. This will result in a higher Foreign Exchange earnings and contribute to the Government exchequer. As International Tourism has multiplier effects, it will support the development of allied Industries in the Local area.

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