
A Study of Tourist Satisfaction Index (TSI) of Heritage Tourist Place of Ajanta Cave in Chatrapati Sambhaji Nagar District of Maharashtra State in India

Deepak Janardhan Gadekar¹

¹. Padmashri Vikhe Patil College of Arts, Science and Commerce (Affiliated to Savitribai Phule Pune University, Pune), Pravaranagar, Rahata, Ahmednagar, Maharashtra – 413 713, India (Email: deepak.gadekar007@gmail.com)

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Abstract: This research paper relies on primary and secondary data. Primary information is also dependent on tourist questionnaires. Tourist Satisfaction Index is based on 15 factors, with the help of this factor, a random sample of 100 tourists has been analyzed. At the same time, these studies have been done with the help of various journals and books. Tourist Satisfaction Index (TSI) method is considered important in the tourism industry, as it allows tourists to understand the type of facilities available in a tourist destination. At the same time, it is understood that which facilities need to be developed. Therefore, this index is considered important for tourism centers to survive in competition or to attract tourists.

Keywords: Ajanta Caves, Buddhist, Paintings, Archaeology, Tourist Satisfaction Index, Accommodation, Transportation

Introduction

The first Buddhist cave memorials at Ajanta date from the 2nd and 1st centuries B.C. During the Gupta period (5th and 6th centuries A.D.), many more richly ornate caves were added to the original group. The images and statues of Ajanta, considered masterworks of Buddhist religious art, have had a significant artistic influence. There are around 13 caves in a U shape around the bank of the Waghur River. The Ajanta cave image monuments, cave pictures, historical site, colorful architecture and panoramic views, are the highlights of the place. They are many viharas, cloisters, observances Hills and paintings that are all worth exploring. In modern times, the nature of tourism business is changing completely. Also, with increasing economic development, you can see that the facilities of the people are increasing, which means that it is very necessary for the tourists to get various facilities. Tourists are attracted to the tourist center in which tourist facilities are completed. In short, satisfaction has become an important index for measuring competitiveness and development for tourism attractions. The development of any tourist center depends on the facilities available there. Even so, the

geographical, social, economic status of the Ajantha center and the advertisement or publicity of the center is also considered important in tourism. Among these, Ajantha is a heritage tourist center, it is considered one of the best caves among all the caves built during the Buddha period, in which we get to see various idols, paintings. In this tourist center, the facility has been developed with the help of a questionnaire from 100 tourists and through the tourist satisfaction index. Therefore, we can see that this method is very useful not only in the tourist center but also in various fields.

Location

Ajanta Caves, Buddhist rock-cut cave temples and monasteries, located near Ajanta village, north-central Maharashtra state, western India, that are celebrated for their wall paintings. The temples are hollowed out of granite cliffs on the inner side of a 70-foot (20-metre) ravine in the Wagurna River valley 65 miles (105 km) northeast of Aurangabad, at a site of great scenic beauty.

Aims and Objectives

The main objective of this research is to study the satisfaction of various facilities in Ajanta Cave Tourist Place. The said satisfaction index is based on 15 factors. In order to study 15 factors according to this factor, the said research has been done by filling the questionnaire with the help of 100 tourists and processing it. The said research is dependent on the conditions there, time and period.

Database and Methodology:

This research paper is based on primary and secondary data. Mainly primary and secondary data materials have been used in the study method. In the primary information content, the various facilities at the said tourist center are analyzed by the satisfaction indices by the tourists with the help of questionnaires. For this, questionnaires have been filled by 100 tourists in random sampling method at the said tourist center. It is with the help of this questionnaire that the satisfaction index has been calculated so that the formula has been used following formula is applied.

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

Where:

TSI = Satisfaction Index for the “i”th factor,

M_i = Numerical values for particular level of satisfaction for the, ith factor,

N_i = Number of respondents deriving the particular level of satisfaction for the “i”th factor,

N = Total number of respondents for that factor for all level of satisfaction.

Fifteen factors are considered for Tourist Satisfaction Index (TIS) method. The following factors are considered as these fifteen factors depend on the local conditions and surrounding conditions. Accommodation, Transportation, Food facility,

Cleanliness, Personal Safety, Medical Facility, Parking, Drinking Water, Guide, Cafeteria, Cave, Shopping Facility Security, Toilet, Mobile Network.

Table 1: Factor Wise levels of Satisfaction

Sr. No.	Facilities/ Factor	Excellent	Good	Satisfactory	Unsatisfactory	Total percentage
1	Accommodation	72	12	15	1	100
2	Cafeteria	63	14	13	10	100
3	Cave/Archaeology	59	16	23	2	100
4	Cleanliness	42	17	9	32	100
5	Drinking Water	31	24	22	23	100
6	Food facility	74	12	5	9	100
7	Guide	21	19	19	41	100
8	Medical Facility	68	5	12	15	100
9	Mobile Network	71	9	12	8	100
10	Parking	49	27	5	19	100
11	Personal Safety	38	12	17	33	100
12	Security	53	2	13	32	100
13	Shopping Facility	48	14	25	13	100
14	Toilet	58	18	17	7	100
15	Transportation	62	14	15	9	100
Average (%)		53.93	14.33	14.8	16.93	100

Source: survey by researcher

Table 2: Factor wise Average Level of Tourist Satisfaction

Sr. No.	Factor/Facilities	Excellent (8-10)	Good (6-8)	Satisfactory (4-6)	Unsatisfactory (<4)
1	Accommodation	72	12	15	1
2	Cafeteria	63	14	13	10
3	Cave/Archaeology	59	16	23	2
4	Cleanliness	42	17	9	32
5	Drinking Water	31	24	22	23
6	Food facility	74	12	5	9
7	Guide	21	19	19	41
8	Medical Facility	68	5	12	15
9	Mobile Network	71	9	12	8
10	Parking	49	27	5	19
11	Personal Safety	38	12	17	33
12	Security	53	2	13	32
13	Shopping Facility	48	14	25	13
14	Toilet	58	18	17	7
15	Transportation	62	14	15	9

Source: survey by researcher

Table 3: Ranking of factors and satisfaction Index

Sr. No.	Factor/Facilities	Satisfaction Index	Personal Rank
1	Cave/Archaeology	7.85	1
2	Mobile Network	7.78	2
3	Accommodation	7.47	3
4	Food facility	7.4	4
5	Cafeteria	7.16	5
6	Transportation	7.07	6
7	Drinking water	6.98	7
8	Toilet	6.74	8
9	Medical Facility	6.69	9
10	Personal Safety	6.17	10
11	Shopping facility	6.12	11
12	Cleanliness	6.04	12
13	Security	5.54	13
14	Guide	5.15	14
15	Parking	4.49	15

Source: Computed by researcher

Results

Table number 01 contains fifteen factors or facilities and these facilities are nominated by hundred tourists. These are grouped as Excellent, Good, Satisfactory, and Unsatisfactory and accordingly they are marked by tourists according to various facilities. From this it can be seen that among the various facilities, good facilities are accepted by almost 54 tourists, good facilities are accepted by fourteen tourists, satisfactory answer is given by 14 tourists, and unsatisfactory answer is given by 17 tourists.

Table number 2 shows the average level according to the component, mainly eight to ten marks are given for excellent, six to eight marks are given for good, four to six marks are given for satisfaction and less than four marks are generally kept for dissatisfaction. In this form, the highest averages are given for the accommodation there with the help of various tourists. After that, it is given for the mobile network there and the various caves and paintings there. Through various 15 factors, their satisfaction index has been extracted from the tourists with the help of TIS method.

In Table No. 03, the various facilities are ranked by TIS method with the help of the questionnaire taken from the tourists. From this it is clear that the caves which have paintings at Ajanta have been given a number of preference numbers. After that two numbers are given in facilities with mobile network. At the same time, the lowest number or preferred number is given to the parking there, followed by the guides, the security there are also less preferred. In general, if you think about it, the paintings and the people there have been given the first choice by the tourists there. In such form you can understand from Table No. 03.

Conclusion

The above research shows that the level of development of tourist center Ajantha is created by the satisfaction indicator of tourists. It depends on the situation at that time, geographical environment and why. It is noticed that with the help of the tourist questionnaire, various factors such as parking arrangement, guiding guide, security, shopping facility, personal safety, medical facility toilet, drinking water facility have been given less preference by the tourists. This means that there is a need to increase parking facilities in this area or proper planning is required. At the same time, there is a need to improve the cleanliness and guide and shopping facilities here or separate planning is needed in this regard. Despite this, the tourists have given the first place to this tourist center for its history, idol art, painting and culture. This makes it clear that the Ajanta Caves have a very unique historical significance and need to be protected.

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