

## **TOURIST OPINION ON FOOD AND ACCOMMODATION FACILITIES PROVIDED BY STATE-OWNED TOURISM DEVELOPMENT CORPORATION OF KARNATAKA**

**C.N. Anil**

Ph.D Research Scholar, Dept. of Business Administration, Annamalai University

**Dr. T. Velmurugan**

Assistant Professor, Dept. of Business Administration, Annamalai University  
(Deputed to Government Arts College (Autonomous), Kumbakonam - 612 002)

### **ABSTRACT**

The State Owned Tourist Development Corporations (SOTDC) in Karnataka, the operators of the best-guided tours in Karnataka, make Karnataka a tour-worthy destination. There are 28 hotels and restaurants and a sufficient number of buses. The company has determined which hotels and restaurants might be leased to the private sector. With its current fleet of buses, the Corporation serves around 750 visitors every day. In addition to SOTDC, numerous private tour companies provide package excursions to Karnataka's many tourist destinations. This destination, which offers everything but snow and desert, has long drawn both local and international travellers to some degree. This study examined tourists' opinions on the food and accommodations offered by Karnataka's state-owned tourism development corporation.

**Keywords:** Tourism Industry, Tourism Development, Food and Accommodation facilities, Tourists satisfaction.

### **INTRODUCTION**

**State-Owned Tourism Development Corporation of Karnataka (SOTDC)** provides tour packages. Tourists may stay at the series of strategically positioned Popular Hotels and use the services of local guides. SOSTDC provides entire tour services, including buses, vehicles, hotel stays, and dining options. SOSTDC utilises cutting-edge services and hence provides highly comfortable Aerotech buses to guarantee that visitors travel without tiredness. Popular Hotels, six restaurants, and three boat clubs administered by SOTDC around the state. A successful endeavour to transfer the comforts of home to a distant location demonstrates the competence of SOTDC. Tourists have a variety of locations to choose from, each with a unique culture and climatic conditions suited to a variety of preferences, including those of young and elderly adventurers and art enthusiasts.

### **Review of Related Literature**

According to **Goeldner R. C. et al. (2003)**, tourism is the business, science, and art of recruiting, conveying, and housing visitors, as well as hospitably meeting their demands. Tourism may also be described as the interactions between visitors, tourism providers, and host

communities, as well as the resulting processes and consequences. Tourism is a collection of companies and services that facilitate out-of-town travel experiences for visitors.

In Amritsar, **Chaudhary and Aggarwal (2012)** concluded their study on visitor satisfaction and the administration of cultural sites. The results of the inquiry of the experiences and anticipations of visitors differ. According to research, only retail and historical sites give tourists a high degree of pleasure. In contrast, tourists were incredibly dissatisfied with accommodations and local culture, people's behaviour, personal safety at attractions, quality service at lodgings, clean and tidy accommodations, convenient road signs, and safe public transit. Therefore, the data contradict the notion that tourists to Amritsar have the same experiences and expectations.

The study of **Abraha Hafto Hafto Gebremichaelab et al. (2021)** explored the marketing mix components that influence the happiness of tourists in Ethiopia. Only "Price for food and drinks" and "Value for Money in Transportation" were rated positively by travellers. Regarding locational features, travellers were satisfied with "hotel and guesthouse service," "service by the regional office and local carriers," and "transportation system quality." Interestingly, the poll findings reveal that tourists were satisfied with all human qualities. With the exception of "regional image," tourists were dissatisfied with "pre-arrival information about attractions," "availability of tourist information at the site," "about extra items and activities," "accommodations," and "other facilities, including banking, retail, and transportation."

### **Objective**

To investigate the Tourists' perception of SOTDC's Food and Accommodation facilities as part of its marketing strategy.

### **Research Design and Sample**

This study is concerned with specific prediction, with the narration of facts and opinions of individual tourists. The study also focuses on Tourists' opinions of Basic Marketing Strategies of Food and Accommodation adopted by SOSTDC. In this scenario, the study checks the importance and relevance of present conditions described by descriptive research. This study aims to describe the current scenario of SOSTDC and for that, this method is appropriate. So, the study chooses the 585 samples from the method of Simple Random sampling method, based on the simple probability technique, in which the researcher decides on samples from a larger population using an approach based on probability theory.

### **Analysis and Interpretation**

The study takes Food and Accommodations' independent variables, namely, 'The diet of the tourists is known in advance, and the foods are arranged accordingly' (FA-1), 'Hotels for food is comfortable and hygienic' (FA-2), 'The food served is delicious and of good quality' (FA-3), 'The prices of food are reasonable and affordable' (FA-4), 'The rooms arranged by the tourism department are comfortable' (FA-5), 'Facilities are located according to the amount of money paid for accommodation' (FA-6), 'The rooms are very clean and tidy' (FA-7), and 'The rooms provide basic amenities for tourists' (FA-8).

**Table-1: Abbreviation of Questionnaire**

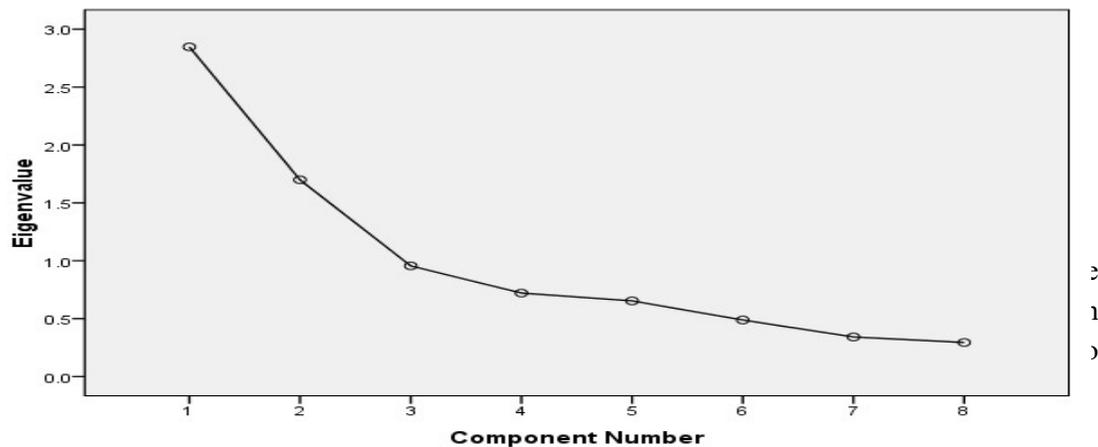
<b>Abbreviation</b>	<b>Food and Accommodation (FA)</b>
FA-1	The diet of the tourists is known in advance and the foods are arranged accordingly

FA-2	Hotels for food is comfortable and hygienic
FA-3	The food served is delicious and of good quality
FA-4	The prices of food are reasonably and affordable
FA-5	The rooms arranged by the tourism department are comfortable
FA-6	Facilities are located according to the amount of money paid for accommodation
FA-7	The rooms are very clean and tidy
FA-8	The rooms provide basic amenities for tourists

**Table-2: KMO and Bartlett's Test of Food and Accommodation**

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.680
Bartlett's Test of Sphericity Approx. Chi-Square	1.2983
Df	28
Sig.	.000

Kaiser-Meyer-Olkin Measure is an index which defines sampling Adequacy. The KMO test value is 0.680, which is more than 0.5 and can be considered acceptable and valid for conducting data reduction techniques. Bartlett's Sphericity test helps the research decide whether the result of factor analysis is worth considering and whether the study continues analysing the research work. Bartlett's test of Sphericity is significant to a level of significance is  $< 0.001$ , which shows that there is a high level of correlation between variables, which makes it adequate to apply factor analysis through the extraction, Principal Component Analysis, and Varimax rotation used which are the standard rotation methods (Kaiser, 1958).

**Scree Plot**

**Table- 3: Total Variance of SOTDC Tourists' Opinion on Food and Accommodation**

Component	Initial Eigen Value			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	2.847	35.591	35.591	2.847	35.591	35.591	2.551	31.887	31.887
2	1.699	21.235	56.826	1.699	21.235	56.826	1.995	24.939	56.826
3	0.956	11.945	68.771						
4	0.721	9.011	77.782						
5	0.653	8.166	85.948						
6	0.488	6.103	92.051						
7	0.342	4.271	96.323						
8	0.294	3.677	100.000						

*Extraction Method: Principal Component Analysis*

**Table-3.: Communalities and Rotated Component Matrix for SOTDC Tourists' Opinion on Food and Accommodation**

Food and Accommodation	Communalities		Rotated Component Matrix	
	Initial	Extraction	1	2
FA-1	1.000	0.650		
FA-2	1.000	0.551	<b>0.742</b>	
FA-3	1.000	0.590	<b>0.761</b>	
FA-4	1.000	0.456		
FA-5	1.000	0.306		
FA-6	1.000	0.480		
FA-7	1.000	0.786		<b>0.883</b>
FA-8	1.000	0.726		<b>0.852</b>

*Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 3 iterations*

Every variable in the commonality initially is expected to share 100% variance. Hence initially, every item has a value of 1.00, which means 100% variance share by each entity. The extraction value is ranging 0.456 to 0.786. Further, the above table interprets factor loading for

the GOSTDC Tourists' Opinion on Food and Accommodation variables 'The rooms arranged by the tourism department are comfortable' (FA-5) and 'The prices of food are reasonable and affordable' (FA-4) have comparatively low to the turn of 30.6% and 45.6% of the total variance, at the same time 'The rooms are very clean and tidy (FA-7) and 'The rooms provide basic amenities for tourists' (FA-8) has comparatively high to the turn of 78.6% and 72.6% of the total variance respectively.

Factor-1 and Factor-2 have two significant loadings, respectively. The first extracted factors are 'The food served is delicious and of good quality' (FA-3), and 'Hotels for food is comfortable and hygienic' (FA-2) is accounted for 35.5% of the variance in Food and Accommodation. The second extracted factor is 'The rooms are very clean and tidy (FA-7) and 'The rooms provide basic amenities for tourists' (FA-8) is accounted for 21.2 % of the variance in Food and Accommodation.

### Variance Explained

The Eigenvalue and variance explained by each factor are given in the following table.

Table- 5: Variance Explained by Tourists' Opinions on Food and Accommodation

Factor	Components	Item Description	Rotated Loading	% of Variance	Eigen Value
Factor-I	<i>Delicious, Comfortable and Hygienic food</i>	FA-3	0.761	35.5	2.847
		FA-2	0.742		
Factor-II	<i>Accommodation Rooms are Clean and Tidy</i>	FA-7	0.883	21.2	1.699
		FA-8	0.852		

### Findings

The result of factor analysis comprises two factors from the eight components; the first prime factor is 'Delicious, Comfortable and Hygienic food', it has 35.5 per cent of the total variance, which is significant in Tourists' Opinions on Food and Accommodation variables like 'the food served is delicious and of good quality' and 'Hotels for food is comfortable and hygienic'. The second factor is 'Accommodation Rooms are Clean and Tidy' it has 21.2 per cent of the total variance, which is significant in Tourists' Opinions on Food and Accommodation variables like, 'The rooms are very clean and tidy' and 'The rooms provide basic amenities for tourists.

### Suggestions

1. It's a frequent common perception that tour companies like SOTDC owe their customers' lovely cuisine. Additionally, the food must be timely, hygienic, and passenger-pleasant. All tour companies must generally follow this requirement. However, in light of the findings of this research, the tour operator should plan food requirements in advance of their tourist' needs and preferences.

2. The rooms should be pre-booked and assigned depending on the travellers' needs and the cost before being given to them. According to the findings of this study, the passengers should be guaranteed all necessary amenities in those rooms, as well as any extras they may have paid for.

**Conclusion**

This study's analysis comprises two factors from the eight components: 'Delicious, Comfortable and Hygienic food' and 'Accommodation Rooms are Clean and Tidy'. It has 35.5 per cent of the total variance, which is significant in Tourists' Opinions on Food and Accommodation variables like 'the food served is delicious and of good quality'. The rooms should be pre-booked and assigned depending on the travellers' needs and the cost before being given to them.

**Reference**

1. Abraha Haftom Gebremichaelab and Parminder Singh Dillon, (2021), Marketing Mix Elements and Tourists' Satisfaction in Northern Ethiopia, Afar Region: The Case of Erta Ale and Dallol, *Indian Journal of Economics and Business* Vol. 20 No. 1 (January-June, 2021) pp-319-339
2. Chaudhary, M., and Aggarwal, A.,(2012): Tourists satisfaction and management of heritage sites in Amritsar, *SAJTH*,5(2), 47-61.
3. Goeldner Charles R. and Ritchie J.R. Brent (2003) "Tourism – Principles, Practices and Philosophies" John Wiley & Sons, Inc, New Jersey. U.S.A. Ed. 9.