

## “TOURISTS SATISFACTION: A CASE STUDY OF MURUD JANJIRA SEA FORT IN RAIGAD DISTRICT”

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### ABSTRACT

Tourism geography is the main branch of human geography. Tourism is also the largest service industry which provides employment and foreign currency earning. To access the levels of satisfaction of tourists, it is necessary to know the views of tourists about the various facilities provided to them at the destination.

Maharashtra has tremendous potential for the growth of tourism development. Attraction of tourists is mainly depending on the tourism products. The locations of all these forts are associated with the great Maratha ruler, Chhatrapati Shivaji Maharaj. All the forts have a historical significance and great potential of tourism development but not much developed. Here Murud Janjira has been assessed for the tourist's satisfaction with these tourism products. Murud Janjira is the famous historical tourists place because Janjira is the capital of Siddis, sea fort, alluring Murud beach and its historical importance. The factor wise satisfaction index is calculated, it reveals that the in generally tourists are satisfied with tourism products. As per the tourist opinion, tourists are fully satisfied about this place.

**Keywords:** Sea forts, level of satisfaction, tourist opinion, potentials.

### 1. INTRODUCTION

Tourism is the fastest and growing industry in the world. Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity. According to WTO tourist a temporary visitor staying for at least

24 hours in a country visited when the purpose of the journey. Due to growing economic significance of tourism, it has a spectacular increase in tourism worldwide and increase in tourist earning. That money is absorbed by the local economies, and helps to increasing jobs as well as opportunities. Tourism mostly depends on the range and types of accommodations available at the destination. Accommodation is a core of the tourist industry, and plays a distinctive role in the development of this ever expanding industry. Tourism also tends to give support to local handicrafts and cultural activities; both in urban and rural areas. Expenditure by tourists has a multiplier effect and also generates considerable tax revenue for local economy.

India's glorious traditions and rich cultural heritage are closely related with the development of tourism. The main elements of culture which attract tourist to a particular destination fall under following categories: 1) Pleasure climate 2) Scenic attraction 3) Historical & cultural attraction 4) Accessibility 5) Shopping 6) Adventure 7) Variety of cuisines 8) Accommodation 9) Relaxation & recreation 10) Health - care projects. Therefore, it has been rightly said that the core concept of tourism revolves around for 4 A's (a) Attraction (b) Accessibility (c) Amenities (d) Ancillary services.

Maharashtra having 350 forts has stood the test of time and tide. Out of this a few forts are located inside the Sea like Kolaba, Khanderi, Underi, Murud-Janjira, Kasa, Devgad, Sindhudurg. All these sea forts are the main attraction tourists. These forts are the glory of Maharashtra. The locations of all these forts are associated with the great Maratha ruler, Chhatrapati Shivaji Maharaj. All the

forts have a historical significance and great potential of tourism development but not much developed. Murud Janjira is the famous historical tourists place because Janjira is the capital of Siddis, sea fort, alluring Murud beach and its historical importance. The present study is made an Murud - Janjira has been assessed for the tourist's satisfaction with these tourism products.

## 2. OBJECTIVES OF THE STUDY

- 1) To examine the factors which are responsible for the growth of tourism in Murud- Janjira fort.
- 2) To assess the levels of tourists satisfaction with their facilities.

## 3. RESEARCH METHODOLOGY AND DATA COLLECTION

Present is based on primary data which is collected through actual field work. Here an attempt is made to assess the level of satisfaction of the tourist by their views regarding the various facilities. For that purpose, nine indicators were selected which is affected the levels of satisfaction of tourists. To conduct the sample survey, a questionnaire was prepared and filled by tourists. There were 100 tourists personally contacted during the summer vacation and weekend, Holidays, Tourists' views are noted as excellent, good, satisfactory and unsatisfactory. The factor wise levels of satisfaction was calculated by giving preferences to their views with numerical values like 8 to 10 for excellent, 6 to 8 for good, 4 to 6 or satisfactory and 0 to 4 for unsatisfactory. The factor wise level of satisfaction is calculated and tabulated. The factor wise average values are calculated categorically summing up the values given by the tourists and dividing the total number of the despondence who noted that category. These averages multiplying by respective frequencies

would be given total satisfaction and divided by the total frequencies for the respective factor would give the satisfaction rank for that particular indicator.

## 4. STUDY REGION

Murud is a coastal town and lies to the south of Alibag on the shore of Rajpuri creek of Arabian Sea. Murud was the capital town of the Siddis of Janjira. The local name of a fort from village of Murud so is called as Murud - Janjira. The fort is situated on the bank of Rajpuri creek which is 5 km away from Murud Janjira fort is spread over an area of 22 acres. Murud town covers an area of 3.51sq.km with 72046 populations and the density of population is 3576 per sq. km as per the 2001 census. The geographical location of Murud is 15° 51' to 19° 10' North latitude and 72° 51' to 73° 40' East longitude. Rajpuri village covers an area of 6.41sq.Km with 3869 populations. The geographical location of Janjira fort is 18° 29' N latitude and 72° 96' E longitude.

The word Janjira is not native to India it has originated after the Arabic word 'Jezeera' which means an island. The Arabian Sea crashes all around the fort, battered on all sides by sea waves. Its string walls yet standing intact about 13.11 meters high even at full tide. Formerly Janjira is the capital town of the Siddis. The fort Janjira is remained unconquered and labeled as impregnable. But now as per the historical significance, large number of tourists visit to this fort for remaindering the history of Siddis. As well as Murud is today popular for its alluring beach, whispering casuariums, coconut and betel palm.

## 5. FACILITIES

Accommodation, food facilities, parking, drinking water, toilet blocks, banks, local transport etc are not developed in Rajpuri village because this place is very close to Murud town. The municipal corporation of Murud has provided various tourism products to the tourists like 36 hotels and resorts, guest house, cottages, lodging, khanawals, toilet blocks, parking, banking and ATM, guide, local

transport, state transport, cleanliness, drinking water, washrooms, administration etc are easily available. Also every year Murud - Janjira Festival is organized by the Municipal corporation of Murud with respect to MTDC. There is no parking facility at Rajpuri village, at the time of low tide, this open space is used for parking, but local people do not give any receipt of parking and there is no fix rate. Therefore Municipality should provide pay and park facilities at the entry point of Rajpuri village.

Murud - Janjira is well connected by roads and waterways. Murud - Janjira is connected to State Highway No - 4, which is connecting Alibag and Murud. Murud is 49 km away from Alibag. Rajpuri - 5 km, Mumbai - 157 km, Pune - 215 km away from Murud. State transport buses ply from Mumbai Central, Thane, Pune, Panvel, Alibag and Roha. Also buses ply from Murud to Rajpuri village but their frequency is very less. But Auto rickshaws are available from Murud town. The fort is approached by sailboats from Rajapuri jetty.

## 6. SIGHTEEING FROM MURUD-JANJIRA

During any holidays, weekend or in tourism season large number of tourist always visited to Murud-Janjira trip. Murud- Janjira is the famous for tourism. Every tourist always visit to Janjira Fort. In an around Janjira fort, various tourist places are waiting like Birla Temple Korlai Fort, Kashid Beach, Fansad Wildlife Sanctaury, Nawab Palace, Garambi waterfalls, Khokari Tomb, Siddhivinayaka Temple, Shree Datta Shrine, Kude Caves, Idgah and Kasa Fort.

All these places are located along state highway 49 which is connected from Alibag to Roha. Out of these tourist visited to few places like Birla Temple, Kashid Beach, Siddhivinayaka Temple, Murud and Janjira Fort. But others are potential one because of lack of infrastructural facilities. Also no publicity of such places.

## 7. FACTORWISE LEVEL OF SATISFACTION

Satisfaction Index is used for the assessment of factor wise levels of satisfaction, It is calculated as

$$Sti = \frac{\sum n_i m_i}{N}$$

Where,

Sti = Satisfaction Index for the 'i<sup>th</sup>' factor.

Mi = Numerical values for particular level of satisfaction for the 'i<sup>th</sup>' factor

Ni = Number of respondents deriving the particular level of satisfaction for the 'i<sup>th</sup>' factor.

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

Then the ranks are given to these satisfaction indices.

Factor wise levels of satisfaction of the tourist with their nine different indicators. The total 100 tourist were contacted at the Murud -Janjira and their views about the facilities provided to them at the destination. Factor wise levels of tourists is evaluated by collection of views given in the Table I. Factor wise average is calculated and noted Excellent (39 per cent), Good (23 per cent), Satisfactory (16 per cent) and Unsatisfactory (22 per cent). Overall experience of the tourists' levels of satisfaction of the tourist is high. Only 22 per cent tourists told that such facilities are not satisfactory.

**Table 1: FACTOR WISE LEVEL OF SATISFACTION**

Sr. No.	Indicators	Excellent	Good	Satisfactory	Unsatisfactory	Total
1	Transportation	49	27	15	9	100
2	Accommodation	65	21	12	2	100
3	Food and drinking water	18	29	12	41	100
4	Shopping	10	20	10	60	100
5	Parking	10	14	25	51	100
6	About Place	80	20	0	0	100
7	Sightseeing	38	21	25	16	100
8	Attitude of the local people	45	24	19	12	100
9	Cleanliness	45	29	17	9	100
Average		39	23	16	22	100

Source: Compiled by Author

### 7.1 FACTOR WISE AVERAGE VALUES OF SATISFACTION

Factor wise average values are calculated. For that purpose the tourist were asked to assign points (out of ten) for particular level of satisfaction they derived from each

excellent, 6 to 8 for good, 4 to 6 for satisfactory and less the 4 for unsatisfactory. The average values for the different levels of satisfaction for different indicators are given in Table II

factor. Distribution of ten points like 8 to 10 points for

Sr. No.	Indicators	Excellent	Good	Satisfactory	Unsatisfactory
1	Transportation	9.5	7	4.3	1.2
2	Accommodation	9.98	6.2	4.4	0.6
3	Food and drinking water	8	7.8	4.4	3.9
4	Shopping	8	6.4	4.1	3.9
5	Parking	8	6.1	4.3	3.9
6	About Place	10	7.8	0	0
7	Sightseeing	9.7	7	5.8	2.1
8	Attitude of the local people	10	7.9	5.9	1
9	Cleanliness	8.2	7	5.2	3

**Table 2: FACTOR WISE AVERAGE VALUE OF SATISFACTION**

Source: Compiled by Author

## 7.2 SATISFACTION INDEX

The ranks I to IX are given to these indicators, which is given as per priority given by tourists. Table III is observed that, tourists are fully satisfied with about the location of tourism place, so index is 9.56, satisfaction index for accommodation is 8.33, Attitude of the local people.

Cleanliness 6.87, about place 6.85, food and drinking water 5.83. Shopping 4.83 and parking 4.72. These satisfaction indexes are weighted by giving ranks as given below.

7.64, transportation 7.3, Sighting 6.94,

**Table 3 : SATISFACTION INDEX**

Sr. No.	Indicators	Index	Rank
1	About Place	9.56	I
2	Accommodation	8.33	II
3	Attitude of the local people	7.64	III
4	Transportation	7.3	VI
5	Sighting	6.94	V
6	Cleanliness	6.87	VI
7	Food and drinking water	5.83	VII
8	Shopping	4.83	VIII
9	Parking	4.72	IX

Source: Compiled by Author

## 8. CONCLUSION

After the analysis of tourists satisfaction index, the level of satisfaction of the tourist by noting their views about the place location is fully attracted. Single tourist do not prefer to stay at Rajpuri village because Janjira fort is very close to Murud town. Accommodation and other facilities are easily available at Murud town. But tourists can take real experiencing of sail boat and rampart, big wells and canons and facilities provided to them is assessed. The factor wise satisfaction index is calculated, it reveals that the in generally tourists are satisfied with the existing facilities at Murud-Janjira. Still worthwhile to identify the areas requiring special attention. Already there is a general unsatisfactorily about the hygienic food, drinking water, toilets, shopping and parking facilities. The recreational activities mostly enjoyed

by tourists like horse riding, horse cart etc. at Murud beach. During holiday, weekend or peak season, it is common compliant that the local municipal corporation do not properly and sufficient facilities provided to the tourists.

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