



AN ASSESSMENT OF TOURIST BEHAVIOUR IN RADHANAGARI WILDLIFE SANCTUARY

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ABSTRACT

Tourism is one of the important activities all over the world which deals with the human beings. Hence the tourist satisfaction is the most relevant factor to tourism development. This method is very important to understand the satisfaction of tourists and transform it in the form of percentage and average index. Here, the attempt has been made to calculate the satisfaction index in percentage and in average by using the indicator wise level of satisfaction and percentage. Such assessment of a certain tourist place is essential to modify the tourists programme and the facilities available at the destinations. Present research paper is based on the sample survey. The questionnaire was prepared to assess the level of satisfaction of the tourists by taking their views regarding to the various facilities viz. accommodation, transportation, darshan, drinking water, personal safety, about destination, food and local people.

Key Words: Biodiversity, Satisfaction index, Tourist Behavior, Facilities.

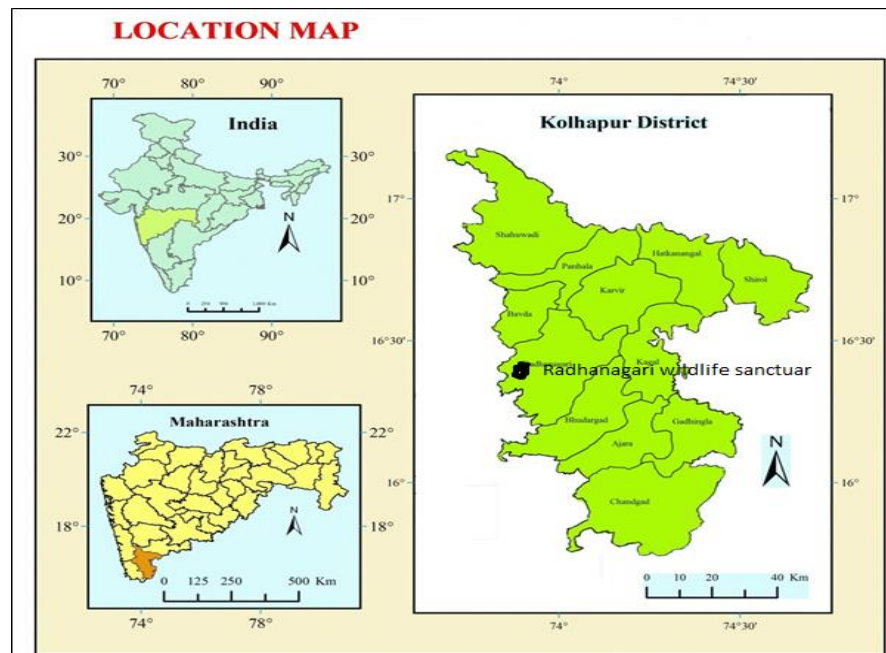
INTRODUCTION

The Radhanagari wildlife sanctuary has a beautiful topography, climate and forest cover and is endowed with a variety of flora and fauna. In 1958, it was declared as Dajipur wildlife sanctuary with the area 19.61 sq. kms. After that in 1985 the Government of Maharashtra declared Radhanagari Bison Sanctuary. Now a days it is spread in the catchment area of the Bhogawati and the Dudhganga Rivers. The area of the Radhanagari wildlife sanctuary is 351.16 sq. km. It is expanded to the catchment area of Kalamwadi Reservoir and Radhanagari Reservoir. They are also known as Shahu Sagar reservoir and Laxmi Sagar reservoir respectively.

The attractions like different vegetation, wildlife, dam and landforms are important for the tourists. All over Maharashtra Radhanagari tahsil is famous for its dense forest. The forest under sanctuary is classified into three types; these are 1) southern tropical semi evergreen forest, 2) southern tropical moist mixed deciduous forest and 3) west coast tropical evergreen forest. This western part of the Sahyadri Ranges has an enchanting Bio-diversity. There are more than 1500 flowering plants and more than 300 medicinal plants. The species of the trees like Awala (*Emblica officinalis*), Mango (*Mangifera indica*), Jambhul (*Eugenia jambolana*), Anjan (*Mecycylonumballatum*), Hirda (*Terminalia chebula*), Ain (*Terminalia tomentosa*), Kinjal (*Terminalia paniculata*), Bibba (*Semecarpus anacardium*), Kumbha (*Careya arborea*), Bhoma (*Flemingia latiflora*), Nana (*Lagerstroemia lanceolata*), UMBER (*Ficus glomerata*) and Narkya (*Nothopodytes nimmoniana*) etc. are found in the forest. The sanctuary contains about 36 types wildlife and three types of Bat (*Myotis sodalis*), the various animal species like Bison (*Bos gaurus*), Tiger (*Panthera tigris*), Sloth bear (*Melursus ursinus*), Monkey (*Macaca fascicularis*), wild dog (*Lycaon pictus*), Wild cattle (*Felis silvestris*), Panther (*Panthera pardus*), Fox (*Vulpes vulpes*), Spotted deer (*Rusa alfredi*) etc. are found at the places. The birds Hens (*Gallus sonneratti*), Peacock (*Pavocristatus*), Eagles (*Hieraetus*), Quails (*Oturnixoturnix*), Owls and Owlets (*Strigiformes*), Nightjars (*Caprimulgidae*), Bulbuls (*Pycnonotidae*) and Flycatchers (*Tyrannidae*) etc. are also seen in the sanctuary. It also contains 235 species of birds and 212 species of butterflies. Radhanagari wild life sanctuary is famous for 'Bison' (Gava), in addition to it, the other sites are also important. These are Laxmi Sagar water reservoir, Shahu Sagar Water reservoir, Savairaisada, Sambarkond, Konkandarshan point, Waghache Pani, Ugavai Devarai and Shivgad fort etc.

STUDY AREA

Radhanagari wildlife sanctuary is situated 82 km in the south-west of the Kolhapur and on the Kolhapur Sawantwadi road. The actual wildlife sanctuary is spread 22 kms. away from the Dajipur village. It is on the intersection of 16° 10' to 16° 30' N latitude and 73° 52' to 74° 14' E longitude. It is averagely 365.76 meter above the mean sea level.



It has moderate climate with three distant seasons, viz. the rainy season from mid-June to October, winter season from October to February and summer season from March to mid-June. Maximum temperature ranges from 29°C to 39°C and minimum temperature ranges from 13°C to 20°C. The rainfall of this area is between 3000 to 6000 mm.

OBJECTIVES OF THE STUDY

The objective of this present research paper is to analysis behavior of tourist at Radhanagari wild life sanctuary in Kolhapur district of Maharashtra.

DATABASE AND METHODOLOGY

Following methodology was used to complete this paper.

1. Designed the questionnaire to collect primary data from tourist and visit the place to see the factual situation.
2. The information regarding to the historical and cultural facts has been collected from the secondary data.
3. Calculate the satisfaction index on the basis of overall view expressed by tourist, about facilities. Following formula is used to the calculation of satisfaction index.

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

Where,

St_i = Satisfaction index for ith factor.

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

N_i = Number of respondent deriving the particular level of satisfaction for the ith factor.

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

By applying above formula we have calculated the satisfaction index, average satisfaction index and percentage satisfaction index of study area. The reason for method adopted to calculate these indices are it is most suitable and appropriate.

For this study the tourists are interviewed in the tourist season at sanctuary to know their opinions about the tourist place and available facilities at the tourist center. The questionnaires were filled in by the tourists at the time of tourist season (October to April). Total 168 tourists were contacted, out of them 126 tourists had responded to the questionnaires. Hence the result is based on the views of 126 tourists.

The attempt has been made to assess the level of satisfaction of tourists by considering their views about facilities provided at the destination viz. accommodation, transportation, darshan, drinking water, personal safety, about destination, food and local people. The tourists contacted were from the Radhanagari wildlife Sanctuary and they were asked to mention their views about the various facilities by stating excellent, good, satisfactory and unsatisfactory. These views of the tourists are converted into numerical values such as 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 for unsatisfactory. The factor wise level of satisfaction is calculated and presented in the following table, which is based on tourists’ survey at wildlife sanctuary.

Table:-1 Factor wise Level of Satisfaction Index (Mi)

Sr. No.	Management Factor	Excellent		Good		Satisfactory		Unsatisfactory		Total
		No.	%	No.	%	No.	%	No.	%	%
1	Accommodation	00	00	00	00	42	33.33	84	66.66	100
2	Transportation	10	7.94	33	26.19	28	22.22	55	43.65	100
3	Food	00	00	00	00	31	24.60	95	75.40	100
4	Darshan	00	00	00	00	20	15.87	106	84.13	100
5	Drinking Water	00	00	23	18.25	37	29.36	66	52.38	100
6	Health	00	00	09	7.14	36	28.57	81	64.28	100
7	Local People	10	7.94	28	22.22	39	30.95	49	38.89	100
8	About Destination	11	8.73	23	18.25	32	25.39	60	47.61	100
9	Safety	05	3.97	25	19.84	33	26.19	63	50	100
Total		36	28.58	141	111.89	298	252.36	659	545.23	900
Percentage		3.17		12.44		26.28		58.11		100

Source: Data Compiled by the Researcher

The tourist views about the overall facilities at Sanctuary are considered while calculating the satisfaction index. As per the opinion of 12.44 % tourists, reported that all the facilities are good at wildlife sanctuary. 26.28% tourists are satisfied with all facilities at the destination. Majority of the tourists noted that all the facilities are unsatisfactory i.e. 58.11%. Only 3.17% tourists who are reported that all the facilities are excellent at tourist place.

Table: - 2 Factor Wise Average of Satisfaction index (Ni)

Sr. No.	Management Factor	Average Satisfaction Index (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation	00	00	5.23	2.03
2	Transportation	8.07	7.24	5.00	2.49
3	Food	00	00	4.48	4.47
4	Darshan	00	00	00	00
5	Drinking Water	00	6.19	5.18	2.66
6	Health	00	6.77	5.00	2.26
7	Local People	8.6	7.07	4.89	2.42
8	About Destination	9.90	7.00	5.06	2.5
9	Safety	8.60	7.44	5.69	2.15

(Source: - Data Compiled by the Researcher)

Table:-3 Factor Wise Percentage Satisfaction Index

Sr. No.	Management Factor	Percentage Satisfaction Index (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation	00	00	5.21	2.01
2	Transportation	8.62	7.30	5.00	2.36
3	Food	00	00	4.48	2.26
4	Darshan	00	00	00	00
5	Drinking Water	00	6.83	5.13	2.79
6	Health	00	6.57	5.00	2.26
7	Local People	8.62	7.22	4.96	2.28
8	About Destination	9.88	7.00	5.06	2.5
9	Safety	8.5	7.5	5.73	2.10

(Source: - Data Compiled by the Researcher)

Factor wise average and percentage value of satisfaction is calculated in table-2 and table-3. For this purpose, the tourists were asked to assign points (0 to 10) for the particular level of satisfaction that they derived from each factor. These values for the different level of satisfaction for different factors are shown in above table.

Table:- 4 Factor wise Satisfaction Index with Ranks (Sti)

<i>A. By Percentage Index Method</i>				<i>B. Satisfaction Index Method</i>			
Sr. No.	Management factor	Satisfaction Index	Rank	Sr. No.	Management Factor	Satisfaction Index	Rank
1	Accommodation	1.81	7	1	Accommodation	1.80	7
2	Transportation	5.85	3	2	Transportation	5.82	3
3	Food	1.73	8	3	Food	1.68	8
4	Darshan	00	00	4	Darshan	00	00
5	Drinking Water	3.68	5	5	Drinking Water	3.68	5
6	Health	3.50	6	6	Health	3.45	6
7	Local People	5.74	4	7	Local People	5.77	4
8	About Destination	6.20	1	8	About Destination	6.23	1
9	Safety	5.97	2	9	Safety	5.95	2

Source: Data Compiled by the Researcher

When we compare the percentage index method and satisfaction index method in table-4; it reveals the satisfaction index for accommodation facility is 1.80, for transportation facility 5.82, for food 1.68, for darshan facility 0.00, for drinking water 3.68 respectively. The satisfaction index for health, local people, about the destination and personal safety of tourists are 3.45, 5.77, 6.23 and 5.95 respectively.

According to the survey, tourists' opinion regarding the tourist place received 1st rank. It means that tourists are more satisfied with their attraction at the destination. Personal safety of tourist receives 2nd rank, transportation receives 3rd rank, behavior and attitude of the local people receives 4th rank. The drinking facility, health, accommodation and food receive 5th, 6th, 7th and 8th rank respectively.

CONCLUSION

The satisfaction index about the destination, personal safety of tourist, transportation and attitude of people received high ranks. These factors are important for the tourism development at the destination. Tourist sites are attractive in Radhanagari wildlife sanctuary. Tourists can frequently visit the destination. In the season about 45 tourists visit per day at the destination and create problems of accommodation. Hence, accommodation food, drinking water and health facility must be improved at the destination. The MTDC and Forest department should pay more attention and to provide better facilities and services for the tourists.

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