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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

AN ASSESSMENT OF SATISFACTION LEVEL OF TOURISTS IN KANHA NATIONAL PARK

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ABSTRACT

Kanha National Park has always been a major tourist spot in Madhya Pradesh. Every year so many tourists from all around the globe come to visit this spot. This paper is an attempt to know the satisfaction level of tourists- both domestic and international, towards the services availed by them in Kanha National Park and their perception towards it as a preferred tourist's destination. Tourist's satisfaction level is analyzed on the basis of several points related to management of tourist spot, and accommodation availability in resorts, Online Ticket Booking and also charges for availing such services. Primary research based study in which a sample of 45 tourists is taken and information is gathered from them through questionnaires. Tourists are selected on random basis and asked to know their experience about this destination. Changes they want to be incorporated by the forest department are considered and the same is suggested to the concerned department. Percentage Analysis, Chi-square test and One-Way ANOVAs is used to analyze obtained data and gaps and major satisfiers/ dissatisfiers are also identified. The findings are useful to Kanha authorities and marketers interested in branding image of Kanha as an attractive destination to visitors.

KEYWORDS

accommodation, anova, chi—square, tourist spot.

JEL CLASSIFICATION

D 8, D 83.

INTRODUCTION

Kanha National Park is situated in the Indian state of Madhya Pradesh is among the few most scenic and beautiful wildlife reserves in Asia. The romance of the Kanha National Park has not reduced over time-it is still as beautiful. The park was created in 1955 by a special law and, since then, it has dedicated itself in preserving a variety of animal species. Many endangered species have indeed been saved here. Located in the Mandla district of Madhya Pradesh extends over an area of over 1,940-sq-kms. The major feature of this region's interesting topography is the horseshoe shape valley and the whole park area is surrounded by the spurs of the Mekal range of mountains.

MAJOR WILDLIFE ATTRACTIONS OF KANHA

The main wildlife attractions in the park are Tiger, Bison, Gaur, Sambhar, Chital, Barasingha, Barking deer, Black deer, Black buck, Chousingha, Nilgai, Mouse deer, Sloth bear, Jackal fox, Porcupine, Hyena, Jungle cat, Python, Pea fowl, Hare, Monkey, Mongoose, and leopard.

The birds species in the park include Storks, Teals, Pintails, Pond herons, Egrets, Peacock, Pea fowl, Jungle fowl, Spur fowl, Partridges, Quails, Ring doves, Spotted parakeets, Green pigeons, Rock pigeons, Cuckoos, Papihas, Rollers, Bee-eater, Hoopoes, Drongos, Warblers, Kingfishers, Woodpeckers, Finches, Orioles, Owls, and Fly catchers.

CLIMATE

The climate of this region is tropical. Summers are hot and humid with a maximum and minimum temperature of 40.6°C and 23.9°C. Winters are pleasant with an average maximum and minimum temperature of 23.9°C and 11.1°C, respectively. The park is closed from July to mid-October during monsoon.

LITERATURE REVIEW

1. Dr. Bhattacharya Debashish, Mitra Asim. (2013). An Assessment of Foreign Tourists' Perceptions of Darjeeling as A Tourism Destination: A Factor Analytic Approach. The conducted a study to look at the destination Image of 'Darjeeling' among the foreign tourists. A descriptive survey among the foreign tourists was conducted with a structured questionnaire. EPI (Latu and Everett, 1999) format (modified SERVQUAL) was used to obtain data from the respondents. A few underlying image dimensions were revealed using an exploratory factor analysis. From the expectation and perception scores, gaps and major satisfiers/ dissatisfiers were also identified. The findings could be useful to marketers interested in branding image of Darjeeling as an attractive destination to foreign visitors.
2. According to Vijayanand S. (2012). Socio- economic impacts in Pilgrimage Tourism said that visitor population ranged widely from very religious orthodox pilgrims, through "traditional" pilgrim-tourists to secular tourists. The features of present-day pilgrims can be represented on a scale that may be described as secular versus spiritual, and tourism versus pilgrimage. The findings highlight the increasing convergence of old-fashioned pilgrimage and current tourism, which have much in common. Additionally, this research emphasizes the expanding nexus of holy sites, society, politics, ideology, and culture. This article explains and supports the idea that the economic impacts of religious tourism should not be neglected or underestimated, although religious institutions have traditionally attempted to downplay this in the past. Additionally, the paper argues that religion and tourism have much in common. In the modern world it is hard to ignore the impression that in most places of pilgrimage the profane impacts of tourism are just as important if not more so than the religious.
3. According to Banerjee Abhijit. (2011). Is wildlife tourism benefiting Indian protected areas? A survey analysed tourism practice in a sample of popular tiger reserves in India according to four principles of responsible ecotourism: minimization of environmental impacts, generation of funds for conservation, benefits to local communities, and education of visitors. The Indian Forest Service, which manages the PAs (Protected Areas), is on the whole unprepared and ill-equipped to plan and implement proper ecotourism practices and faces constant pressure from other actors to increase tourism revenue. Periyar National Park stands out as an exception where innovative approaches involving local communities have brought about a significant positive change. Policy

recommendations are offered based on limited, low-impact activities with high participation of local communities which is essential to build local support for conservation that has been historically lacking.

- Raguraman K. (1998). Troubled passage to India, in his paper found two sets of interrelated factors to be largely responsible for this poor performance of India's tourism sector. The first factor is the low prioritization of tourism in the hierarchy of development directions identified by the Government. As a consequence, key areas such as tourism infrastructure development, marketing and promotion, and manpower development have lagged behind the industry's requirements. The second factor relates to India's aviation policy, which has led to the lack of adequate and high quality air transport services into India. The paper will show how these factors have retarded the growth of the tourism industry in India and will offer some insights on how these problems could be addressed by the Government.
- According to Prof. Dr. D'Silva Bernadette and Prof. Dr. D'Silva Stephen. Perception of tourists towards India as a Preferred Tourist Destination - An Empirical Research, analyzed in his study that India should focus on building and maintaining strong tourist's relationships should note that the selection and training of tour guides who are directly dealing with the tourists. Accordingly, the holiday destination managers may undertake certain measures to improve the status of the dominant factors, which will ultimately lead to the improvement in visitors' perception towards India as a tourist destination. Hence expertise and communication, and familiarity with tourists are the most effective relationship-building strategies.

IMPORTANCE OF THE STUDY

The purpose behind this study is to know satisfaction level of tourist with Kanha National Park. Tourist satisfaction is analyzed with the charges of services availed by them and how their satisfaction level will affect their re-visit plan. This study also focuses on all those factors like security level, park entry charges, online ticket booking system and residential facility which have a direct impact on satisfaction level. A comparison in between these factors is made separately to analyze highest and least important factor which lead impact on satisfaction level and accordingly suggestions are made to improve the facility of that factor.

OBJECTIVES

- To analyze the relationship of service charges with satisfaction level of tourist
- To analyze the relationship of satisfaction level with re-visit plan of tourist
- To identify the difference in impact of factors which decrease tourist satisfaction in Kanha

HYPOTHESIS

H01: There is no significant association of satisfaction level of tourist with service charges

H02: There is no significant relationship of satisfaction levels with re-visit plan of tourist

H03: There is no significant difference in impact of factors which decrease tourist satisfaction in Kanha

RESEARCH METHODOLOGY

SOURCES OF DATA: The study is exploratory in nature based on Primary data. Primary data has been collected by designing structured close and open ended questionnaire.

AREA OF SAMPLING: This study is conducted in Kanha National Park, Mandla District of M.P. The idea behinds this study is to know satisfaction level of tourists with the service availed by them.

SAMPLE SIZE: Data is collected from targeting 45 tourists both of Indian and Foreign Origin.

SAMPLING TECHNIQUE: Simple random technique has been applied.

STATISTICAL TOOLS: Percentage analysis is used to analyze data. Cross tabulation have been applied to find out the association between the variables and one – way ANOVA for analyzing variance among the variables

RESULT AND DISCUSSION

1) GENDER ANALYSIS

TABLE 1

Gender	No. of Respondents	Percent	Cumulative Percent
Male	31	68.8	68.8
Female	14	31.1	100
Total	45	100	

Out of the sample size of 45 respondents, around 69% are Male and 31% are Female.

2) NATIONALITY

TABLE 2

Nationality	No. of Respondents	Percent	Cumulative Percent
Indian	35	77.7	77.7
Foreigner	10	22.2	100
Total	45	100	

Out of the sample size of 45 respondents, around 78% are Indians and only 22% are Foreigners. This shows that less foreigners visit the spot and some steps need to be taken in this direction to increase foreign tourist arrivals in Kanha

3) VISITING STATUS

TABLE 3

Visiting Status	No. of Respondents	Percent	Total
First Time Visiting	30	66.6	66.6
Re-visiting	15	33.3	100
Total	45	100	

Out of the sample size of 45 respondents, around 67% are visiting the place first time and 33% are re-visitors. It is good that one third of the respondents re-visit the spot and hence steps need to be taken to improve the same.

4) AMOUNT CHARGED TOWARDS THE SERVICE PROVIDED

TABLE 4

Amount Charged	No. of Respondents	Percent	Cumulative Percent
Less	3	6.6	6.6
Economical	9	20	26.6
Overcharged	33	73.3	100
Total	45	100	

Out of the sample size of 45 respondents, around 73% said that they are overcharged, 20% said they feel economical charges and only 3% said that charges are less. As majority of respondents feel overcharged, steps need to be taken to revise service charges.

5) SATISFACTION LEVEL OF TOURIST WITH THE SPOT

TABLE 5

Satisfaction Level	No. of Respondents	Percent	Cumulative Percent
Highly Dissatisfied	10	22.2	22.2
Dissatisfied	14	31.1	53.3
Average	11	24.4	77.7
Satisfied	7	15.5	93.2
Highly Satisfied	3	6.6	100
Total	45	100	

Out of the sample size of 45 respondents, around 53% are dissatisfied with the spot. This shows that management of spot is not up to the mark and steps need to be taken to increase satisfaction level.

6) FACTORS AFFECTING TOURIST SATISFACTION

TABLE 6

Factors	Frequency	Percent	Cumulative Percent
Poor Security	12	15.5	15.5
Online Ticket Booking	20	44.4	59.9
High Entry Fees	10	22.2	82.1
Poor Residential Facility	8	17.7	100
Total	45	100	

Out of the sample size of 45 respondents, around 44% said Online Ticket Booking is the biggest drawback which decrease image of Kanha in the eyes of respondents. They have to return home without park visit if they have not booked tickets prior to their arrival and that too two months before. This lead majority of people dissatisfied. Second main drawback is High entry charges for park visit. Charges are as per the zone to be visited. In exchange of high charges no infrastructure facility is provided in terms of sanitation and Hygienic condition

7) RE-VISIT PLAN STATUS

TABLE 7

Re-visit Plan	Frequency	Percent	Cumulative Percent
Yes	10	22.2	22.2
No	29	64.4	86.6
Cannot Say	6	13.3	100
Total	45	100	

Out of the sample size of 45 respondents, around 78% are not willing to re-visit the spot. This shows that they are not satisfied with the services availed by them.

HYPOTHESIS TESTING

H01: There is no significant association of service charges with satisfaction level of tourist

8) SERVICE CHARGE * SATISFACTION LEVEL CROSS TABULATION

TABLE 8

			Satisfaction Level					Total
			Highly Dissatisfied	Dissatisfied	Average	Satisfied	Highly Satisfied	
Service Charge	Less	Count	1	0	1	0	1	3
		% within Service Charge	33.3%	.0%	33.3%	.0%	33.3%	100.0%
		% within Satisfaction Level	10.0%	.0%	9.1%	.0%	33.3%	6.7%
		% of Total	2.2%	.0%	2.2%	.0%	2.2%	6.7%
Economical		Count	1	0	2	5	1	9
		% within Service Charge	11.1%	.0%	22.2%	55.6%	11.1%	100.0%
		% within Satisfaction Level	10.0%	.0%	18.2%	71.4%	33.3%	20.0%
		% of Total	2.2%	.0%	4.4%	11.1%	2.2%	20.0%
Overcharged		Count	8	14	8	2	1	33
		% within Service Charge	24.2%	42.4%	24.2%	6.1%	3.0%	100.0%
		% within Satisfaction Level	80.0%	100.0%	72.7%	28.6%	33.3%	73.3%
		% of Total	17.8%	31.1%	17.8%	4.4%	2.2%	73.3%
Total		Count	10	14	11	7	3	45
		% within Service Charge	22.2%	31.1%	24.4%	15.6%	6.7%	100.0%
		% within Satisfaction Level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	22.2%	31.1%	24.4%	15.6%	6.7%	100.0%

TABLE 9: CHI-SQUARE TESTS
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.691 ^a	8	.006
Likelihood Ratio	21.230	8	.007
Linear-by-Linear Association	6.266	1	.012
N of Valid Cases	45		

INTERPRETATION: The Chi-square test has been applied to find out the association of service charges with satisfaction level of tourists. It was found that the Pearson Chi-square value is 21.691 (degrees of freedom at 8) is statistically significant at 5 percent level of significance. Therefore, the null hypothesis is rejected and concluded that there exists an association of service charges with satisfaction level of tourist. It is shown in Table No. 8 that there exists an inverse relationship between service charges and satisfaction level. More the service charge less is the satisfaction level and vice versa.

H02: There is no significant relationship between satisfaction levels with re-visit plan of tourist

9) SATISFACTION LEVEL * RE-VISIT PLAN CROSSTABULATION

TABLE 10

			Re-visit Plan			Total
			Yes	No	Cannot Say	
Satisfaction Level	Highly Dissatisfied	Count	1	8	1	10
		% within Satisfaction Level	10.0%	80.0%	10.0%	100.0%
		% within Revisit Plan	10.0%	27.6%	16.7%	22.2%
		% of Total	2.2%	17.8%	2.2%	22.2%
	Dissatisfied	Count	0	12	2	14
		% within Satisfaction Level	.0%	85.7%	14.3%	100.0%
		% within Revisit Plan	.0%	41.4%	33.3%	31.1%
		% of Total	.0%	26.7%	4.4%	31.1%
	Neutral	Count	3	5	3	11
		% within Satisfaction Level	27.3%	45.5%	27.3%	100.0%
		% within Revisit Plan	30.0%	17.2%	50.0%	24.4%
		% of Total	6.7%	11.1%	6.7%	24.4%
Satisfied	Count	4	3	0	7	
	% within Satisfaction Level	57.1%	42.9%	.0%	100.0%	
	% within Revisit Plan	40.0%	10.3%	.0%	15.6%	
	% of Total	8.9%	6.7%	.0%	15.6%	
Highly Satisfied	Count	2	1	0	3	
	% within Satisfaction Level	66.7%	33.3%	.0%	100.0%	
	% within Revisit Plan	20.0%	3.4%	.0%	6.7%	
	% of Total	4.4%	2.2%	.0%	6.7%	
Total	Count	10	29	6	45	
	% within Satisfaction Level	22.2%	64.4%	13.3%	100.0%	
	% within Revisit Plan	100.0%	100.0%	100.0%	100.0%	
	% of Total	22.2%	64.4%	13.3%	100.0%	

TABLE 11: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.377 ^a	8	.037
Likelihood Ratio	18.624	8	.017
Linear-by-Linear Association	6.267	1	.012
N of Valid Cases	45		

INTERPRETATION: The Chi-square test has been applied to find out the association of service charges with satisfaction level of tourists. It was found that the Pearson Chi-square value is 16.377 (degrees of freedom at 8) is statistically significant at 5 percent level of significance. Therefore, the null hypothesis is rejected and concluded that there exists an association of satisfaction level with re-visit of tourist. It is shown in Table No. 8 that there exists a positive relationship between satisfaction levels and re-visit plan of tourist. Higher the satisfaction level more is their chances to revisit and vice versa.

H03: There is no significant difference in impact of factors which decrease tourist satisfaction in Kanha

H04: There is no significant difference between Poor Security, Online Ticket Booking, High Entry Fees and Poor Residential Facility in decreasing tourist satisfaction level

H05: There is no significant difference between Poor Security and Online Ticket Booking

H06: There is no significant difference between Poor Security and High Entry Fees

H07: There is no significant difference between Poor Security and Poor Residential Facility

H08: There is no significant difference between Online Ticket Booking and High Entry Fees

H09: There is no significant difference between Online Ticket Booking and Poor Residential Facility

H10: There is no significant difference between High Entry Fees and Online Ticket Booking

TABLE 12

Factors	No. of Respondents	Percent	Cumulative Percent
Poor Security	7	15.5	15.5
Online Ticket Booking	20	44.4	59.9
High Entry Fees	10	22.2	82.1
Poor Residential Facility	8	17.7	100
Total	45	100	

TABLE 13: DESCRIPTIVES

Descriptives

Satisfaction Level

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1. Poor Security	12	2.9653	.47469	.13703	2.6637	3.2669	2.00	3.83
2. Online Ticket Booking	15	3.4444	.30483	.07871	3.2756	3.6133	3.00	3.92
3. High Entry Fees	10	3.4833	.46114	.14583	3.1535	3.8132	2.83	4.08
4. Poor Residential Facility	8	3.2396	.39198	.13858	2.9119	3.5673	2.83	3.75
Total	45	3.2889	.44686	.06661	3.1546	3.4231	2.00	4.08

TABLE 14: ANOVA

ANOVA

Satisfaction Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.017	3	.672	4.073	.013
Within Groups	6.769	41	.165		
Total	8.786	44			

TABLE 15

Multiple Comparisons

Satisfaction Level

Tukey HSD

(I) Factors	(J) Factors	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1. Poor Security	2. Online Ticket Booking	-.47917 [*]	.15737	.020	-.9005	-.0578
	3. High Entry Fees	-.51806 [*]	.17398	.024	-.9839	-.0522
	4. Poor Residential Facility	-.27431	.18546	.459	-.7709	.2223
2. Online Ticket Booking	1. Poor Security	.47917 [*]	.15737	.020	.0578	.9005
	3. High Entry Fees	-.03889	.16588	.995	-.4831	.4053
	4. Poor Residential Facility	.20486	.17789	.660	-.2714	.6812
3. High Entry Fees	1. Poor Security	.51806 [*]	.17398	.024	.0522	.9839
	2. Online Ticket Booking	.03889	.16588	.995	-.4053	.4831
	4. Poor Residential Facility	.24375	.19273	.590	-.2723	.7598
4. Poor Residential Facility	1. Poor Security	.27431	.18546	.459	-.2223	.7709
	2. Online Ticket Booking	-.20486	.17789	.660	-.6812	.2714
	3. High Entry Fees	-.24375	.19273	.590	-.7598	.2723

*. The mean difference is significant at the 0.05 level.

INTERPRETATION: Table 13 depicts that Decrease in Tourist Arrival rate due to Poor Security, Online Ticket Booking, High Entry Fees and Poor Residential Facility significantly differ in their mean values ($F= 4.073$ and $p< 0.05$). Hence, Hypothesis H04 is rejected at 5% significance level. Table 4 depicts that High Entry Fees and Online Ticket Booking has highest mean value of 3.48 and 3.44 hence these are majorly responsible for decreasing tourist satisfaction in Kanha. Poor Security with mean value of 2.96, and Poor Residential Facility with mean value of 3.23 represents that decrease in tourist satisfaction due to these factors are comparatively very less.

In order to find out significant difference between groups i.e. Poor Security and Online Ticket Booking; Poor Security and High Entry Fees; Poor Security and Poor Residential Facility; Online Ticket Booking and High Entry Fees; Online Ticket Booking and Poor Residential Facility; High Entry Fees and Poor Residential Facility; Tukey test was applied as indicated in Table 15. It represents that p value in groups 1 and 3 is 0.020, and 0.024 and this means null hypothesis H05, and H06 are rejected at 5% significance level and it can be inferred that there is significant difference between Decrease in Tourist Arrival Rate due to Poor Security and Online Ticket Booking; Poor Security and High Entry Fees. While p values in group 2 and 4 is 0.995, 0.660 and 0.590 and this means that null hypothesis H07, H08, H09 and H010 is not rejected at 5% significance level and it can be inferred that there is no significant difference between Poor Security and Poor Residential Facility; Online Ticket Booking and High Entry Fees; Online Ticket Booking and Poor Residential Facility and High Entry Fees and Poor Residential Facility.

FINDINGS

- 1) It can be seen that out of the total respondents 69% are Male and 31% are Female.
- 2) Around 78% are Indians and only 22% are Foreigners. This shows that less foreigners visit the spot and some steps need to be taken in this direction to increase foreign tourist arrivals in Kanha.
- 3) Around 67% are visiting the place first time and 33% are re-visitors. It is good that one third of tourist re-visit the park and hence steps to be taken in this direction to improve the same.
- 4) Majority of respondents around 73% said they are overcharged for the services availed, so service charges to be revised to increase tourist arrivals.
- 5) Around 53% are dissatisfied with the services and management of spot, so steps needed to be taken in this direction to increase satisfaction level of tourists and out of this 44% and 22% said main reason behind their dissatisfaction is online ticket booking and high entry ticket respectively.
- 6) Around 78% are not willing to re-visit the spot. This shows that they are not satisfied with the services availed by them.
- 7) There is a relationship between service charges and satisfaction level. More the service charge less is the satisfaction level and vice versa and accordingly their re-visit plan is dependent on the satisfaction level with the spot.
- 8) Factors like poor security, online ticket booking, high entry charges, and poor residential facility significantly differ in decreasing satisfaction level of tourist. Online Ticket Booking and High Entry Charges are mainly responsible for decrease in satisfaction level while impact of Poor Security and Poor Residential Facility is comparatively less.

SUGGESTIONS

- As out of total respondents percentage of foreigners is very less so more and more foreigners should be attracted by strong promotional tools and other marketing strategies.
- As satisfaction level of tourists is directly connected with charges of services therefore care should be taken in revising the same.
- Revisit plan of tourist is dependent on their satisfaction level so management should try to do their best to satisfy tourists.
- Online ticket booking should be made on 50% basis and 50% of tickets should be issued through ticket counter. By doing this, those who did not have online booking will certainly get ticket and can visit the park which in case of 95% online not possible.
- High Entry Charges including charges of Gypsy and Guide is too high which is to be revised to make it also convenient for middle class families to visit the park.

CONCLUSION

It can be concluded that proper management in terms of reasonable charges and availability of tickets with ease play important role in satisfying tourists. Most of the tourists visit the spot with the intension to reduce their tension and to get change from their routine work. If they don't get it, they may return dissatisfied. So management should do their best to increase satisfaction level by providing them better hospitality, best security, easy availability of accommodation and proper hygienic condition. This study shows that tourist rate the spot good or bad in terms of service charges and ticket availability procedure. Though, satisfaction is self generated feeling but reasonable service charges and easy availability of ticket is the medium through which it can be achieved.

LIMITATIONS

Although this paper clearly specifies that there are some factors which decreases satisfaction level of tourists with the park, but still there are certain limitations in this study like improper answering by respondents which makes some points ambiguous. Sometimes respondents did not understand the questions asked to them properly. Feedback obtained by them is not proper. Most of the respondents are not interested in answering. These limitations can be reduced by convincing respondents to give proper answer and making them aware the importance of their feedback to make changes in the spot management

SCOPE FOR FURTHER RESEARCH

Study can be conducted by focusing a specific zone in Kanha Park. Further sample size can be increased to better analyze tourist perception about the management of the spot. Comparative study can be made among different national parks of Madhya Pradesh. Study can be done by focusing only on Indians or on Foreigners to know their perception towards the facility availed by them in return of charges paid by them.

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WEBSITES

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ANNEXURE

Indicate your degree of Satisfaction to the quality/availability of following services provided, Highly Satisfied- 5, Satisfied-4, Average- 3, Dissatisfied-2, Highly Dissatisfied-1

TABLE 16

S.No.	Services	1	2	3	4	5
1	Level of Security					
2	Quality of food being provided					
3	Connectivity in terms of communication					
4	Availability of Transportation					
5	Infrastructure					
6	Behavior of General Public					
7	Accommodation availability in MP Tourism Hotels					
8	Accommodation availability in Private Hotels					
9	Condition of Roads					
10	Maintenance of Hygienic Condition					
11	Management of Tourist Spots					
12	Facility of Guide					

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