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Visitors Satisfaction Towards Wild Life Resorts - A Case Study Of JLR Karnataka.

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ABSTRACT

Tourism is an dynamic area which boosting the economic development opportunities for every nation in the globe. Visitor satisfaction is a critical factor in the success of wildlife resorts, influencing customer retention, positive word-of-mouth, and overall tourism growth. Eco- Sustainable tourism is increasing worldwide and with it the opportunity to engage these visitors to support and advocate for the protection and experiencing the natural areas. Visitor Satisfaction research over the last decade provides a platform for action. Analysing visitor satisfaction as an important focus for nature-based tourism services research is the aims of this paper. This study examines visitor satisfaction at Jungle Lodges & Resorts (JLR) in Karnataka, to assess various service parameters. with Services and JLR staff attachment and pursuit of benefits, such as helping visitors to escaping from everyday life and appreciating nature, suggested as promising antecedents to satisfaction.

INTRODUCTION TO JUNGLE LODGES AND RESORTS:

(JLR) is a responsible wildlife & eco-tourism company with a strong commitment to use tourism as a genuine tool for conserving the environment & wildlife. JLR also strives hard to educate its guests by letting them experience wildlife and fragile habitats firsthand. All of JLR's resorts and camps are located in some of Karnataka's ecologically sensitive yet amazing natural destinations. A unit of Government of Karnataka's Department Of Tourism, JLR is currently managed by Indian Forest Service Officers.

To make it easier for you to take a break from urban living, JLR provides creature comforts at all its eco-tourism destinations in Karnataka. Set amidst natural landscapes of babbling brooks and beckoning hills, each resort is an oasis of peace with an enchanting atmosphere. JLR's first-class living quarters and ethnic tented cottages are well furnished, are made of eco-friendly material and offer simple luxury & privacy. Clean and superior facilities, package deals and excellent cuisine have won Jungle Lodges & Resorts international acclaim. JLR has also been awarded the Best Eco-tourism Company in India, by the Prime Minister of the country in 1999.

JLR offers various wildlife viewing and outdoor activities as part of its packages. Jeep safaris into the forests, elephant rides, boat and coracle rides, guided treks, white-water rafting, kayaking, canoe tours, elephant interactions, water sports, snorkeling, para-sailing are some of the exciting options that are in store for you when you visit any of JLR's properties. We take utmost care to ensure the safety of all our guests - all our activities are guided with safety gear and first-aid kits.

Come, live the experience that goes beyond any other. We assure you that you will return home recharged and revitalized, with greater love, respect and concern for nature, simply because you will observe how we protect and preserve our environment in small ways. Discover how you could do the same, for our planet and for the future of our children.

REVIEW OF LITERATURE:

Several studies have been conducted on different aspects of tourism world over focusing on different aspects of tourism. While some studies have looked in to economic aspects of tourism industry. A study by Mishra (2011) on Causality between tourism and Economic Growth; Empirical Evidence from India. Analyze the growth of tourism in India and observed that it is one of the efficient tools for promoting economic growth of the host country. According to the study last few decades, tourism industry in India has been growing at a rapid pace for the last few decades and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and socio-cultural development. The study used popular time series models for the period spanning from 1978 to 2009. The results provide the evidence of long-run unidirectional causality from tourism activities to economic growth of the country. Based on this the study recommended for active partnership among the all wings of the central and state governments, private bodies and voluntary organizations in the Endeavour to attain sustainable growth in tourism and overall economy as well. Dritsakis (2010) empirically examined the impact of tourism on the long-run economic growth of Greece by using the causality analysis among real gross domestic product, real effective exchange rate and international tourism earnings. A multivariate autoregressive VAR model is applied for the period 1960 – 2000. The results of co- integration analysis

suggested that there is one co-integrated vector among real gross domestic product, real effective exchange rate and international tourism earnings. Granger causality tests based on error correction models (ECM) have indicated that there is a “strong Granger causal” relation between international tourism earnings and economic growth “strong causal” relation between real exchange rate and economic growth, and simple “causal relation” and between real exchange rate and international tourism earnings. Khalil et al (2007) Examined the role of tourism in the short – run economic development in case of Pakistan through error correction models and the casual relationship between tourism receipts and economic expansion. The result points out that there is a strong relationship among tourism, receipts and economic expansion.

OBJECTIVES OF THE STUDY

- ❖ To examine the services rendered by JLR.
- ❖ To study the factors influencing visitors in Opting JLR.
- ❖ To find out the level of visitors satisfaction towards JLR.
- ❖ To explore the behavioral patterns of visitors towards JLR.

METHODOLOGY:

The Present qualitative study conducted in JLR of Karnataka scope of study have been focused on visitors satisfaction who avails the services of JLR.

A survey was conducted using a self-administered questionnaire that was distributed to visitors at the attractions exit. A total of 100 visitors participated in the survey. The questionnaire consists of questions that covered various aspects of the visitor’s experience, including overall satisfaction, facilities, services and staff.

RESULTS AND DISCUSSION

The Table shows the respondents level of satisfaction towards JLR Services.

SL NO	Parameters	Highly Satisfied	Satisfied	Neutral	Disstisfied	Highly Dissatisfied
1	Welcoming Atmosphere	75	20	3	0	2
2	Room Services	90	6	2	0	2
3	Food and beverages	70	20	5	3	2
4	Ambience	80	12	5	2	1
5	Outdoor Activities	65	28	4	2	1
6	Indoor Activities	60	30	6	2	2
7	Behaviour of Staff	90	5	0	3	2
8	Parking	85	10	2	2	1

Source: Field survey

The Below table is the Calculation of Likerts Scale for each parameter

Parameter	Total Score	Average Score (Out of 5)
Welcoming Atmosphere	466	4.66
Room Services	482	4.82
Food and Beverages	453	4.53
Ambience	468	4.68
Outdoor Activities	454	4.54
Indoor Activities	444	4.44
Behavior of Staff	478	4.78
Parking	476	4.76

Source: Field survey

Inference

- **Room Services (4.82)** received the highest satisfaction score.
- **Indoor Activities (4.44)** had the lowest average score, though still above neutral.
- Overall, all parameters have scores above 4, indicating a generally high level of satisfaction.

CONCLUSION

Jungle Lodges and Resorts Ltd. is one of the innovative tourism interventions by the department of tourism with collaboration department of forest Govt of Karnataka. JLR has 23 properties across the state with offering wide range of services and activities mainly focused on sustainable practices. JLR providing quality services with environmental awareness to its visitors. Green practices of JLR attracting thousands of visitors across the nation. Visitors are highly appreciating eco-sustainable practices of JLR and stating that they have created memorable moments with JLR throughout their stay.

RECOMMENDATIONS:

- a) **Improve Signage and Way finding:** Enhance signage and wayfinding to help the visitors to navigate the attraction more easily. As some of the visitor who visiting the state for the first time may not understand the local sign boards and the JLR properties are situated in dense forest itself so there might be network issues. Therefore, improving signage and wayfinding is necessary thing to be done.
- b) **Increase Staff Presence:** Ensure that staff are visible and available to assist visitors throughout the attraction. Even though the JLR staff are well trained but they might not available for the complete duration of the day, they have the timing under which they are available. Increasing staff and increasing shift wise duties may also help visitors to feel safe and accommodate by the property people. It will create a sense of belonging and affiliation.
- c) **Enhance Food and Beverage Options:** Introduce new menu items or initiate a partnership with local food vendors to provide more diverse and appealing options. Introducing more food options and varieties of local cuisines in the menu will make the guest happy. Giving some extra care for the guest who need some extra food related service. Staff should go extra mile to make the guest stay pleasant.
- d) **Developing a Mobile Application:** Create a mobile app to provide visitors with the interactive maps, exhibit information, and better chatbots who send reminder for the upcoming stay or offers. Developing the mobile application will help a lot in easy interaction, transparent doubts clearing answers and even the guided maps.
- e) **Implementing the Feedback System:** Enhancing a feedback system to allow visitors to provide suggestions and comments during the visit. Implementing suitable measures in order to improve the service and guest satisfaction.
- f) **Developing a Comprehensive Plan:** Creating a comprehensive master plan to guide the development of the property in next 5-10 years. Jungle Lodges should work on the plans which results in increasing popularity and enhance the image for the property on national and international level.
- g) **Invest in Technology upgrades:** Invest in technology upgrades such as a digital signage and interactive exhibits, to enhance the visitors experience, as the most of JLR properties are in dense forest visitors will be surprise by seeing the AI interaction in the properties. May be in the upcoming year we can see this interaction.
- h) **Expanding Educational Programs:** Develop and expand educational programs to provide more opportunities for the visitor to learn and engage with local tribes and attraction's content.
- i) **Monitor and Adjust:** Continuously monitor visitor feedback and adjust operations accordingly to ensure that the attraction is meeting visitors' expectations.

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