

# Tourists Attitude and Satisfaction of Newly Developed Coastal Tourism Destination of West Bengal, India

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**Abstract** – Tourists are the most important part of the tourism industry. Therefore, the growth and development of any tourism destination will be influenced by the tourists' attitude and their level of satisfaction to the facilities available to that destination. This is a case study on two newly coastal tourism destinations namely Mandarmani and Tajpur of West Bengal, India. This study provides an analysis of the visitors' satisfaction to these destinations. The study is totally based on primary data and has been collected from tourists through structured questionnaire during holidays of the month of October, 2018 and the month of December 2018 and January 2019. Total 419 tourists (286 from Mandarmani and 133 from Tajpur area) were randomly selected. The responses of the tourists were received in 5 point Likert scale. Hotels and resorts were surveyed (through questionnaire and GPS) to show their spatial and temporal growth. The study reveals that maximum hotels and resorts were developed within the year of 2007 to 2012 in case of both destinations and it violating the CRZ norms in this coastal part of West Bengal. Tourists are mainly domestic in nature and coming from different parts of West Bengal (at Mandarmani 91.86 percent and at Tajpur 93.94 Percent). Main motivations of the tourists to visit these destinations were to get pleasure (84.88% at Mandarmani and 93.94% at Tajpur). Analysis of the data indicate a relative moderate level of satisfaction which suggest for the improvement in some services like tourism information centre, shopping facilities, sanitation facilities, and entertainment facilities etc.

**Keywords:** Coastal Tourism, Domestic Tourists, Overall Satisfaction, Visitors' Satisfaction

## INTRODUCTION

Tourist's attitude is an important factor in tourism development. Attitude has been defined by many social scientists in different perspectives. Otto and Ritchie, [1] defined that 'attitude is a sustainable organisation of beliefs towards an object or a situation that predisposes an individual to respond in preferential manner'. Tourist's attitude towards an object is determined by both his and her needs and value system [2]. Tourist can be assumed to choose an environment most suitable to fit their motives and preferences [3, 4]. There is close relationship between attitude and expectation from tourist's perspective. The expectation is a variation of belief in specific context and attitude can be determined by one's expectation of a specific object [5]-[7]. According to Jafari [8], tourist's perceptions are significant for tourism development which influences local economic societies, cultures, environment as well as their intention to revisit the destination. The attitude of tourists toward tourism destination is important for tourism site selection because more positive attitude from tourists towards tourism site can bring tourist satisfaction [9]-[12]. Tourists' satisfaction is the result

of the comparison between 'a tourist's experience at the destination visited and the expectations about the destination' [13]-[15]. Satisfaction recognised as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it [16, 17, 18]. The number of reasons like quality of services provided such as infrastructure, security, cleanness, natural situation, consumer protection and accessibility that satisfied tourists with their trip or journey [19]-[21].

The growth of tourism especially in the coastal areas is related to three main factors i.e. improved economic condition and availability of leisure time, inter-connected transportation network, and great public awareness of world destinations due to improved communications [23, 24]. As the state of West Bengal geographically bounded by ocean in south, So, these coastal zone have the opportunity for establishment of nature based tourism where the tourists can play and enjoy the sun, sand and sea in the different types of aquatic life and attractions, flora- fauna, rolling seas, sand dunes, casuarinas eqisetifolia forest, gecarcinus

ricolous, scenic view of clear sea, which has kept her doors wide open to establish the coastal tourism destinations.

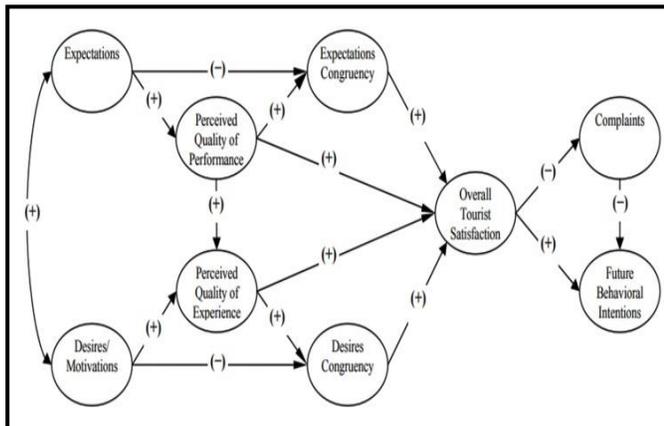


Fig. 1. Integrated Tourist Satisfaction Process (after Dongkoo & Sungsoo [22])

Digha coastal zone of Purba Medinipur district has got historical background. During the British colonial period this small village on the shore of Bay of Bengal was rarely known to outsiders and a little number of people visited this place. After independence several steps were taken by the state government to make it a well- fashioned sea beach tourism destination. Since then the place got attention of government, as well as other stakeholders who established many lodging establishments, refreshment joints and other amenities whose numbers are still increasing not only in the same area but with extension to other adjoining places along sea beach [25].

Mandarmani and Tajpur are newly emerged coastal tourism destinations of Purba Medinipur district of west Bengal. Mandarmani and Tajpur are the respectively third and second resorts from Digha in the chain of resorts in Purba Medinipur district. Madarmani tourism belt (87°38'49''– 43'19''E; 21°39'30''- 40'15''N) spreads over the mouzas of Mandarmani, Silampur, Sonamuhi, Dadanpatra between Jaldha and Pichuaboni inlet and Tajpur tourism destination (87° 37' 00'' – 87° 38' 48''E; 21°38'48''- 21° 39'16''N) comprising of two mouzas of Tajpur and Barakhana is located in the western side of Jaldha inlet (**Fig.2**). Before the establishment of tourists resorts Mandarmani and its surrounding villages were the villages of fisherman community. Temporary settlement of fishermen is set up in Dadanpatrabar and Mandarmani; the tradition of practice for last 35 -40 years. Fishermen from the Orissa, Medinipur both Purba and Pachim and south 24 Parganas come here for trading activities. The Tajpur mouza was known for its fishing activities and salt

production before the tourism development. Temporary settlements of fishing community began to develop in scattered form in two mouzas of Tajpur and Barakhana [26].

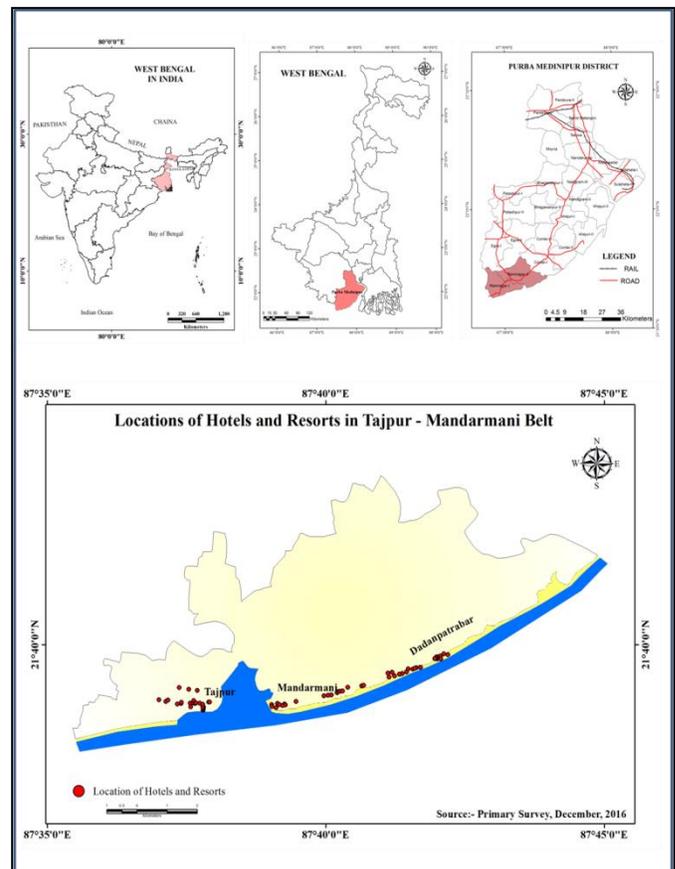


Fig. 2 Location of the Study Area

Present study is about these two tourism destinations. Within very short period of time i.e. span of ten years these two destinations have placed a good position in the tourist map of West Bengal as well as India. Tourism development in these areas can add a new dimension to economic development but rampant growth of hotels and resorts with CRZ create the area vulnerability towards biotic kingdom as well as in livelihood strategy of local people. In these circumstances, the study of tourist's attitude and satisfaction on tourism activities facilities and services in very fundamental requirements for tourism development at these tourism destinations. The research outcomes will be very helpful to the decision maker for the formulation of future developmental strategy for these destinations.

#### OBJECTIVE OF THE STUDY

The Study aims to examine the spatial-temporal growth pattern of hotels and resorts in Mandarmani-

Tajpur Coastal belt, identify the tourist's characteristics (i.e. tourist inflow, demographic profile, tourists motivation, tourists interest etc.) and lastly, to assess the tourists' attitudes and level of tourists' satisfaction with the tourism activities facilities and services at these destinations.

### MATERIALS AND METHODS

The present study is totally based on primary survey. Firstly, to examine the spatio-temporal growth pattern of hotels and resorts, questionnaire survey was made to the hotels and resorts and GPS was used to identify the location of the hotels and resorts. Finally spatio-temporal growth map had been made using the ArcGIS software. Secondly, simple random sampling method was applied for selecting the tourists who visited the study area during month of October, 2018 and the month of December 2018 and January 2019. The total sample size taken into account was 419 respondents out of which 286 respondents belonging to Mandarmani area and 133 respondents belongs to Tajpur area. The data has been collected through the self-administered survey questionnaire. 5 point Likert Scale has been used to measure the tourists' attitude and satisfaction. The SPSS software was used for calculating the data.

### RESULTS AND DISCUSSIONS

#### Spatial-Temporal Growth of Pattern of Hotels

Accommodation industry is an important sub-sector in tourism activities [20]. Hotels and resorts provide the accommodation facilities in any tourism destination. In this section, the spatial-temporal growth pattern has been discussed. From early discussion, it is clear that the tourism development in Mandarmani and Tajpur area is a new thing. Growth of tourism industry started just one decade ago. In Mandarmani area the tourism industry, mainly the hotels and resorts are spatially distributed over the four Mouzas, namely; Mandarmani, Silampur, Sonamuhi, and Dadanpatrabar in a linear pattern along the coast (Fig. 3A). In Tajpur area, the hotels and resorts are spread over the two mouzas, namely; Tajpur and Jaldah whereas Tajpur mouza shown a lot more concentration of hotels and resorts (Fig. 3B). The field survey and literature review reveal that the development of hotels and the resorts was started in 2001.

Tarangamala, was the first hotel established in 2001 and Sindhukanya, was the second hotel established in 2002. These were built for the purpose of fishing though rapidly the scenario changed [26]. To examine

the temporal growth pattern, all the hotels and resorts have been classified into three classes, i.e. hotels and resorts grew up to the years of 2006, from 2007 to 2012 and after 2012 according to their year of establishment. In Mandarmani area, 13.33 per cent hotels and resorts were established within the year of 2006; 77.77 per cent hotels and resorts were established within the time span of 2007 to 2012; and after 2012 only 8.89 per cent hotels and resorts were established. So, a decline growth is observed after 2012. In context of both spatial and temporal growth, up to the year of 2006, most of the hotels developed along the Mandarmani and Dadanpatrabar coast. Within the time period of 2007 to 2012 rapid growth has been observed along the coast of Silampur, Dadanpatrabar and Sonamuhi village. After 2012 only few hotels were established in Madarmani and Sonamuhi village coast (fig. 2). The study reveals that at Tajpur area, most of the hotels and resorts were developed during the time period of 2007 to 2012 i.e. 68.18 per cent and 27.27 per cent hotels and resorts were developed after 2012. So, this result shows a rapid development within 2007 to 2012 which later declined.

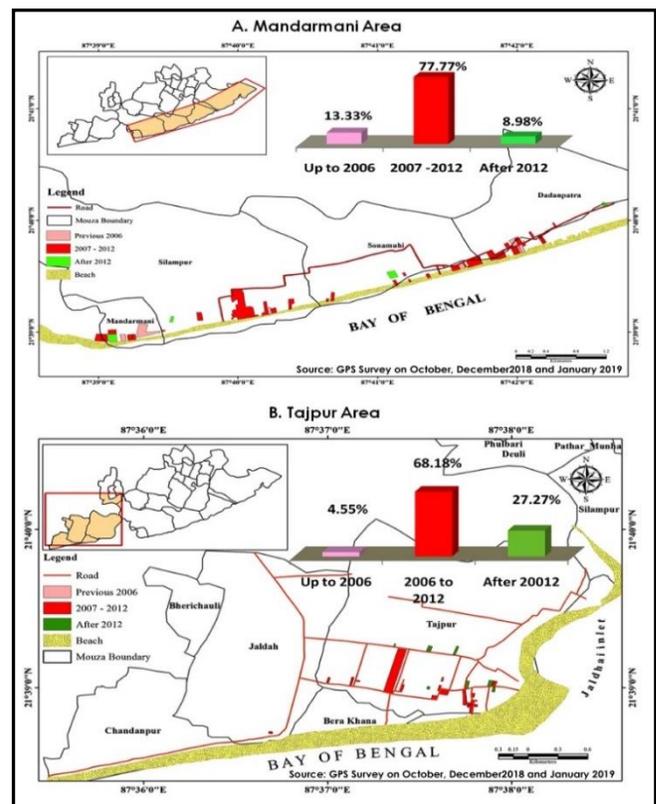


Fig. 3: Spatial – Temporal growth pattern of A. Mandarmani area and B. Tajpur area

**Tourists' Profile**

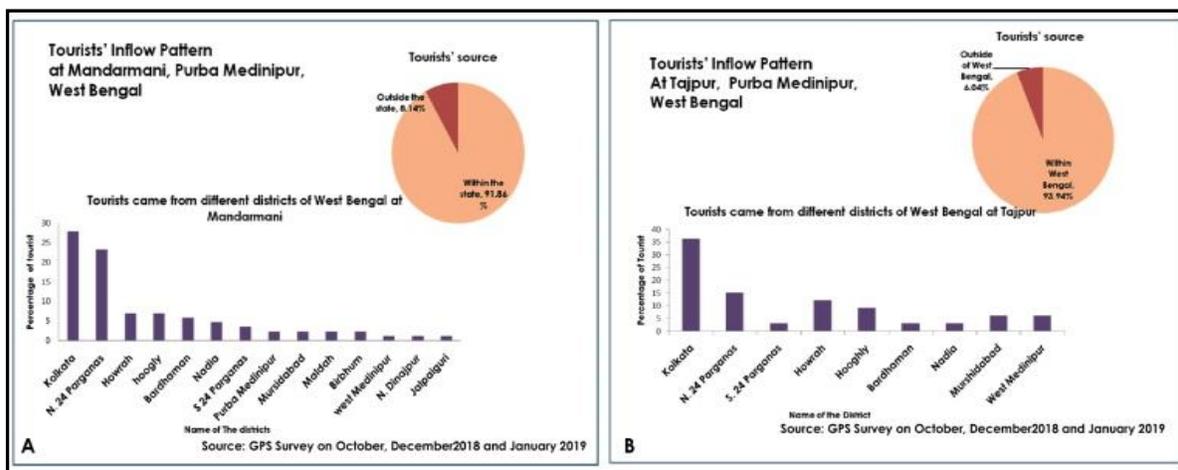
**Source of Tourist Inflow**

At Mandarmani, 91.86 per cent tourists were coming from different parts of West Bengal within which Kolkata (28 per cent) and its surrounding three districts i.e. North 24 Parganas (23.26 per cent), Howrah (7 per cent), Hooghly (7 per cent) were the major sources of tourists. Only 8.14% tourists were coming from outside of the West Bengal and from different states of India, within which Jharkhand has been found as a major source of tourists. Like Mandarmani, at Tajpur, 93.94 per cent tourists were also coming from different parts of West Bengal within which Kolkata (36.37 per cent) and its surrounding three districts i.e. North 24 Parganas (15.15 per cent), Howrah, (12.12 per cent) Hooghly (9.09 per cent) were the major sources of tourists. So it can be said that at these two destinations main tourists flow originate from Kolkata and its surrounding districts like North 24 Parganas, Howrah, and Hooghly.

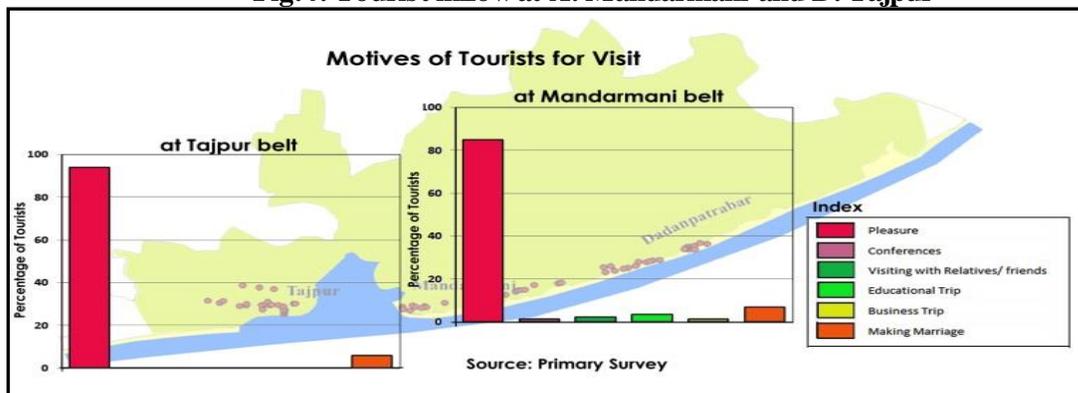
**Demographic Profile of Tourists**

The study reveals that in case of both destinations; most of the tourists belong to the age group of 16-30 years

and 30 -45 years. At Mandarmani, total 46.51 per cent tourists (male 41.86 per cent and Female 4.65 per cent) belong to age group of 31 – 45 years age group and 43.01 per cent tourists (male 26.74 per cent and female 43.01%) belong to 16-30 years age group. 63.64 per cent tourists are belong to 16 – 30 years age group out of which 57.58 per cent tourists are male and only 6.06 per cent female tourists has been noticeable at Tajpur. 30.3 per cent tourists belong to age group of 31-45 years. From table no.1, it is clear that most of the tourists in case of both destinations were well educated. At Mandarmani, 34.88 per cent and at Tajpur 33.33 per cent tourists completed graduation degree and 44.19 per cent tourists at Mandarmani and 42.43 per cent tourists at Tajpur had educational qualification of post-graduation and above. In case of Mandarmani, highest percentage of tourists i.e. 24.42 per cent belong to above rupees 50000 monthly family income and 23.26 per cent belong to family income of rupees 40000 to 50000. In case of Tajpur highest percentage of tourists i.e. 27.273 per cent tourists belong to monthly income group of rupees 20000, -30000 and above rupees 50000. So, most of the tourists are economically affluent in nature (Table -1).



**Fig.4: Tourist inflow at A. Mandarmani and B. Tajpur**



**Fig.5 Motives of tourists to Visit at Mandarmani and Tajpur Belt**

**Table 1. Tourist’s Profile of Mandarmani and Tajpur, Purba Medinipur (figures in Parenthesis are in Percentage figures)**

Age group	At Mandarmani		At Tajpur	
	Male	Female	Male	Female
< 16	1.163	0	0	0
16 -30	26.74	16.27	57.58	6.06
30- 45	41.86	4.65	24.24	6.06
46-60	5.81	3.48	6.06	0
>60	0	0	0	0
Education level	At Mandarmani		At Tajpur	
Up to M.P.	11.63		3.03	
H.S.	9.30		21.21	
Graduation	34.88		33.33	
Post-Graduation & above	44.19		42.43	
Religion				
Hindu	93.00		93.00	
Muslim	6.00		6.00	
Christian	1.00		1.00	
Status of Tourist				
Urbanite	65.00		75.76	
Ruralite	35.00		24.24	
Income Level (in Rs.)				
10000 - 20000	18.6		6.061	
20000-30000	17.44		27.273	
30000-40000	16.28		18.182	
40000-50000	23.26		21.21	
>50000	24.42		27.273	
Occupation				
Educationist	12.79		0.09	
Student	16.28		9.09	
Technologists	1.16		3.03	
Businessman	25.58		6.06	
Doctor	2.32		0.00	
Lawyers	1.16		3.03	
Engineer	0.00		9.09	
Farmer	1.16		0.00	
Govt. Service	10.47		21.21	
Private service	1.16		18.10	
Others	28.00		30.30	

Source: Primary Survey

**Tourists’ motivation of travel**

People travel or visit to a place for many purposes. The purposes or motives to visit a place may differ from man to man and place to place [27, 28, 29]. In this section, Motivation of travel to these destinations has been discussed in terms of six different categories, namely: pleasure, conference, visiting with relatives or friends, educational trip, business trip, marry making trip.

At Mandarmani, 84.88% tourists travelled in the motives to get pleasure, tourists travelled for other motives like, to attend conference, to visit with relative or friends, for educational trip, for business trip, for marry making trip were very low and there percentages are 1.16 per cent, 2.33 per cent, 3.488 per cent, 1.16 per cent and 6.98 per cent respectively. In case of Tajpur, 93.94 per cent tourists travelled for getting pleasure and only 6.06 per cent tourists come for marry making trip. So, Pleasure is the main motive of travel to these destinations (Fig. 5). This result was not an exception of findings of many researchers [35] that getting pleasure is an important motive to visit coastal tourism destinations.

**Tourist’s Interest**

Coastal tourism is based on the unique resource combination at the border of land and sea environments such as: sun, water, beaches, outstanding scenic views, rich biological diversity (birds, whales, corals etc.), sea food and good transportation infrastructure. Based on these resources, various profitable services have been developed in many coastal destinations such as well-maintained beaches, diving boat trips, bird watching tours, restaurants and medical facilities [30]. To understand the tourists’ interests about the tourism attributes available at these two coastal tourism destinations, respondents were asked to give the rank against the tourism activities like observation of nature, photography, enjoy the entertainment facilities according to their interests.

**Table 2. Tourist’ Interest towards Different Activities (figures in Parenthesis are in Percentage figures).**

Activity	At Mandarmani					At Tajpur				
	Ranks of preference					Ranks of preference				
	R-1	R-2	R-3	R-4	R-5	R-1	R-2	R-3	R-4	R-5
Observation of nature	34.88	25.58	19.77	9.3	8.14	33.33	18.2	15.15	33.33	6.06
Food and Drinking	22.9	24.42	13.95	2.33	6.98	27.27	9.09	18.2	21.21	6.06
Swimming	37.209	17.44	16.28	8.14	10.47	21.21	18.2	39.39	12.12	18.2
Photography	5.81	32.56	22.09	18.6	13.95	18.2	54.55	39.4	12.12	0
Entertainment	0	5.81	12.79	30.23	51.17	0	0	6.06	21.21	69.69

Source: Computed by Authors based on Primary Survey

The tourists’ responses at Mandarmani have been shown in table 2. It reveals that observation of nature and swimming has got highest percentage 1<sup>st</sup> rank of choice i.e. 34.88 per cent and 37.209 per cent. Photography has got highest percentage on 2<sup>nd</sup> rank of choice and 3<sup>rd</sup> rank of choice i.e.32.56 per cent and 22.09 per cent. Entertainment facilities like Horse riding, boating etc. have got highest percentage of 4<sup>th</sup> and 5<sup>th</sup> rank of choice. So, observations of nature, swimming are more interesting to the tourists than the entertainment facilities, photography.

In case of Tajpur Observation of nature, Food and drinking have got highest percentage 1<sup>st</sup> rank choice i.e. 33.33 per cent and 27.27 per cent. Swimming has got highest percentage 2<sup>nd</sup> rank of choice i.e.54.55 per cent. Photography is chosen as a 3<sup>rd</sup> choice by 39.39 per cent of tourists. Entertainment facilities like Horse riding, boating etc. have got highest Percentage of 5<sup>th</sup> rank. So, observation of nature, food and drinking, Swimming is more interesting to the tourists than the Entertainment facilities, Photography. This result is nothing but the reflections of tourists’ motivation. As mentioned earlier, there are various means of getting pleasure. As these destinations had newly emerged and entertainment facilities were not properly developed, only its’ clam quite natural beauty and unique food and drinking facilities have acted as means of getting pleasure. So, it could be the main pull factors to the tourists in case of these two destinations.

### Evaluation of Tourists’ Attitude and Satisfaction on Tourism Facilities

The experiences of tourists at these destinations have been evaluated here. The tourists were asked to evaluate their experience at these destinations based on 16 destination attributes and all the attributes are grouped into five aspects i.e. infrastructural aspect, safety aspect, behavioural aspect, environmental aspect, aesthetic aspect. Perceptions of each attributes could lead satisfaction and dissatisfaction with the overall travel experience [36]. The mean score and standard deviation of 16 tourism attributes were computed by SPSS based on 5 point Likert-type scale test, where 1 represents ‘not satisfactory’, 2 represents ‘moderate satisfactory’, 3 represents ‘satisfactory’, 4 represents ‘good’ and 5 represents ‘excellent’. Higher value of mean score indicates that tourists agreed that the attribute sated satisfied their requirements of travel. Cronbach’s alpha has been calculated for showing the reliability.

At Mandarmani, the mean scores are varied from a range of 1.19 to 3.71. Highest mean score (M=3.71) has been observed in accommodation attribute of infrastructural aspect and lowest mean score has been observed in tourism information centre (M=1.19) of infrastructural aspects. The best performing attributes of Mandarmani are accommodation (M=3.71) and food quality (M=3.41) in infrastructural aspect, entertainment

**Table 3: Mean Sore and Standard Deviation with Cronbach alpha of Tourists’ evaluation on Tourism Attributes**

Aspects	Tourism Attributes	At Mandarmani			At Tajpur		
		Me an	Standard Deviation	Cronbach’s alpha	Mean	Standard Deviation	Cronbach’s alpha
Infrastructural aspects	Accommodation	3.71	0.857	0.62	3.27	0.944	0.78
	Food quality	3.41	0.904		3.39	0.864	
	Transportation	2.86	1.104		2.27	0.626	
	Shopping Facility	2.60	1.115		2.24	1.119	
	Sanitation facility	2.45	1.097		2.55	1.063	
	Parking facility	2.25	2.25		2.18	1.131	
	Tourism information centre	1.19	0.523	1.27	0.626		
Safety and Behavioural aspects	Tourism safety	2.68	1.115	0.72	3.27	0.801	0.94
	Behaviour of the businessmen	3.49	0.811		3.58	0.663	
	Behaviour of tourists	3.33	0.851		3.70	0.529	
	Behaviour of local people	3.34	0.839		3.48	0.755	
Environmental aspects	Cleanness	3.14	0.953	0.96	3.15	0.939	0.64
	Proper disposal of waste materials	3.01	0.982		2.33	0.595	
Aesthetic aspects	Entertainment facility	3.36	0.884	0.81	2.88	0.960	0.94
	Beauty of the place	3.71	0.721		3.55	0.833	

Source: Computed by Authors based on Primary Survey

facility (M= 3.36) and beauty of the place (M= 3.71) in aesthetic aspect and all the three attributes in behavioural aspect i.e. Behaviour of the businessmen (M= 3.49), Behaviour of tourists (M= 3.33), Behaviour of local people (3.34) and Cleanness (3.14) of environmental aspect.

It suggests that tourists were satisfied with these attributes. The attributes like transportation, shopping facility and tourism safety have scored mean value of 2.86, 2.60, and 2.68 respectively. So, it can be concluded that the tourists were moderately satisfied with these services but the tourists were not satisfied by the attributes like tourist’s information centre (M=1.19) and proper waste disposal of waste materials (M= 1.67).

In case of Tajpur, the mean scores range from 1.27 to 3.70. The Behaviour of the tourists gets highest mean score (M=3.70) and tourism information centre gets lowest mean score (M= 1.27). The attributes of behavioural aspect i.e. Behaviour of the businessmen (M= 3.58), Behaviour of tourists (M= 3.70), Behaviour of local people (M=3.48), food quality (M= 3.39), accommodation (M= 3.27) of infrastructural aspect tourism safety (M= 3.27) of safety aspect, beauty of the place (M= 3.55) of Aesthetic aspect, cleanness (M=3.15) of environmental aspect satisfy the tourists. The mean score (M) of two attributes such as Sanitation facility (M= 2.55), entertainment facility have found 2.55 and 2.88 respectively, just quite above the mean score of 2.50. It suggests that tourist were moderately satisfied by these two facilities. The tourists were less satisfied to the attributes like shopping facility (M=2.24), transportation facility (M=2.27) Parking facility (M= 2.18), Tourism information centre (M= 1.27).

### Tourist’s Overall Satisfaction

To measure the overall satisfaction an 8 items scale model has been applied. Previously six items model was applied by Oliver [31], 7 items scale models was applied by Leo et al. and 8 items model was used by Yuan Yao [32] for the measurement of tourist’s satisfaction. The highest mean score of satisfaction is loaded at the statement of ‘My experience at Mandarmani made me happy’ (M=3.74), followed by the statement of ‘I think I made the right decision to visit the destination’ (M=3.57). The lowest score is earned by the statement of ‘Mandarmani is one of the best destination of coastal tourist’ (M=2.90) but except this statement all other seven statements have got the mean score greater than the median value of 3. Generally it is suggested by the mean score value of 8 items that tourists were satisfied with their overall experience.

In case of Tajpur, highest mean score of overall satisfaction is loaded at the statement ‘‘My experience at Tajpur made me happy’ (M= 3.55) and lowest mean score is loaded at the statement ‘Tajpur is one of the best destination of coastal tourism’ (M= 2.39). But the statement like ‘I think I made the right decision to visit the destination’, ‘I am satisfied with my overall experience during my visit’, ‘My experience at Tajpur was exactly what I expected’, ‘If I got another chance, I would be pleased to re visit the place’, ‘I would like to recommended Tajpur to my relatives and friends as a travel destination’ get the mean score of 2.82, 2.68, 2.88, 2.88, 2.79 respectively. The mean scores of satisfaction items suggested that tourists were moderately satisfied with overall experience at Tajpur.

**Table 4: Mean Score and Standard Deviation of Tourists’ Overall Satisfaction to Mandarmani and Tajpur Belt**

Id	Items	At Mandarmani			At Tajpur		
		Mean	St. Dev.	C. Alpha	Mean	St. Dev.	C. Alpha
V1	Mandarmani / Tajpur is one of the best destination of coastal tourism	2.90	1.265	0.992	2.39	1.368	0.994
V2	My choice to visit was wise one	3.50	1.244		2.79	1.293	
V3	I think I made the right decision to visit the destination	3.57	1.223		2.82	1.357	
V4	I am satisfied with my overall experience during my visit	3.42	1.222		2.68	1.270	
V5	My experience at Mandarmani / Tajpur was exactly what I expected	3.43	1.261		2.88	1.341	
V6	My experience at Mandarmani /Tajpur made me Happy	3.74	1.119		3.55	1.277	
V7	If I got another chance , I would be pleased to re visit the place	3.41	1.192		2.88	1.380	
V8	I would like to recommended Mandarmani / Tajpur to my relatives and friends as a travel destination	3.19	1.222		2.79	1.364	

Source: Computed by Authors based on Primary Survey

## RECOMMENDATIONS

From the above discussion it is clear that the tourists are domestic tourists. The tourists' inflow in these two destinations comes from different districts of the West Bengal. Kolkata and its surrounding districts are playing a dominant role in origin of tourists' inflow. The majority of them were well educated and most of them belong to young and working age group. Due to uniqueness of every destination the tourists' satisfaction or dissatisfaction varies from one to another for the same attributes [33, 34]. The result of this study indicates that overall tourists were moderately satisfied with these two destinations. High overall satisfaction could be achieved if tourists are satisfied by all individual attributes. The study revealed tourists were more interested to observe the nature, swimming, food etc. at these destinations. The individual attributes like accommodation, food quality, beauty of the places, behaviour of tourists, local people, businessmen, cleanness etc. were received highest score. On the other hand, lowest score were received by shopping facilities, transportation, sanitation facilities, parking facilities, tourists information centre etc. These indicate that as the Mandarmani and Tajpur were newly emerged tourism destinations the following facilities are not well developed. Results of overall satisfaction show that these two destinations are not the best coastal destination but their decisions to visit these places were right. So, it is an indication towards tourists' positive attitudes towards these destinations. Finally, it could be recommended that for the sustainable development of these tourism destinations, policy makers have to take care about the tourists' facilities which are not up to the satisfactory level.

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