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DETERMINANTS OF CUSTOMER SATISFACTION IN TOURISM SERVICES : AN EMPIRICAL ANALYSIS OF SWARAJ DWEEP ISLAND

ABSTRACT : Tourism plays a significant role in the socio-economic development of island destinations by generating employment, income and business opportunities for local communities. This study examines the factors influencing tourists' satisfaction with tourism services in Swaraj Dweep Island. Primary data were collected from 200 tourists through a structured questionnaire during 1 April 2026 to 5 June 2026. The study examines service quality, accommodation, transportation and accessibility, food and hospitality, destination attractions, cleanliness and safety, and price/value for money. Percentage, mean, ranking and Pearson correlation are used for analysis. The study provides destination-specific insights that can assist tourism businesses and authorities in improving service quality, visitor experience, customer satisfaction and sustainable tourism development in Swaraj Dweep.

Keywords : Customer Satisfaction, Tourism Services, Swaraj Dweep, Service Quality, Tourist Experience, Sustainable Tourism.

INTRODUCTION : Tourism is an important component of the service economy and contributes significantly to employment generation, income creation, entrepreneurship, regional development and the growth of supporting businesses. The tourism industry includes hotels, resorts, restaurants, travel agencies, tour operators and recreational service providers. With increasing competition among tourism destinations, customer satisfaction has become a critical factor in determining the success and competitiveness of tourism businesses. Satisfied tourists are more likely to revisit a destination, recommend it to others and develop positive perceptions of tourism services.

Customer satisfaction refers to the extent to which the actual experience of tourists meets or exceeds their expectations. In tourism, satisfaction is influenced by service quality, accommodation, transportation, food and hospitality, destination attractions, cleanliness, safety,

accessibility, price and overall tourist experience. Kozak and Rimmington (2000) emphasized that tourist satisfaction is an important measure of destination competitiveness, while Yoon and Uysal (2005) established its importance in explaining destination loyalty and future behavioural intentions.

Service quality is one of the major determinants of customer satisfaction in tourism. Parasuraman, Zeithaml and Berry (1988) developed the SERVQUAL model, identifying tangibility, reliability, responsiveness, assurance and empathy as major dimensions of service quality. Destination image also influences tourists' expectations and evaluation of their travel experience. Baloglu and McCleary (1999) explained that destination image develops through personal factors and external information sources. Tourist experience and perceived value also play an important role in determining satisfaction. Chen and Chen (2010) found that experience quality and perceived value influence tourist satisfaction and behavioural intentions. Therefore, attractive tourism resources, quality accommodation, convenient transportation, good hospitality and enjoyable recreational activities can collectively influence tourists' overall satisfaction.

The study is particularly relevant to Swaraj Dweep Island, formerly known as Havelock Island, which is one of the prominent tourism destinations in the Andaman and Nicobar Islands. The island is known for its beaches, marine environment, natural attractions and recreational tourism opportunities. Tourists interact with different tourism service providers during their journey, and their satisfaction may depend on accommodation, transportation, food quality, hospitality, attractions, cleanliness, safety, accessibility and value for money. Limited empirical research has specifically focused on the determinants of customer satisfaction among tourists visiting Swaraj Dweep Island, creating a need to identify the major factors influencing tourist satisfaction from the visitors' perspective.

Meaning of Tourism : Tourism refers to the movement of people from their usual place of residence to another destination for a temporary period for purposes such as leisure, recreation, business, culture, education, pilgrimage, or other activities. It involves travel, accommodation, transportation, food, entertainment, and other services provided to visitors. "Tourism comprises the activities of visitors travelling to and staying in places outside their usual environment for less than one year for leisure, business or other personal purposes. Tourism is understood as a subset of travel involving visitors. A visitor is a person who travels to a main destination outside his or her usual environment, for less than one year, for a main purpose such as leisure, business, or other personal reasons, and not for employment by a resident entity in the place visited.

Thus, tourism is a temporary movement of people away from their usual place of residence for various purposes, together with the activities and services associated with their travel and stay. It is an important economic and social activity that generates employment, income, cultural exchange, and development of tourism-related infrastructure.

Definition of Tourism : Hunziker and Krapf (1942) Tourism is the "sum of the phenomena and relationships 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 permanent or temporary earning activity."

Burkart and Medlik (1981) Tourism comprises the "short-term movements of people to places outside the places where they normally live and work, and their activities during their stay at these destinations."

World Tourism Organization (UNWTO) Tourism refers to the activities of people travelling to and staying in places outside their usual environment for **less than one consecutive year** for leisure, business, or other purposes not related to an activity remunerated from within the place visited.

Meaning of Tourism Services : Tourism services refer to the various facilities, activities, and support services provided to tourists before, during, and after their journey. These services enable tourists to travel comfortably, stay at destinations, enjoy attractions, obtain food and entertainment, and meet their travel-related needs. Tourism services are generally intangible and are experienced by tourists through their interaction with service providers and destination facilities.

Definition of Tourism Services : Tourism services defined as” **“A combination of facilities, activities, and services provided to tourists to satisfy their travel, accommodation, recreational, hospitality, and other destination-related needs.”**

REVIEW OF LITERATURE :

Parasuraman, Zeithaml and Berry (1988) the study says that developed the SERVQUAL model to measure perceived service quality through tangibility, reliability, responsiveness, assurance and empathy. The framework explains how customers compare expectations with actual service experiences. It provides a foundation for examining service quality as a determinant of tourist satisfaction in Swaraj Dweep.

Baloglu and McCleary (1999), he examined the formation of destination image and its influence on tourists’ perceptions and expectations. The study showed that personal factors and external information sources shape destination image. This provides a basis for examining how Swaraj Dweep’s natural attractions and destination characteristics influence satisfaction.

Kozak and Rimmington (2000) the investigator investigated tourist satisfaction and its importance in evaluating destination competitiveness. Satisfaction was associated with tourism services and destination facilities. The findings support evaluation of accommodation, transportation, hospitality, attractions and other services in Swaraj Dweep.

Ryan (2000), he examined the measurement of tourist satisfaction and discussed the application of service-quality concepts in tourism research. The study emphasized the importance of reliable measurement of tourists’ perceptions and experiences. It provides methodological support for examining customer satisfaction in tourism services.

Bigné, Sánchez and Sánchez (2001), the study examined tourism image, evaluation variables and tourists’ post-purchase behaviour. It highlighted the relationship between destination image, tourist evaluation and subsequent behavioural intentions. The findings support the inclusion of destination image and service experience in studying tourist satisfaction.

Yoon and Uysal (2005), he examined relationships among tourist motivation, satisfaction and destination loyalty. The study indicated that satisfaction is associated with favourable behavioural intentions toward destinations. This is relevant to understanding repeat visits and recommendations for Swaraj Dweep.

Um, Chon and Ro (2006), the study investigated the factors influencing tourists’ intention to revisit destinations. It showed that tourists’ experiences and satisfaction are important considerations in explaining revisit intentions. The findings are relevant to understanding how satisfaction with Swaraj Dweep tourism services may influence future visits.

Chen and Chen (2010) the study investigated experience quality, perceived value, satisfaction and behavioural intentions in heritage tourism. The study found that experience quality contributes to perceived value and satisfaction. It supports examining tourists’ overall experiences involving attractions, accommodation, transportation and hospitality in Swaraj Dweep.

Alegre and Garau (2010) the study says about tourist satisfaction and dissatisfaction with destination attributes. The study emphasized identifying both positive and negative aspects of tourism experiences. This approach can help identify areas such as transportation, cleanliness,

accommodation, food services and accessibility requiring improvement in Swaraj Dweep.

Assaker and Hallak (2013) the study examined that relationships among satisfaction, destination image and tourists' behavioural intentions. The study indicated that destination perceptions and satisfaction can influence future travel behaviour. These findings support customer-oriented tourism service development for visitors with different backgrounds and expectations in Swaraj Dweep.

Rajesh (2013) the author described that the destination image and perceived tourism product quality in relation to behavioural intentions. Destination image and perceived quality contributed to positive tourist evaluations and future intentions. The findings support examining natural attractions, accommodation, hospitality and tourism facilities in Swaraj Dweep.

Sukiman, Omar and Muhibudin (2013) the study reveals tourist satisfaction and destination competitiveness. Satisfaction was identified as an indicator of tourism destination performance based on tourists' evaluations of services and experiences. The study supports evaluating satisfaction to improve tourism facilities and service quality in Swaraj Dweep.

Prayag, Hosany and Yan (2013) the study described that destination image, satisfaction and behavioural intentions in tourism. Positive destination perceptions and satisfactory experiences can strengthen willingness to recommend or revisit. The findings support considering destination image as a factor in Swaraj Dweep tourist satisfaction.

Eusébio and Vieira (2013), the author described that destination attributes and their influence on tourist satisfaction, including attractions, accessibility, accommodation, infrastructure and supporting services. The study emphasized evaluating individual destination attributes. This is relevant because tourists visiting Swaraj Dweep experience multiple tourism services.

Gnanapala (2015), the study examined tourist satisfaction and behavioural intentions in relation to tourism experiences and destination attributes. Service quality, destination facilities and overall experiences influence satisfaction and future behaviour. The findings support evaluating hospitality, accommodation, accessibility, cleanliness, safety and value for money in Swaraj Dweep.

Nunkoo, Teeroovengadum, Ringle and Sunnassee (2020) the study examined the relationship between service quality and customer satisfaction in the hotel sector. It found that perceived service quality is an important factor associated with customer satisfaction. The findings are relevant to evaluating accommodation and service quality among tourists visiting Swaraj Dweep.

Sitepu and Rismawati (2021), the study examined service quality, destination image, memorable experience and tourist satisfaction in relation to revisit intention. It highlighted the importance of satisfactory experiences and destination perceptions in tourism behaviour. The study supports examining multiple tourism-service factors when assessing satisfaction in Swaraj Dweep.

RESEARCH GAP : The review indicates that customer satisfaction has been widely examined in relation to service quality, destination image, perceived value, tourist experience and destination loyalty. However, comparatively limited empirical research has examined the determinants of tourist satisfaction specifically in Swaraj Dweep Island, Andaman and Nicobar Islands. There is also insufficient research examining multiple tourism-service dimensions together, including accommodation, transportation, food and hospitality, destination attractions, cleanliness, safety and value for money. Therefore, the present study addresses this geographical and contextual gap by identifying the major determinants of customer satisfaction among tourists visiting Swaraj Dweep and examining their relative importance.

OBJECTIVES OF THE STUDY :

1. To measure the level of customer satisfaction among tourists visiting Swaraj Dweep Island.

2. To identify the major factors influencing customer satisfaction with tourism services.
3. To examine the relationship between tourism service factors and customer satisfaction.
4. To suggest measures for improving tourism services and customer satisfaction in Swaraj Dweep Island.

RESEARCH METHODOLOGY :

Research Design : The study adopts a descriptive and analytical research design to examine the determinants of customer satisfaction in tourism services in Swaraj Dweep Island.

Area of the Study : The study was conducted in Swaraj Dweep Island, Andaman and Nicobar Islands, a prominent island tourism destination. The study covers tourists experiencing accommodation, transportation, food and hospitality, tourist attractions and recreational activities.

Sample Size : A total of 200 tourists were selected as respondents. The sample comprised visitors with diverse demographic characteristics, travel patterns and tourism experiences. The responses provide the basis for examining perceptions of service quality, accommodation, transportation, food and hospitality, destination attractions, cleanliness and safety, value for money, and overall tourism experience.

Sources of Data : The study used both primary and secondary data. Primary data were collected directly from tourists through a structured questionnaire during April 2026 to June 2026. Secondary information was obtained from academic journals, books, research articles, tourism-related publications and official tourism sources.

ANALYSIS AND INTERPRETATION : The collected data were analysed using percentage, mean, ranking and correlation to understand tourists' satisfaction with tourism services in Swaraj Dweep Island.

ANALYSIS AND INTERPRETATION : The collected data were analysed to understand tourists' satisfaction with tourism services in Swaraj Dweep Island. Percentage, mean, ranking, correlation was used for analysis. The results help identify the important factors affecting customer satisfaction, service quality and overall tourist experience in the destination.

Table1: Demographic Profile of Respondents

Sl.No	Variable	Category	Frequency	Percentage(%)
1	Gender	Male	112	56.0
		Female	88	44.0
2	Age	Below20	18	9.0
		21–30	72	36.0
		31–40	54	27.0
		41–50	34	17.0
		Above50	22	11.0
3	Purpose of Visit	Leisure/Holiday	96	48.0
		Honeymoon	38	19.0
		Adventure/Recreation	34	17.0
		Family/Friends	24	12.0
		Other	8	4.0
Total			200	100.0

(Source: Primary data)

Gender : The table # 1 shows that 112 respondents (56%) were male, while 88 respondents (44%) were female. Male tourists therefore formed a slightly larger proportion of the sample. However, the difference between male and female respondents is not substantial, indicating reasonable representation of both genders. This provides a balanced basis for examining customer satisfaction among tourists visiting Swaraj Dweep.

Age : The age-wise distribution indicates that 21–30-year-old tourists formed the largest group (36%), followed by those aged 31–40 years (27%). Respondents aged 41–50 years accounted for 17%, while tourists above 50 years represented 11%. Visitors below 20 years constituted 9%. Thus, younger and middle-aged tourists dominated the sample.

Purpose of Visit : The table # 1 indicates that leisure/holiday was the major purpose of visiting Swaraj Dweep, accounting for 48% of respondents. Honeymoon tourists represented 19%, while 17% visited mainly for adventure and recreational activities. Family and friends accounted for 12%, and other purposes represented 4%. The findings suggest that Swaraj Dweep is primarily preferred as a leisure destination, with recreational and honeymoon tourism also contributing substantially to visitor demand.

Table 2 :Mean and Ranking of Determinants

SLNo	Determinant	Mean Score	Rank
1	Destination Attractions	4.32	I
2	Cleanliness & Safety	4.18	II
3	Food & Hospitality	4.05	III
4	Service Quality	3.98	IV
5	Accommodation	3.91	V
6	Price / Value for Money	3.76	VI

(Source :Primary data)

From the above table # 2 The mean scores show that destination The ranking shows that destination attractions were the most highly rated determinant, with a mean score of 4.32, while price / value for money was the lowest-rated determinant, with a mean score of 3.76. The difference between the highest and lowest mean scores is 0.56 points, indicating that all six determinants received relatively favourable ratings. Overall, the findings suggest that the natural and recreational attractions of Swaraj Dweep are particularly important to tourists, while comparatively greater attention may be required regarding pricing and value for money. The results also indicate that maintaining cleanliness and safety, improving hospitality and service quality, and providing satisfactory accommodation can support a positive tourist experience.

Correlation Analysis

Table 3: Relationship Between Tourism Service Determinants and Customer Satisfaction

SL.No.	Independent Variable	Correlation Coefficient (r)	p-value	Result
1	Service Quality	0.624**	0.001	Significant
2	Accommodation	0.571**	0.003	Significant
3	Transportation & Accessibility	0.483**	0.012	Significant
4	Food & Hospitality	0.596**	0.002	Significant
5	Destination Attractions	0.651**	0.000	Significant

6	Cleanliness & Safety	0.137	0.084	Not Significant
7	Price / Value for Money	0.529**	0.018	Significant

(Source: Primary data)

The table 3 shows the correlation analysis shows that most tourism-service determinants have a positive and statistically significant relationship with customer satisfaction. Destination Attractions recorded the strongest relationship ($r = 0.651$, $p = 0.000$), followed by Service Quality ($r = 0.624$, $p = 0.001$). Food & Hospitality ($r = 0.596$), Accommodation ($r = 0.571$), Price/Value for Money ($r = 0.529$) and Transportation & Accessibility ($r = 0.483$) also show significant positive relationships. These results indicate that improvements in these tourism-service factors are associated with higher levels of overall customer satisfaction. In contrast, Cleanliness & Safety shows a weak positive correlation ($r = 0.137$, $p = 0.084$) and is not statistically significant at the 5% level. Overall, the findings indicate that destination attractions, service quality, hospitality, accommodation, transportation and value for money are significantly associated with customer satisfaction among tourists visiting Swaraj Dweep.

Table 4: Overall Customer Satisfaction Level

SLNo	Satisfaction Level	Frequency	Percentage
1	Highly Satisfied	32	32.0
2	Satisfied	38	38.0
3	Neutral	18	18.0
4	Dissatisfied	8	8.0
5	Highly Dissatisfied	4	4.0
Total		100	100.0

(Source :Primary data)

The above table indicates that 70% of tourists are either highly satisfied or satisfied with tourism services in Swaraj Dweep. About 18% expressed a neutral opinion, while only 12% reported dissatisfaction. The findings suggest a generally positive level of customer satisfaction among tourists.

Table 5: Customer Satisfaction by Service Quality

SLNo	Service Quality Level	Frequency	Percentage
1	Very High	28	28.0
2	High	40	40.0
3	Moderate	20	20.0
4	Low	8	8.0
5	Very Low	4	4.0
Total		100	100.0

(Source :Primary data)

The results show that 68% of respondents rated service quality as high or very high. Only 12% reported low or very low service quality. This indicates that the majority of tourists have a favorable perception of the services received during their visit.

Table 6: Satisfaction with Accommodation Facilities

SLNo	Accommodation Satisfaction	Frequency	Percentage
1	Highly Satisfied	30	30.0
2	Satisfied	39	39.0
3	Neutral	18	18.0
4	Dissatisfied	9	9.0
5	Highly Dissatisfied	4	4.0
Total		100	100

(Source :Primary data)

The results of the above table show that about 69% of tourists expressed satisfaction or high satisfaction with accommodation facilities. The neutral category accounts for 18%, while only 13% expressed dissatisfaction. The findings indicate that accommodation facilities generally contribute positively to the tourist experience.

FINDINGS OF THE STUDY :

1. The study indicates a generally positive level of tourist satisfaction, with 70% of respondents reporting that they were satisfied or highly satisfied with tourism services.
2. Destination attractions recorded the highest mean score of 4.32, indicating that natural and tourism attractions are a major contributor to the tourist experience.
3. Cleanliness and safety obtained a high mean score of 4.18, showing that tourists generally perceive these facilities positively.
4. Food and hospitality recorded a mean score of 4.05, ranking third among the assessed tourism-service attributes.
5. Service quality achieved a mean score of 3.98 and showed a strong positive correlation with customer satisfaction ($r = 0.624$, $p = 0.001$).
6. Accommodation recorded a mean score of 3.91 and had a significant positive relationship with customer satisfaction ($r = 0.571$, $p = 0.003$).
7. Transportation and accessibility showed a significant positive relationship with customer satisfaction ($r = 0.483$, $p = 0.012$). The source also reports transportation/accessibility as having a mean score of 3.62 in its discussion, although it is omitted from the displayed mean-ranking table.
8. Price/value for money obtained the lowest mean among the six displayed attributes (3.76) but still had a significant positive correlation with satisfaction ($r = 0.529$, $p = 0.018$).
9. Destination attractions had the strongest correlation with overall customer satisfaction ($r = 0.651$, $p = 0.000$), indicating a strong association between tourists' evaluation of attractions and their overall satisfaction.
10. Although cleanliness and safety received a high mean score, its correlation with customer satisfaction was weak and statistically non-significant ($r = 0.137$, $p = 0.084$).

SUGGESTIONS :

1. **Improve transportation facilities:** Transportation connectivity within Swaraj Dweep should be strengthened through better road conditions, local transport availability, and improved coordination of transport services.
2. **Maintain destination attractions:** Natural attractions, beaches, marine activities and other tourist sites should be properly maintained while ensuring environmental sustainability.
3. **Improve service quality:** Tourism businesses should provide regular training to employees in communication, hospitality, customer handling and professional service delivery.
4. **Strengthen accommodation facilities:** Hotels, resorts and homestays should improve basic amenities, cleanliness, maintenance and service standards to enhance tourist experiences.
5. **Improve value for money:** Tourism operators should provide transparent pricing and reasonably priced packages so that tourists perceive better value for their expenditure.
6. **Strengthen food and hospitality:** Local food establishments should maintain hygiene and quality while promoting local cuisine and providing consistent hospitality services.
7. **Focus on sustainable tourism:** Tourism development should balance increasing tourist demand with environmental protection, waste management and conservation of natural resources.
8. **Improve tourist information:** Information centres, digital platforms and signage should provide tourists with clear information regarding attractions, transportation, accommodation, safety and local services.

CONCLUSION AND SUGGESTIONS : The study concludes that customer satisfaction in Swaraj Dweep is influenced by several tourism-service factors, particularly destination attractions, service quality, food and hospitality, accommodation, transportation and value for money. Destination attractions recorded the highest mean score and also showed the strongest positive relationship with overall customer satisfaction. Most of the examined service factors had statistically significant positive relationships with satisfaction, while cleanliness and safety did not show a statistically significant correlation despite receiving a relatively high mean score. The findings highlight the importance of maintaining the island's tourism attractions while continuously improving service quality, accommodation, transportation and value for money. Sustainable tourism practices, improved infrastructure and effective destination management can further contribute to a positive and satisfactory tourist experience in Swaraj Dweep.

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