COMPARING THE LEVELS OF EXPECTATION AND SATISFACTION OF INDIAN AND FOREIGN ADVENTURE TOURISTS VISITING INDIA

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Abstract: **Purpose** – The present study is undertaken to explore the difference between expectation and satisfaction level of Indian and foreign adventure tourists and the relationship between the levels of expectation and satisfaction of Indian and foreign adventure tourists.
Methodology – The data has been gathered from a sample of 300 adventure tourists comprising of 150 Indians and 150 foreigners. A principal component analysis with varimax rotation has identified 28 relevant items, which are broadly clustered into 6 significant factors. They are labeled as Aesthetic Appeal, Facilities, Accommodation, Information, Food and Safety and Security.
Findings – The findings of this study revealed significant differences between the levels of expectation and satisfaction of adventure tourists of Indian and foreign origin. The level of expectation among the Indian and foreign adventure tourist is higher and, comparatively, the level of satisfaction is lower. The level of expectation and the level of satisfaction of Indian adventure tourists are positively and significantly correlated with respect to variables such as Aesthetic Appeal, Facilities, Safety and Security and Accommodation. For the foreign adventure tourist, the level of expectation and level of satisfaction are positively and significantly correlated with respect to variables such as Information, Aesthetic Appeal, Facilities and Food.
Practical Implications – The research findings will help in the promotion of adventure tourism in India.
Originality/ Value – The identified factors can be used for similar kinds of studies at different destinations. The results of the study would be instrumental in developing strategies for ensuring more satisfied tourists.

Keywords: Marketing, Expectation, Satisfaction, Perception, Adventure Tourists

Increasing lust for *adventure and world culture* and *pure nature* are generally considered to be the factors supporting India's tourist allure. Since India is strategically located and has fabulous natural and cultural tourist resource wealth, it is now high time that the country prepares to favorably meet the tourist influx. This, in turn, would demand a thoroughly professional attitude and efforts on part of tourism planners, public and private sector tourism enterprises, researchers and academicians. Appropriate strategies to penetrate the desired micro and macro tourist market segments must be taken up on a priority basis. Likewise, facilities, amenities and services need to be created which take into consideration the generic expectation levels of the potential tourist, but in the manner that the tourist does not act parasitically on the destination environment or which would lead to the dilution or distortion of the *'local value'* or country's image. So far, the practice has been to identify tourist demand on the basis of simple perceptions and not on authentic research.

The study of the levels of expectation and satisfaction has paramount significance in so far as sustained development of tourism at the given destination is concerned. While the level of expectation of the potential tourist acts as a deciding factor in his/her decision to visit a particular destination, the satisfaction level speaks about the quality of the composition of tourist product (attraction + services + socio-cultural status + economics + ecological environment) experienced. (Singh, 2004).

As such, the expectation level of tourist is, in a way, the cumulative expression of the degree of his/her awareness level with regard to the given destination vis – a – vis his/her socio / cultural / economic background. Quite often, the information available to the potential tourist about the destination, i.e., about the prevailing tourist appeal, tourist plant service and quality of overall environment, is considerably different from the realities on the ground, as it may be incomplete, insufficient or confusing, resulting in

indecision or a reluctance to visit the given destination in which the tourist would have otherwise been keenly interested, had the information been closer to the experienced realities. Yet another implication could be that the resulting dream image perceived by the tourist owing to overenthusiastic marketing efforts may lead to his/her actual visit to the destination, in which he/she would have been otherwise uninterested. If, the right person does not visit the right place, it is bound to create chaos which would neither be to the benefit of the customers, the industry or the destination environment. Tourist access to correct information, in turn, depends on a variety of factors, i.e. the degree of professionalism of the destination promoters, effectively of the media /style/design/design opted by them to create awareness in the market, the personal whims of word of mouth (publicity) and any misinterpretation of the message by the tourist himself/herself. Evidently, if the potential customers are not aware, less aware or wrongly aware about the prospective destination, the marketing efforts / strategies need urgent review. In such circumstances, tourist expectation studies provide vital clues to the marketers and developers to take appropriate courses of action. (Singh, 2004)

The significance of tourist satisfaction does not need any justification; less satisfaction is bound to have far reaching impacts on the image of the destination, due to negative word of mouth publicity.

Thus, if the areas of tourist dissatisfaction are realistically explored and well planned actions are taken accordingly, the symbolic downfall of the destination because of the distorted image can be realistically translated into its progressive prosperity. Furthermore, too high expectations seldom lead to high satisfaction, even though the actual overall experience of the customer may be close to what is expected. Therefore, efforts should always be directed towards not raising too high expectation, all the same taking into consideration that expectations below a certain level may not translate a potential demand into an effective one.

Since perspectives of satisfaction and expectation are also based on the individual perception and aptitudes; as the same set of suppliers cannot satisfy even two individuals of same age, income, occupation and social group, it becomes challenging to create an ideal situation where the expectation and satisfaction levels of more than one person can be ensured. Of course, if the generic factors responsible in this regard vis-à-vis broad market segments (age, income, occupation, place of residence, motivation) are carefully researched, appropriate marketing strategies and also the provision of the proper mix of facilities and services can be developed at the destination. It is to this end that the present study has been undertaken.

Literature review

Researchers do not agree on how to define the terms Tourist Expectation, Tourist Perception and Tourist Satisfaction.. Akama and Kieti (2003) argue that tourists usually have initial expectations on a service before they consume it. According to Tribe and Snaith (1998), expectations are what people anticipate regarding their experience. Akama and Kieti (2003) hold that such expectations are formed through information from advertisements and word of mouth perceptions from other consumers during past experience. Expectations of a frequent consumer of service would rely more on the influence of past experience than sources of information. The four levels of customer expectations are the ideal, predicted, deserved and minimum tolerance. Expectations are always changing because consumers are aware of alternative service providers in the ever-growing industry. Hence, increased competition suggests a need for an improved standard of service. Rodriguez del Bosque, Martin and Collado (2006) add four similar factors to those by Akama and Kieti (2003). These are: past experience, the tourist's level of previous satisfaction with the service, communication from the service provider such as promises and the tourist's perceived image of the service.

Williams and Buswell (2003:65) define perceptions as "a comparison to excellence in service by the customer" and argue that perceptions are made at the end of a service encounter. However, Zeithaml (1988) believe that a process of judgment is performed during the service delivery process and then once more at the post-consumption stage. The nature of judgment can be subjective, for example two consumers can formulate totally different perceptions of an identical service experience. Customer perceptions of a service are complex judgments and can be modified by factors such as the consumer's mood and/or importance of the encounter. On another note, Bennett (2000) believes that expectations and perceptions can form a basis for travel.

Qu and Ping (1999) also argue that tourist satisfaction can be affected by tourists' initial expectations concerning a destination. Such expectations are influenced by several factors. Firstly, the advertising strategy applied by service providers is important because, if not well developed, it can create expectations that can be difficult to satisfy. Advertisements include brochures, media and informal interactions from friends and relatives (word of mouth advertising). Secondly, experience with similar services and their personnel can cause tourists to compare and make judgment regarding quality. Added to this is the fact that some tourists simply expect more service and are therefore likely to set high expectation standards.

Simpson (2000) point out that expectation may determine experiences tourists will enjoy because every tourist has a unique agenda prior to visit. Akama and Kieti (2003) add that the extent to which tourists' initial expectations are met or exceeded determines the level of satisfaction. In situations where the overall performance by the tourism service provider meets or exceeds initial expectation, the tourist is considered satisfied. Where performance is below the tourists' initial expectation, satisfaction level is considered low or non-existent. In order to emphasize the importance of

perceptions in contributing to satisfaction, Saleh and Ryan (1993:107) state: *"Satisfaction is determined by the consumers' perceptions of the service and attention they receive from the representative of the service company with whom they are dealing."*

In addition, Heung *et al.* (2001) argue that people's perceptions can be influenced by internal factors such as values, motives, socio-demographics and external factors such as media and past experience. They also argue that tourists make decisions on satisfaction based on how they perceive services; hence it is crucial that they perceive that a service will satisfy them. Following the arguments on expectations and perceptions in the literature, it becomes obvious that the key to improving tourist satisfaction is to reduce the gap between tourist expectation and the perception on the services consumed at a destination. This is important because good service quality is likely to result in tourist satisfaction since satisfaction is an affective concept based on the individual's needs and desires (Qu & Ping, 1999). Arguments by the cited authors suggest that expectations and perceptions play an important role in determining satisfaction.

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry's (1985) expectation-perception gap model, Oliver's expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984 ; Chon and Olsen, 1991), and the performance – only model.(Pizam, Neumann, and Reichel, 1978) have been used to used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories, because it is broadly applicable.

Pizam and Milman (1993) utilized Oliver's (1980) expectancy-disconfirmation model to improve the predictive power of travelers' satisfaction. They introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship between two different disconfirmation methods, they employed a regression model with a single "expectation – met" measure as the dependent variable, and 21 difference–score measures as the independent variables. Some studies on customer satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) investigated the factor structure of tourist satisfaction with their destination areas. The authors showed eight distinguishable dimensions of tourist satisfaction.

Barsky and Labagh (1992) introduced the expectancy – disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by
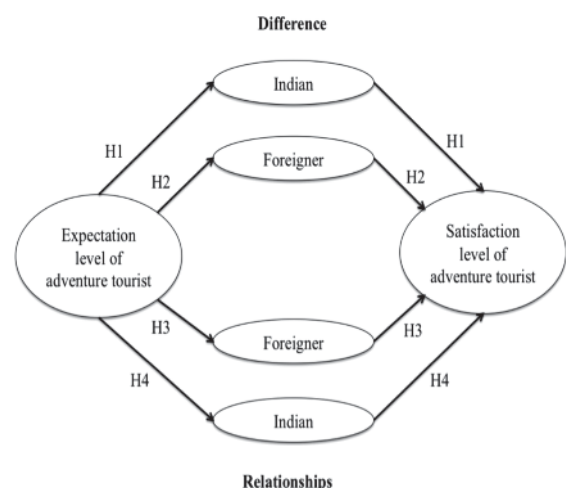
attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer's willingness to return.

Chon and Olsen (1991) discovered a goodness of fit correlation between tourist expectations about a destination, and tourist satisfaction. Then, after tourists have bought the travel service and products, if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy–disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions.

Kozak and Rimington (2000) reported the findings of a study to determine destination attributes critical to the overall satisfaction levels of tourists. Pizam, Neumann, and Reichel (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. Furthermore, Rust, Zahorik, and Keininghan (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaction can be the result of evaluating various positive and negative experiences.

Oliver's (1980) expectancy-disconfirmation model has been used in the present study. Tourist expectation and satisfaction with respect to six attributes namely: Information, Aesthetic Appeal, Facilities, Safety and Security, Accommodation and Food have been measured in the present study.

Research model

The aims of this research are to:
- To identify the gap between level of expectation and level of satisfaction of an adventure tourist of Indian and foreign origin
- To understand the relationship between level of expectation and level of satisfaction of an adventure tourist of Indian and foreign origin

Consequently, on the basis of review of literature we hypotheses;

H1 There would be significant difference between the expectation and the satisfaction level of an adventure tourist of Indian origin.

H2 There would be significant difference between the expectation and the satisfaction level of a foreign adventure tourist visiting India.

H3 There would be significant relationship between expectation and satisfaction level of an India adventure tourist.

H4 There would be significant relationship between expectation and satisfaction level of foreign adventure tourist visiting India.

Research methodology

To test the above hypotheses, comparison was done between the level of expectation and level of satisfaction of adventure tourists of Indian and foreign origin and the relationship between the level of expectation and level of satisfaction of adventure tourists of Indian and foreign origin was studied.

The information on expectation and satisfaction level of Indian and foreign adventure tourists in India have been collected using a questionnaire developed by the authors.

The first two hypotheses (H1 and H2) of significance of mean differences were tested by using t-test. The other two hypotheses (H3 and H4) of relationship were tested by using correlation analysis.

Sample

On thoroughly reviewing the filled questionnaires, 300 tourist questionnaires comprising of 150 Indian and 150 foreign adventure tourists belonging to the age group 25 – 55 years were found appropriate for data analysis.

Tools Used

The questionnaire on tourist expectation and satisfaction was developed by taking feedback from multiple focused group interviews with adventure tourists. The focused group interview data was analyzed by adopting content analysis technique. The content analysis has helped to develop a list of attributes for tourist expectation and tourist satisfaction.

A pilot study was conducted with 50 adventure tourists interested in diverse adventure sports.

A 5 point scale ranging from strongly disagrees to strongly agree was used to study participants assessment of individual attributes. On an average the survey took about 5-10 minutes to complete. All the questionnaires were personally administered by a researcher.

Factor Analysis

The conceptual scheme of the study consists of tourist expectation and tourist satisfaction attributes to understand the level expectation and level of satisfaction of adventure tourists of Indian and foreign origin, with respect to each attribute. In order to conduct analysis it was important to reduce the data to a manageable size. Data collected was loaded into SPSS and preliminary analysis began with reducing the data set into factor. Detailed results of factor analysis and varimax rotations are summarized in *Table 1*. (Factor Analysis is a technique for identifying groups and clusters of variable. Principal component analysis is concerned only with establishing which linear component exists within the data and how a particular variable might contribute to that component.)

The following table provides a brief description of factors extracted by factor analysis according to the criterion of factor loading greater than or equal to 0.6 and Cronbach's alpha reliability coefficient greater than or equal to 0.75.

A summary for ready reference is presented in *Table 2*, which shows
   a) the major constructs used in the study
   b) their factor analytically derived dimensions
   c) the number of items constituting the factors

Thus, 28 out of 39 items of the questionnaire on tourist satisfaction were found to be factor analytically meaningful.

The result of factor analysis has yielded 6 factors upon principal component analysis with varimax rotation. These factors were named as follows: Aesthetic Appeal, Facilities, Accommodation, Information, Food and Safety and Security. Furthermore the significance of difference of mean and significance of relationship was tested on a sample of adventure tourist.

Factors of tourist expectations and satisfactions

Information – The structure of this factor indicates the importance of information in attracting, making aware and holding the adventure tourist. Appropriate information, at the right time and at the right place helps in converting the potential tourist into an actual adventure tourist for a specific destination. Information factor includes the aspects such as quality, quantity, variety, availability, reliability and technicality. This factor has an important implication on the levels of expectation and satisfaction of adventure tourists.

Aesthetic Appeal – This factor is related with the beauty and appeal of the destination. Natural beauty and its

Table 1: Summary of factor analysis results

Factors	Variables	Loadings					
		1	2	3	4	5	6
Factor 1	**Facilities**						
1	I expect the adventure recreation facilities to be ample in India	.732					
2	I expect the availability of equipment for adventure sports to be adequate	.803					
3	I expect the expertise of the instructors to be good	.794					
4	I expect the variety of adventure sports options to be ample	.832					
5	I expect the adventure sports options for amateurs to be good	.852					
6	I expect the adventure sports options for experienced seasoned adventurers to be good	.795					
7	I expect the porter facilities to be available in abundance	.802					
8	I expect the pony facilities to be available in abundance	.807					
9	I expect the price – value equation of the adventure sports packages to be adequate	.705					
Factor 2	**Aesthetic Appeal**						
1	I expect the natural beauty of the destination to be impressive		.713				
2	I expect that the places generally would be less polluted and refreshing in India		.822				
3	I expect that the eco – friendly tourist practices are adopted		.839				
4	I expect the Adventure tourist destinations not to be overcrowded		.809				
5	I expect that the places are exotic and worth visiting		.743				
Factor 3	**Information**						
1	I expect the information about the adventure sports options in India to be adequate			.788			
2	I expect the promotional literature regarding adventure tourism in India is impressive			.891			
3	I expect the information on trekking routes to be up to the mark			.805			
4	I expect the availability and reliability of counter maps to be high			.702			
Factor 4	**Safety and Security**						
1	I expect the safety and security measures for adventure sports to be good				.793		
2	I expect the quality of equipments used for adventure sports to be good as per the safety standards				.831		
3	I expect the rescue operations to be good in India				.692		
4	I expect that the crime rate is not high				.626		
Factor 5	**Food**						
1	I expect the availability of food at adventure destinations to be adequate					.685	
2	I expect the quality of food to be good					.790	
3	I expect the food to be hygienic					.813	
Factor 6	**Accommodation**						
1	I expect the number of accommodation units at the adventure tourist destinations to be adequate						.821
2	I expect the accommodation facilities to be comfortable						.843
3	I expect the quality of the tents and its accessories such as mattresses and sleeping bags to be good						.825

Table 2. Table showing Cronbach's alpha coefficients indicating the internal consistency for the respective factors

S.No	Factors	Mean values	No. of items	Eigen value	% Variance	Cronbach's alpha
1	Aesthetic appeal	4.26	5	3.889	10.48	.868
2	Accommodation	3.96	3	1.37	3.71	.859
3	Facilities	3.79	9	8.86	23.95	.934
4	Information	3.77	4	3.59	9.71	.850
5	Safety and security	3.64	4	2.69	7.26	.858
6	Food	3.59	3	1.93	5.20	.849

uniqueness is a major pull factor for any destination. This factor comprises of attributes such as the natural beauty of a destination, the exoticness of a destination, eco-friendly practices adopted at the destination and level of pollution and level of congestion at the destination. The hygienic, neat and clean and refreshing surroundings adds up to the natural beauty and appeal of the destination. Aesthetic appeal is a strong determinant of tourist expectation and satisfaction level as the tourist is not only interested in the activity itself but also with the exoticness of the surrounding in which the activity takes places, it sharply enhances the overall experience.

Facilities – The structure of this factor indicates the importance of making adventure sports activities smooth, and comfortable besides being thrilling and exciting. This factor consists of attributes such as availability of equipment,

expertise of instructors, and variety of adventure sports options for amateurs and experienced, seasoned adventurers, support of porters and ponies and price-value equation of adventure sports packages. Facilities and services at the destination form the major essence of a destination. The success or failure or popularity or non-popularity of the destination depends on this factor irrespective of the natural beauty of that destination. Hence, it is a major factor which plays a key role in formulation of expectation and leads to tourist satisfaction or dissatisfaction.

Safety And Security – The factor structure demonstrates the importance of secured feeling at the destination. This factor is not only related with the safety of a tourist while participating in adventure sports with respect to the quality of equipment, rescue operations and safety measures taken for adventure sports, but also safety in the destination with respect to any crime, such as theft, physical assault, or any kind of harassment. This factor has a far reaching effect on the level of expectation and on the final level of satisfaction.

Accommodation – This factor demonstrates the importance of place of stay at the destination. To feel comfortable and at peace the place of rest and relaxation where one spends more than half a day should be good. This factor comprises of attributes such as availability, variety and comfort of accommodation facilities. This factor not only includes the built accommodation (e.g., hotels, motel, resorts and guest houses) but also movable accommodation units, such as tents and accessories such as mattresses or sleeping bags. As the present area of study is adventure sports, there are a number of sports and destinations where permanent accommodation is neither possible nor feasible, e.g., trekking, mountaineering, river water sports. The tourist ventures into the naïve, fragile areas and select their own camp site in accordance with the accompanying guide after judging the surrounding area (often close to a water body). After a thrilling and activity prone day, the place of accommodation, its quality and ambience plays a very important role in overall satisfaction with the destination/activity as a whole. If the stay is not comfortable and relaxing, this has a bearing on the activities of the ensuing day and on the days to come.

Food – This factor indicates the importance of food so much so that it is covered as a separate factor and is not integrated with accommodation. This factor comprises of attributes such as availability, quality and hygiene of food. Availability includes not only existence of something to eat at the destination/ activity area, but also the multiplicity of cuisines; the cuisines that the tourist are used to, the cuisines that are

unique to the destinations, the cuisines that are globally accepted. Food is one of the basic needs and hence has to be provided with great caution. Food again is one of the major factors leading tow satisfaction or dissatisfaction with a destination. Expectations with regard to food further lead to satisfaction or dissatisfaction with food.

All the above mentioned six factors are responsible for the overall satisfaction level of the adventure tourist. Tourism industry is a complex industry and forms a complete whole by the amalgamation of many things. If any one component is missing, the phenomenon cannot take place. Similarly, tourist expectations and satisfactions are dependent on all these factors and dissatisfaction with any one of the factors can lead to overall dissatisfactory experience of the tourist.

Findings of the study

A comparison of the mean of the level of expectation and the level of satisfaction of adventure tourists of Indian and foreign origin was done using t-test option in SPSS. The results of the test are summarized in the following *Table 3* and *Table 4*.

Table 3: Significance of Difference in Mean Scores on Expectation and Satisfaction of Indian Adventure Tourists in India using the t-test

	Expectation		Satisfaction		Df	t	p	Sig
	Mean	SD	Mean	SD				
Information	3.87	0.42	3.11	0.56	149	14.11	< 0.001	S
Aesthetic Appeal	4.28	0.51	4.48	0.65	149	3.53	< 0.001	S
Facilities	3.76	0.57	3.24	0.48	149	9.96	< 0.001	S
Safety and Security	3.53	0.59	2.49	0.73	149	14.98	< 0.001	S
Accommodation	4.04	0.51	3.35	0.53	149	13.61	< 0.001	S
Food	3.61	0.58	3.03	0.51	149	9.23	< 0.001	S
Total	3.86	0.34	3.33	0.37	149	14.68	< 0.001	S

S – Significant

Table 4: Difference in Mean Scores on Expectation and Satisfaction of Foreign Adventure Tourists in India

	Mean		Mean		Mean	SD	Mean	SD
	Mean	SD	Mean	SD				
Information	3.68	0.43	2.78	0.51	149	19.29	< 0.001	S
Aesthetic Appeal	4.41	0.48	4.22	0.70	149	4.05	< 0.001	S
Facilities	3.83	0.42	2.90	0.44	149	20.72	< 0.001	S
Safety and Security	3.75	0.40	2.21	0.65	149	23.72	< 0.001	S
Accommodation	3.89	0.39	2.58	0.78	149	18.9	< 0.001	S
Food	3.59	0.47	2.31	0.77	149	20.77	< 0.001	S
Total	3.86	0.26	2.92	0.28	149	32.52	< 0.001	S

S – Significant

H1: There would be significant differences in the levels of expectation and satisfaction of Indian adventure tourists in India

First, a comparison of mean ratings of the levels of expectation and satisfaction of India adventure tourists was done for all the variables. There is a significant difference in the levels of expectation and satisfaction of Indian adventure tourists in India with respect to all the variables: Information, Aesthetic Appeal, facilities, safety and security, accommodation and Food. It is observed from Table 3 that the mean values of level of expectation of Indian adventure tourists for all the variables is high, as compared to the level of satisfaction for all the variables, with the exception of aesthetic appeal, where the mean value of level of satisfaction is higher (4.48) than that of the level of expectation (4.28). The table reveals that the level of expectation among Indian tourists is higher and the level of satisfaction is comparatively less. The mean difference between the levels of expectation and satisfaction is statistically significant at $p < 0.001$ in the case of all the variables. (Table 3). Thus the hypotheses H1: There would be significant difference in the levels of expectation and satisfaction of Indian adventure tourists in India is accepted.

H2: There would be significant difference in the levels of expectation and satisfaction of foreign adventure tourists in India

Next, a comparison of the mean ratings of the levels of expectation and satisfaction of foreign adventure tourists was done. The results in Table 4 indicate that mean values of the level of expectation were much higher than thaose of the level of satisfaction of foreign adventure tourist for all the variables. The mean difference between the level of expectation and level of satisfaction is statistically significant at $p < 0.001$ in case of all the variables. The level of expectation of the foreign tourist is high and comparatively the level of satisfaction of the foreign tourist is low. Thus the hypotheses H2: There would be significant difference in expectation and satisfaction level of foreign adventure tourists in India is accepted.

The relationship between the level of expectation and level of satisfaction of adventure tourists of Indian and foreign origin was checked using the correlation option in SPSS. The results of the tests are summarized in *Table 5* and *Table 6.*

H3   There would be significant relationship between the levels of expectation and satisfaction of Indian adventure tourists in India.

Table 5 shows that the levels of expectation and the levels of satisfaction of Indian adventure tourists are positively and significantly correlated with respect to variables such as Aesthetic Appeal, Facilities, safety and security and Accommodation. For the variables such as Information and Food, the level of expectation and the level of satisfaction of foreign adventure tourists are not significantly correlated. Although the correlation is significant and positive between

Table 5: Correlation between the Levels of Expectation and Satisfaction of Indian Adventure Tourists in India

| | Expectation | Satisfaction | Correlation | p | Sig |
	Mean	Mean			
Information	3.87	3.11	0.106	NS	NS
Aesthetic Appeal	4.28	4.48	0.313	< .001	S
Facilities	3.76	3.24	0.272	< .001	S
Safety and Security	3.53	2.49	0.188	< .021	S
Accommodation	4.04	3.35	0.284	< .001	S
Food	3.61	3.03	0.017	NS	NS
Total	3.85	3.33	0.246	< .05	S

S – Significant
NS – Non Significant

Table 6: Correlation between the Levels of Expectation and Satisfaction of Foreign Adventure tourists in India

| | Expectation | Satisfaction | Correlation | p | Sig |
	Mean	Mean			
Information	3.68	2.78	0.267	< .001	S
Aesthetic Appeal	4.41	4.22	0.555	< .001	S
Facilities	3.83	2.90	0.174	< .05	S
Safety and Security	3.75	2.21	–0.104	NS	NS
Accommodation	3.89	2.58	0.061	NS	NS
Food	3.59	2.31	0.339	< .001	S
Total	3.86	2.92	0.107	NS	NS

S – Significant
NS – Non Significant

the levels of expectation and satisfaction of Indian adventure tourists for variables: Aesthetic Appeal, Facilities, Safety and Security, and Accommodation; the correlation is low, ranging between 0.2 to 0.3. The overall relationship between the level of expectation and the level of satisfaction of Indian adventure tourists, taking all the variables together, is positive and significant ($p < 0.05$). The value of correlation coefficient is 0.246 which is positive and significant but low.

Thus, the hypotheses: There would be a significant relationship between the levels of expectation and satisfaction of Indian adventure tourists with respect to variables such as Aesthetic Appeal, Facilities, Safety and Security and Accommodation in India is accepted, and

the Hypotheses: There would be a significant relationship between the levels of expectation and satisfaction of Indian adventure tourists with respect to variables such as Information and Food in India is rejected.

H4: There would be a significant relationship between the levels of expectation and satisfaction of foreign adventure tourists in India.

Table 6 shows that the level of expectation and the level of satisfaction of foreign adventure tourists are positively and significantly correlated with respect to variables such as Information, Aesthetic Appeal, Facilities and Food. For variables such as Safety and Security and Accommodation, the correlation is not significant. The highest significant correlation between level of expectation and level of satisfaction of foreign adventure tourists is for the variable Aesthetic Appeal (r=0.555) and the lowest significant correlation between the levels of expectation and signification of foreign adventure tourists is for the variable Facilities (r=0.174). The variance in the values of correlation for different variables is more in the case of foreign adventure tourists; it ranges from low to moderate positive significant correlation.

The second observation of the study is that there is a significant and a positive correlation between levels of expectation and satisfaction of both Indian and foreign tourists, i.e. with changes in expectation level there are going to be changes in the satisfaction level of adventure tourists. For the Indian adventure tourist, the relationship between expectation level and satisfaction level is significant and positive for Aesthetic Appeal, Facilities, Safety and Security and Accommodation. For the foreign tourist, the relationship between expectation level and satisfaction level is significant and positive for Information, Aesthetic Appeal, Facilities and Food.

Thus, the Hypotheses: There would be a significant relationship between the levels of expectation and satisfaction of the foreign adventure tourists, with respect to variables such as Information, Aesthetic Appeal, Facilities, and Food in India is accepted, and

the Hypotheses: There would be a significant relationship between the levels of expectation and satisfaction of foreign adventure tourists with respect to variables such as Safety and Security and Accommodation in India is rejected.

Discussion and implications

The results of the study show that there is a significant difference between the levels of expectation and satisfaction of Indian and foreign adventure tourists. The expectation level of both Indian and foreign adventure tourists are much higher than the corresponding satisfaction level of adventure tourists. The expectation level might be high because of the high perception of the adventure tourist of Indian adventure tourism destinations with regard to natural resources or topographical features; services which have a direct relation to hospitality; facilities which are a natural outcome of a strong economic base; safety and security as it is regarded as a peaceful country. The Indian economy is growing at a very fast pace and, along with it, it is assumed that infrastructure, superstructure, facilities and services will also grow. The

mean scores of the level of expectation of Indian adventure tourists are greater in variables such as Information and Accommodation than the level of expectation of foreign tourists, indicating that Indian's have higher levels of expectation for Information and Accommodation and levels of expectation of foreign adventure tourists are greater than Indian adventure tourists in variables such as Aesthetic Appeal, Facilities, Safety And Security and Food.

On observing the satisfaction level of Indian and foreign adventure tourists, it is clear that the satisfaction level of Indian adventure tourists is higher than the satisfaction level of foreign adventure tourists for all the variables. The possible reasons for this may be that the foreign tourists have more international exposure and the facilities and services available in India might not meet international standards. The Indian adventure tourist has less international exposure and the adventure sports in India are also relatively new; hence the level of satisfaction is comparatively high.

The second observation of the study is that there is a significant and a positive correlation between the levels of expectation and satisfaction of both Indian and foreign tourists, i.e. with changes in expectation levels, there are going to be changes in satisfaction levels of adventure tourists. For the Indian adventure tourist, the relationship between expectation level and satisfaction level is significant and positive for Aesthetic Appeal, Facilities, Safety and Security and Accommodation. For the foreign tourist, the relationship between expectation level and satisfaction level is significant and positive for Information, Aesthetic Appeal, Facilities and Food.

As there is a significant difference and significant relationship between the expectation levels and satisfaction levels of both Indian and foreign adventure tourists, it is suggested that this difference be reduced and the relationship further strengthened. The difference can be reduced by forming expectations of tourists with appropriate information closely reflecting the realities on location, so that they formulate expectations which are closer to the realities and would thereby lead to greater satisfaction.

The formulation of appropriate expectations for the adventure sports in India is a very sensitive issue, as lower expectations might not turn a potential tourist into an actual tourist and higher expectations might not necessarily result in a higher satisfaction level. Moderate expectations are best, as the possibility of moderately satisfied or highly satisfied tourists increases, thereby ensuring positive word of mouth, boosting the tourist traffic movement to the destination and, in the process, ensuring returning clientele, which is the major motive of all destinations.

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