



A COMPARITIVE STUDY ON SATISFACTION OF DOMESTIC AND FOREIGN TOURIST WITH MARKETING STRATEGIES OF THE HAMPI TOURISM INDUSTRY

B.S.Gunarekha¹ & Dr. Binoy T.A²

¹Research Scholar, Dept. of PG Studies & Research in Tourism Administration

Kuvempu University, JnanaSahyadri, Shankaraghatta-51

²Research Guide, Dept. of PG Studies & Research in Tourism Administration,

Kuvempu University, JnanaSahyadri, Shankaraghatta-51

ABSTRACT

This paper is an initial attempt to compare the domestic and foreign tourists' satisfaction with Hampi tourism marketing strategies. Product, price, place and promotion were the four marketing strategies considered in this study. Data was collected from forty six domestic and thirty five foreign tourists using structured questionnaire. Data were analyzed using descriptive statistics to describe the profile of the sample group and then T-test was applied to compare the domestic and foreign tourist satisfaction with the four marketing mix strategies of Hampi Tourism industry. The study explored that there exists significant difference in product strategy between domestic and foreign tourists. It revealed that domestic tourists were more satisfied with product strategy of Hampi tourism industry than foreign tourists. Further domestic and foreign tourists did not have different satisfaction in price, place and promotion marketing strategies of Hampi tourism industry.

Keywords: *Tourist, Satisfaction, Marketing strategies*