An analysis of tourist's satisfaction and perception: A case study of Panchmura Village, Bankura

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Abstract

Folk art & crafts acts as a centre of tourist's attraction in the sphere of ethnic and cultural tourism. The traditional handmade artefacts are purchased by the tourists for the sake of keeping a tangible memory of their trip. This study tries to explore the perception as well as satisfaction of tourists with regard toterracotta articles produced in Panchmura village of Bankura district. The antique method of procedure and gorgeous traditional designs attract tourists round the year to Panchmura. A wide range of terracotta articles adorns the roadsides of the village. In the year 2018 Panchmura was awarded Geographical Index (GI) tag. A structured questionnaire survey was used to collect data from tourists who visited the village during the survey period. The study isbased on primary data. An independent sample T-test was applied which shows the tourists optimal preferences lies on cultural appeal and aesthetic values of terracotta craft ranges. This study proves that in spite of having numerous potentialities and attractions, tourists did not achieve optimal satisfaction. The local stakeholders, planners and developers need to initiate some intensive welfare strategies and business model to enhance the quality and deigns of craft motifs by organizing craft fairs and festivals and remodelling of craft markets in this heritage village.

Key-words: *Folk crafts, Terracotta, Panchmura, Geographical Index*.

Introduction

Indian Folk crafts are considered most popular for their unique artistic expression and cultural values (Chattopadhyaya, 1970). It reflects rich cultural heritage and traditional rural practices, which is transmitted through generations (Asher and Frederick, 2003). The Bankura district of West Bengal is considered as a source of numerous craft articles like terracotta pottery, dokra and brass, bamboo crafts, mattress, *Baluchari* sari, handmade ornaments, stone craft, wooden crafts, lantern etc. In recent decades these folk crafts play a crucial role for uplifting rural economy by providing ample employment opportunitiesand for expansion of tourism. The term Handicraft is generated from Bengali words, *hastakala* and *hastashilp*a. In Urdu it is known as *dastkari* all the words mean handmade art. It is also known as *karigiri* (Hussain, 2016). The Terracotta horse embodies the district's rich historical facts and glorious cultural history. The Folk art and craft are result of traditional skill of craftsmen, who artistically produce various articles by using locally available raw materials. Terracotta potteries are

important item, which are red in colour. The designs and motifs are of religious types. Idols, domestic utensils, ornaments and showcasing articles are made. The artisans specially, women artisans of *Kumbhakar* community produce beautiful terracotta craft articles which symbolize local culture, traditional way of living, ritual practices. It not only helps to earn livelihood but also successfully is able to preserve the age old cultural traditions. Recently central and state Govt. introduced various development schemes and projects to improve their skill, production techniques, marketing strategies and overall socio-economic condition. This eco-friendly economic practice offers a potential platform for a satisfactory earning of livelihood and revenue generation among unskilled or semi-skilled women artisans in the village. However, due to some adverse situation and stiff market competition, this terracotta sector runs as a non-profit sector. which needs to rejuvenate at earlier.

The handmade traditional crafts occupies a significant role in contemporary tourism market. It not only accelerate local tourism based economy but helps to preserve local traditional culture (Cohen, 1995). The marketing of indigenous craft items is inseparably linked with regional rural development. The folk art and crafts remains as a pivotal component of rural and cultural tourism. It has two branches like producers of Terracotta artefacts and Tourists as consumers (Mogindol and Bagul, 2014).

Background

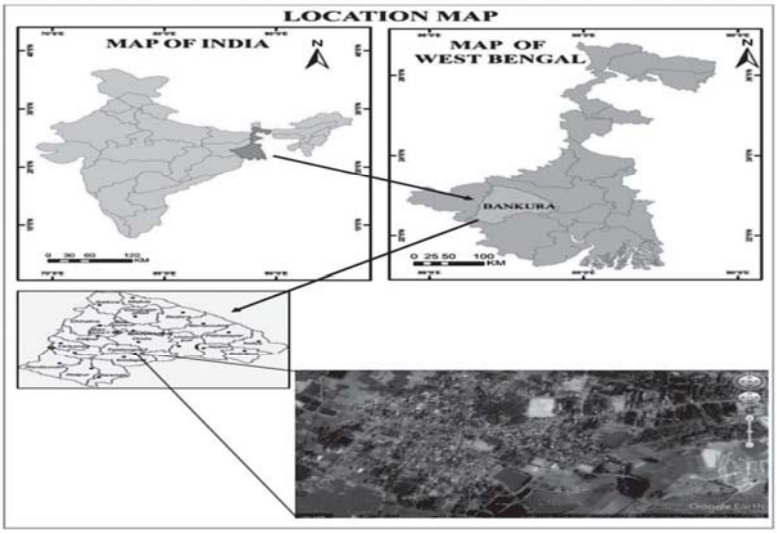
Terracotta showpieces are prepared to decorate home and for other utility based purposes. These are prepared from red and brownish red soil. Ornaments and other decorative objects like idols of god and goddesses and various figurines are made (Gangopadhyay and Sen, 2019). Towards the end of 7th Century AD, Terracotta craft began under the patronage of Malla dynasty at Panchmura. Initially it was restricted for decoration of the walls of Malla temple. At present it achieved a global platform. Around 270 artisans are engaged in the terracotta work (Rural Craft Hub, 2019). The Indian Terracotta craft has a glorious historical background. Archaeological evidences show that the craft continued from a time even earlier than the era of Indus valley civilization. Though it is very difficult to accurately mention the origin of Terracotta craft in Bengal, but it is assumed that the abundance of fertile alluvial soil and availability of suitable clay are factors for the development of the craft in the study area. This craft attracts tourists, promotes rural and heritage tourism, strengthens rural economy by providing employment opportunities to native artisans in the village.

The Village Panchmura : the study area

The Bankura district is a treasure house of spectacular craft work in Jangalmahal region. The Village Panchmura comes under Khatra subdivision of Bankura District and is popular for the terracotta work, is the study area. Panchmura is located between 22°58' 00" NL- 22°66' 67" NL and 87°10' 00" EL 87°16' 67" EL. It has Mean Sea Level (MSL) height of 68m. The total population was 730 as per 2011 population census. Production of Terracotta craft objects is major source of income. As per latest Panchayet data in last 10 years, nearly 10% rise of

population is found which makes the present population as around 800. Brown and black coloured horses with raised necks are the basic icon of this craft which represents the folk practice of this district and depicts the Royalty of Malla kingdom in Bishnupur. Basically these terracotta articles are used in religious offerings, at the same time it also is used to adorn houses and hotels for its attractive and decorative aspects.

Terracotta craft and its Socio-cultural significance



Map of Study area

The cottage and small scale industries acts as a substitute of agriculture based rural economy. It helps to empower the artisan work force and enrich capabilities of wealth generation. Generally it requires a very small capital and traditional knowledge to meet the need of local artisan community. The artisans have used their own house as craft workshop as well as counter for sale. In Panchmura the semi-skilled and skilled women artisans along with male artisans jointly produce the craft items within 300 sq. feet household space.

The artisans of Panchmura village do not have adequate paidjob opportunities. In addition to agriculture, this craft played a crucial role in utilising locally available raw materials together with traditional skills to enrich their financial status. The craft also restrictsout migration of local man power of this village. It provides an ample scope of livelihood earning opportunities among women and other weaker section of this village. Moreover the craft sector is ecologically sustainable and enhances the scope of green economy.

Techniques of craft productions

This is done in following order.

1. Preparation of the materials
2. Mixing the Clay properly
3. Wheel work

4. Drying
5. Hand work
6. Detailed Motifs work
7. Final Drying
8. Colouring
9. Firing
10. Testing or Sorting

Various Terracotta objects made



Literature review

Swanson and Horridge (2006) analyzed the level of tourists' interest for travel motivation with regards to purchase of souvenirs in the craft village. By using Structural Equation Model (LISREL-8) the casual relationship between travel motivation and souvenir purchase are tested statistically. Grabowska (2013) in his article describes the relation between craft and tourism. He pointed out the mechanism of commoditisation of cultural heritage. Towseef (2014) discussed the significance of folkcraft insustaining tourism based rural economy, which requires locally availableeco-friendly raw materials, local technology and low power consumption. John (2014) in his conference proceedings pointed out the role of business stakeholders in promoting Channapatna toys which received GI (Geographical Index). Ghosh (2014) in his article reveals that the net economic return from terracotta industry of Panchmura becomes markedly high for the marginal workers and the labour cost acts as a key drive for the sake of its economic development. Kasemi (2014) in his paper analyzed the characteristic features of the pottery craft of Koch Bihar, West Bengal, together with the crisis of development of the cottage sector and suggested some measures. Sixty eight sample units were taken for primary survey. Cobb-Douglass production function methodology is administered for

studying the nature of production function of terracotta craft. Sahoo et al (2016) in their scholarly publication narrates the role of terracotta craft sector inpromoting sustainability and regional rural development. Sultana and Hammed (2016) in their article measured tourist's satisfaction in regards to three attributes - comfort, cost/fare and safety in Kodaikanal craft hub. Bhattacharjee (2021) in his research article focused on the contemporary socio-economic status of potter's community of Bankura district. It also emphasized on major challenges and difficulties of terracotta sectors and their possible mitigation measures. Yadav et al (2022) in their research article analyzed the concurrent situation of the Tikuli and terracotta craft sector of Gorakhpur which is accredited by Geographical Indicrs. It also analyzed the demographic, economic and socio-cultural status of women artisans of the sector in addition the impact of Covid-19 and digital marketing technology on the cottage sector.

Objective of the study

1. To find out the difference between expectation and realities in regards to tourists satisfaction of the village Panchmura.

Research Methodology

The sample respondents were selected from the tourists who have visited in this craft village during field survey period. There were 25 sample respondents selected through random sampling techniques. The survey was carried out from 1st to 7th December, 2021. A structured questionnaire was prepared to conduct the field survey. Secondary data were collected from census handbooks and various published documents. The statements are recorded as ranking of 5 point likert scale. Various descriptive statistics such as mean, percentage, SD, T-test was administered to determine the significance of the difference between variables.

Limitation of the study

1. Some statement is made on simple assumption and observation.
2. Due to time constraints the pre-determined sample size is smaller, and limits margin of error which may influence the drawn inferences.

Result and Analysis

A. Tourists profile

Table: 1- Gender distribution of tourists

Gender parameter	No. of Respondents	%
Male	**15**	**60**
Female	10	40
Total	**25**	**100**

Table: 2- Age wise distribution of tourists

Age parameter	No. of Respondents	%
<20	4	16
20-40	12	48
40-50	7	28
>50	2	8
Total	**25**	**100**

Table: 3- Educational status of tourists

Education parameter	No. of Respondents	%
School level (up to H.S.)	5	20
Bachelors	15	60
Masters and more	2	8
Professional course	3	12

Table: 4- Occupational status of the tourists

Occupational status	No. of Respondents	%
Business	10	40
Govt. employee	8	32
Private employee	5	20
Unemployed	2	8
Total	**25**	**100**

Table: 5- Monthly income level of the tourists

Income of Tourist (in Rupees)	Frequency	Percentage
Below 15000	6	24
15000-35000	13	52
35000-50000	4	16
More than 50000	2	8
Total	**25**	**100**

Table: 6- Purpose of Travel

Tour purpose	Frequency	Percentage
Visiting with friends or families	16	64
Holiday or vacation trip	6	24
Business purpose	2	8
Adventure trip/others	1	4
Total	**25**	**100**

Table: 7- Travelling companions

Travelling companions	Frequency	Percentage
Alone	3	12
With friends	7	28
With family	13	52
With business associates	2	8
Total	**25**	**100**

Table: 8- Nature of trip organisation

Trip organizations	Frequency	Percentage
Individual	20	80
Package tour	2	8
Mixing (individual + package tour)	3	12
Others	**0**	**0**

Table: 9- Trip spending

Trip Spending	Frequency	Percentage
<500	6	24
500-1000	16	64
1000-2000	2	8
>2000	1	4
Total	**25**	**100**

Table: 10- Length of tourists stay

Length of stay	Frequency	Percentage
<1 days	23	92
1-2 days	2	8
More than 2 days	0	0
Total	**25**	**100**

B. Customer Satisfaction Analysis:

Table: 12- Articles taken for survey and their code

Name of the article	**Article written as its corresponding code**
Typical identical craft (Horse and elephants)	1
God and Goddesses (Durga, Shiva, Kali, Manashajharetc.)	2
Home décor items (Show-pieces)	3
Utility based items (Cup-plates, dishes, astray, flower vase etc.)	4

Table: 13- Assessment of craft articles on the basis of customer review about its structure, morph metric appeal and viability

Article code	Mean	SD
1	4.76	0.43
2	4.24	0.77
3	3.2	0.81
4	2.92	0.90

As per the criteria structure, morphmetric appeal and viability of craft items all four category of Terracotta craft has a mean score which has a range between 3-5. The sample respondents give highest score (4.76) to traditional items (Horse, Elephants etc) followed by the Gods, Goddesses and Home décor, utility oriented craft items as per 5 point Likert scale value (1-very poor to 5-very good).

Table: 14- Assessment of craft articles on the basis of colour composition

Article code	Mean	SD
1	4.68	0.47
2	4.32	0.74
3	3.28	0.79
4	4.28	1.06

As per the criteria colour composition of craft items all four category of Terracotta craft has a mean score which is ranged between 3-5. The sample respondents give highest score (4.68) to traditional items (long neck horse, elephants), followed by the God goddesses (4.32), utility based items (4.28) and home decor (3.28) as per 5 point likert scale value (1-very poor to 5-very good).

Table: 15- Assessment of craft articles on the basis of overall appearance

Article code	Mean	SD
1	5	0
2	4.6	0.5
3	3.96	0.84
4	4.52	0.58

As per the criteria overall appearance of craft items all three category of Terracotta crafts has a mean score which is ranged between 3-5. The sample respondents give highest score (4.32) to traditional items (long neck horse, elephants), followed by the God – Goddesses (3.96), utility oriented articles (4.52) and home decor agents (3.96)as per 5 point likert scale value (1-very poor to 5-very good).

Table: 16- Opinion of respondents towards the prepared craft items

Article code	Very good	%	Good	%	Fair	%	Not up to the mark	%
1	23	92	2	8	0	0	0	0
2	18	72	4	16	2	8	0	0
3	15	60	5	20	4	16	1	4
4	18	72	5	20	2	8	0	0

From the above table (Table-16) it can be said that in case of traditional craft items (horses and elephants) 92% of sample respondent said that it was very good and 8% supported it's good. In case of God and Goddesses (Durga, Shiva, Kali etc.) 72% respondent said it was excellent, 16% said it was good and 8% said that it was fair by its appeal. In case of modern Home d'cor items (Show-pieces) 60% respondent said it was excellent, 20% said it was good and 16% said that it was fair and 1% said that it was not up to the mark by its appeal. Lastly in case of utility based items 72% respondent said it was excellent, 20% said it was good and 8% said that it was fair.

Table: 17- Opinion of respondents regarding suitability of price of this selected craft article

Article code	High	%	Adequate /Fair	%	Low	%
1	11	44	12	48	2	8
2	12	48	11	44	2	8
3	7	28	16	64	2	8
4	7	28	14	56	4	16

From the above table (Table-17) it is found that 48% of respondents said that the price of traditional items (horse and elephants) is average and feasible. 44% of respondents said that the price of God and Goddesses (Durga, Shiva, Kali etc.) crafts are feasible and reasonable. Whereas 64% of respondents said that the price of modern Home décor items (Show-pieces) was fair and 56% of respondents said that the price of utility based items are feasible and fair.

Table: 18- Commercial assessment of the develop craft articles by the retailers

Article code	Most Marketable	%	Somewhat marketable	%	Not marketable	%
1	23	92	2	8	0	0
2	15	60	10	40	0	0
3	17	68	7	28	1	4
4	16	64	8	32	1	4

From the above table (Table-18) it is found that 92% sample respondents said that traditional craft items (horse and elephants) are highly marketable, 8% respondents said that it was moderately marketable. Whereas 60% sample respondents said God and Goddesses (Durga, Shiva, and Kali etc.) are highly marketable whereas, 40% respondents said that it was moderately marketable. On the other hand 68 % sample respondents said that of modern Home décor items (Show-pieces) are highly marketable, 28% and 1% respondents said that it was moderately and not marketable. Around 64% sample respondent said that the utility based items are most marketable, 32% and 1% respondents said that it was moderately and not marketable.

Table: 19- Awareness about different types of craft products

Article code	Yes (f)	No (f)	Yes (%)	No (%)
1	24	1	96	4
2	17	8	68	32
3	21	4	84	16
4	18	7	72	28

From the above table (Table-19) it is found that in case of traditional craft items (Horse and elephants etc.) 96% respondents admitted that they were well aware about the cultural significance of terracotta craft and 4% didn't know about it. In case of God and Goddesses (Durga, Shiva, Kali etc.) 68 % respondents admitted that they were well aware about the cultural significance of terracotta craft and 32% didn't know about it. In case of modern Home décor items (Show-pieces) 84% respondents admitted that they were well aware about the cultural significance of Terracotta craft and 16 % didn't know about it. In case of utility based items 72% respondents admitted that they were well aware about the cultural significance of Terracotta craft and 28 % didn't know about it.

Table: 20- Sources of information from which buyers are known about the terracotta craft hub and become interested to buy

Sl. No.	**Source of Information's**	**Respondents frequency**	**%**
1	Advertisement	3	12
2	Handicraft society /Groups/ Social Media Groups	7	28
3	Friend and relatives	5	20
4	Craft exhibition	10	40
	Total	**25**	**100**

From the given table (Table-20) it is cleared that most of the sample respondents (40%) got information about this folk craft from craft fairs and exhibitions. The relative and friend groups, virtual media and advertisement helps to contribute knowledge among 28%, 20% and 12% of respondents respectively.

Table: 21- Occasion to purchase the craft items

Sl. No.	Occasion to buy the craft items	Respondents frequency	%
1	When travelling for this craft village	16	64
2	Whenever need arises	2	8
3	Special offer /fair	3	12
4	Craft exhibition	4	16
	Total	**25**	**100**

From this above table (Table-21) it is found that more than half of the sample respondents (64%) purchased the craft item during their visit to the craft village. Rest of the respondents purchase the craft during craft fairs and festivals and in various craft exhibition.

Table: 22- Reasons to choose the particular craft items

Sl. No.	Reasons to choose the particular craft items	Respondents frequency	%
1	Price are reasonably feasible	10	40
2	Compatibility, quality feasibility and attractive nature	7	28
4	Ethnic value	6	24
5	Availability	2	8
	Total	**25**	**100**

In Interpretation of above table (Table-22) it can be said that the pivotal factor for craft commoditization, marketing as well as customer preference is its cheap price by 40% of respondents. Whereas 28% respondents choose the craft item for it Compatibility, quality feasibility and attractive nature. 24% respondents choose the craft item for its ethnic values. Rest 8% sample respondents choose the Terracotta for its easy availability.

Table: 23- Level of customer satisfaction about craft articles as a whole

Sl. No.	Overall satisfaction	Respondents frequency	%
1	Highly Satisfied	11	44
2	Satisfied	9	36
3	Moderate	4	16
4	Dissatisfied	1	4
5	Highly dissatisfied and disappointed	0	0
	Total	**25**	**100**

From the above mentioned table (Table-23) it entails about satisfaction index of tourist in regard of terracotta craft of Panchmura. 44% respondent are highly satisfied, 36% are satisfied, 16% are moderately satisfied where 4% respondents are not satisfied due to over-pricing, lack of tourism infrastructure etc.

Expectations and Perceptions of domestic tourists on overall tourism services in Panchmura Village

Tourists, who have visited in Panchmura village have their expectations about the tourists place. Hence, it is determined up to which extent they have been satisfied compared to their expectation level. The tourist satisfaction is measured in terms of three attributes viz. *Comfort*, *Price of the commodity* and *Safety & security*.

In case of tourists satisfaction analysis, tourists were asked to rate their expectation and perception on a 5 point likert scale. It ranges from 1 to 5. In expectation analysis 1 means not expected and 5 means highly expected. Likewise in satisfaction analysis, 1 means dissatisfied and 5 means highly satisfied. A purposive and judgemental sampling techniques are followed in this case study.

Hypothesis

1. Null Hypothesis: (H_0): There is no difference between expectation and satisfaction of tourists in regards of overall tourism performances.
2. Alternative Hypothesis: (H_1): There is significant difference between expectation and satisfaction of tourists in regards of overall tourism performances.

Table: 24- Expectations and Perceptions of overall Tourism Services by visitors to Panchmura Village.

Sl.No.	Variables	HE	HS	ME	MS	NE	DS	Total Reponses
1.	Comfort	15 60%	16 64%	9 34%	8 32%	1 4%	1 4%	25
2.	Price of the craft items	13 52%	14 56%	10 40%	9 36%	2 8%	2 8%	25
3.	Safety & security	12 48%	14 56%	10 40%	8 32%	3 12%	3 12%	25

HE : High Expectation, ME: Moderate expectation and NE: No expectation.

HS : High Satisfaction, MS: Moderate satisfaction DS: Dissatisfaction

Interpretation: From the above table (Table: 24) tourists expectations and satisfactions level aredetermined in respect of comfort, price of the commodity and safety-security condition. In case of tourists' comfort there is a little gap (4%) found in between high expectation and high satisfaction, 2% found in between moderate expectation and satisfaction and 1% differences is found between no expectation and dissatisfaction. In price issue, there is 4% gap found in between high expectation and satisfaction, 4% gap found in between moderate expectation and satisfaction and no gap found in between less expectation and satisfaction. On the other hand for safety measures there is 8% difference noticed in between high expectation and satisfaction, 2% difference is noticed in between moderate expectation and satisfaction and no gap is found in between less expectation and satisfaction.

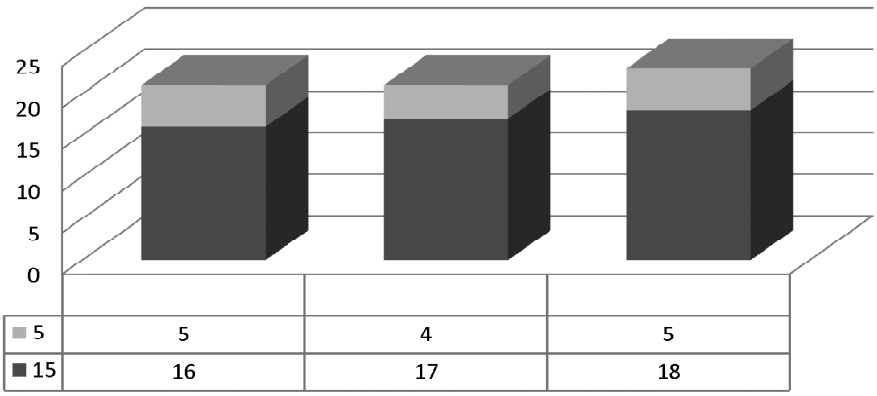
The deviation between expectation and real time satisfaction has been determined. The positive deviation is treated as highly satisfied on the other hand the negative deviation is treated as less satisfied condition of tourists.

Deviation between Expectations and satisfaction of overall tourism services by Tourists Visiting Panchmura village

Sl.No.	*Overall Toursim services*	*Expectation of Tourists Tourists*			*Satisfaction of Tourists*			*Deviation n=(2-1)*
		HE (%)	*E (%)*	*Total (1)*	*HS (%)*	*S (%)*	*Total (2)*	
1.	Comfort	60	34	**94**	64	32	**96**	2
2.	Price of the craft items	52	40	**92**	56	36	**92**	0
3.	Safety & security	48	40	**88**	56	32	**88**	0

HE: High expectations; E: Expectations
HS: High satisfaction; S: Satisfaction

Expectations and Satisfaction on overall toursim Services by Tourists



A chi square test is formulated to test the hypothesis regarding acceptance of hypothesis about the expectation and satisfaction of tourists.

$$\chi^2 = \Sigma(O_i - E_i)^2 / E_i$$

where

- O_i= observed value (actual value)
- E_i= expected value

Variables	Hypothesized values	Expectation	Satisfaction	Chi-Sqare Test
Comfort	0.5	94	96	0.042553191
Price of the craft items	0.5	92	92	0
Safety & security	0.5	88	88	0
Total		274	276	0.042553191

The P-Value is .980199. The result is not significant at $p < .05$
Critical value = 5.991
Hypothesis Testing:

- Calculated test statistics (X^2): 0.04.
- Look up of critical values: (CV): 5.99
- As our chi square value (X^2)=0.04 is less than of critical value (CV) =5.99 it proves that it doesn't fall under rejection zone. Hence the null hypothesis is accepted. So there is no significant difference between tourist's expectation and satisfaction in regards of overall tourism satisfaction in Panchmura village.

SWOT analysis of Panchmura craft village

The terracotta article of Panchmura is famous for its ethnic and traditional work. An attempt has been made to determine tourism potentialities of Terracotta articles in respect of Strength, Weakness, Opportunities, and Threats Analysis (SWOT).

STRENGTH

i. It possesses a potential market both for national and international scale.
ii. It has a wide variety of craft items with multiple utilization like utensils, home decor, gift items and jewellery.
iii. An eco-friendly practice with low capital need.
iv. Locally available traditional craftsmen.
v. It provides ample opportunity to earn livelihood and works as a substitute of agriculture based rural economy.
vi. It is a powerful aid to earn foreign currency and allied tourism based development activities.

WEAKNESSES

i. There are still lack of proper advertisement and promotional strategies for these majestic art form.
ii. The tourist does not get proper information from brochure or leaflet about various artefacts.
iii. There is a clear gap between artisans knowledge in regards to tourists preferences.
iv. The craft market did not get ample opportunity to expand.
v. The craft fairs and festivals are very inadequate to cope up its business needs.

OPPORTUNITIES

i. The terracotta craft items gradually become popular in local to global scale.
ii. The terracotta craft items hold a significant position in tourism map of the district Bankura to pull a large number of tourists each year.
iii. Now online marketing channels also incorporate terracotta craft items in it for optimal commercial viability.

THREATS

i. There is a large gap between supply and demand of the craft items.
ii. The machine made craft items give a stiff competition.
iii. Poor infrastructure and low corpus becomes great hurdles for its sustainability.

Conclusion

The above study examines the gap between tourist's expectations and satisfaction regarding appearance, expression, quality, durability and price of craft articles in Panchmura village of Bankura district. The colour, quality, morphometry and overall appeal were rated as the maximum pulling parameter for tourists. Hence, the stakeholders need to put thrusts on its promotional and marketing strategies for instance conducting craft fairs and festivals;inauguration of new craft emporium and outlets; financial sponsorship and infrastructural development. Overall it can be said that the traditional long neck horse, elephants along with god idols, utility based artefacts and ornaments became much popular in comparison to 'modern home décor items among tourists. Finally it can be resolved that the local craft sellers should consider modern customer preferences as add on features for craft making and marketing for optimal tourists satisfaction and business profit.

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