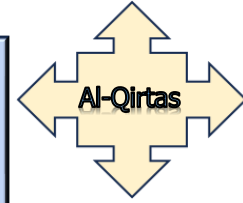


Tourist's Contentment Regarding Lodging Facilities in Accordance
with the Environment at Mohenjo-Daro



Asma Junejo*

Sabeen

Mozzam Pathan

MS scholar Mehran University of Engineering and Technology
Jamshoro at asma.junejo786@gmail.com

Lab supervisor Mehran University of Engineering and
Technology Jamshoro at sabeen.shah@faculty.muet.edu.pk
Assistant professor Mehran University of Engineering and
Technology Jamshoro

Abstract

This research is designed to know and identify the factors of tourist's satisfaction in terms of their accommodation facility nearby the historical site of Mohenjo-Daro. Being a world heritage site, on average 750 visitors come to visit the site of Mohenjo-Daro on daily basis. The foreigner and the tourists from within the country, who want to stay nearby site are unable to do so, because the available facility serves very few guests and that with inadequate facilities. Thus, this study focuses upon how much tourists feel satisfied with their current accommodation, what factors result in dissatisfaction, and additionally, what factors could contribute to their satisfaction level in terms of their accommodation facility. Various methods had been adopted including case study of the existing facility, interviews from the tourist's population, staff and local residents, and through questionnaire survey. The study found out that majority of the tourists felt dissatisfied with the present facility due to numerous reasons including; environmental concerns such as hot weather of Larkana, security issues, less cuisine options, and overall a lack of supportive environment that could attract tourist's attention to avail that facility. Thus, various factors that could enhance their satisfaction level in terms of accommodation facility were discovered which included; themed architecture of the facility reflecting the architecture of ancient Indus Valley civilization, nearness of the facility to the main monument, incorporation of natural beauty and rural landscape, green roofs to address the environmental concerns, diverse cuisine options, security and privacy, provision of factor of entertainment promoting the culture of Indus Valley Civilization. Thus, a satisfactorily guest accommodation nearby the historical and archeological site of Mohenjo-Daro would facilitate all those visitors who come to visit Mohenjo-Daro and want to stay. It would add to the economy of the country by revenue generation through tourism at Mohenjo-Daro.

Keywords: Tourism; satisfactory accommodation; Mohenjo-Daro; Indus valley civilization architecture.

Introduction

Tourism is a vast industry that contributes much to the economic progress, social identity and hospitality of a country. Similarly, tourist's accommodation plays a vital role in enhancing tourism of the site. Mohenjo-jo Daro, a world heritage site attracts 700 visitors on average daily

according to the data of past 5 years. Despite such a tourism potential of the site, it still falls behind in the provision of some basic facilities. Accommodation facilities for guests is one such factor. The site has an archeological guest house which remains reserved for the special guests and serves a limited number of persons. Therefore, this research is extensively designed to address the issue of lack of accommodation facilities for the visitors at Mohenjo- Daro. In this context, the factors that satisfy the needs of local and foreigner tourists are taken into account. The environmental concerns of the spaces are also part of the study. Proper accommodation will enable tourists to prolong their stay at the site. This would ultimately contribute to the economic growth by revenue generation through tourism.

Accommodation is a fundamental factor of the tourism product to the tourists. The type, extent and nature of accommodation determines the volume and value of tourism that is possible at any destination (Henning & Willemse, 1999; Nuntsu, Tassiopoulos & Haydam, 2003). For the tourism industry, satisfying the tourists is very important, because the tourist's satisfaction is the basis for tourist loyalty and recommendation to other tourists (Tornow and Wiley, 1991). Moreover, the accommodation demands of various kinds of visitors are also considered. The needs and desires of domestic and international tourists are given due concern.



A picture showing remains of Mohenjo-Daro. Reference self-taken.



a picture showing outer look of the archeological guest house at Mohenjo-Daro. Source self-taken

Background the Work

Mohenjo daro being a UNESCO registered world heritage site, faces the challenge of improper and inadequate accommodation facilities. Due to inappropriate and insufficient provision of such a suitable staying facility that satisfies the varying demands of tourists, they tend to leave the site earlier. Tourist's satisfaction with respect to their accommodation while their visit to any place either be it of any historical and archeological significance or of any other importance, is as essential as the visit of main monument itself. Thus, tourist's satisfaction with the available accommodation at Mohenjo-Daro is analyzed to know the level of guest's satisfaction with existing facility. Besides, various factors of tourist's satisfaction are discovered. Hence, what factors tend to enhance the satisfaction of tourists w.r.t their accommodation largely appear as an outcome of the research.



a picture showing inner view of bedrooms of the archeological guest house at Mohenjo-Daro. Source self-taken.

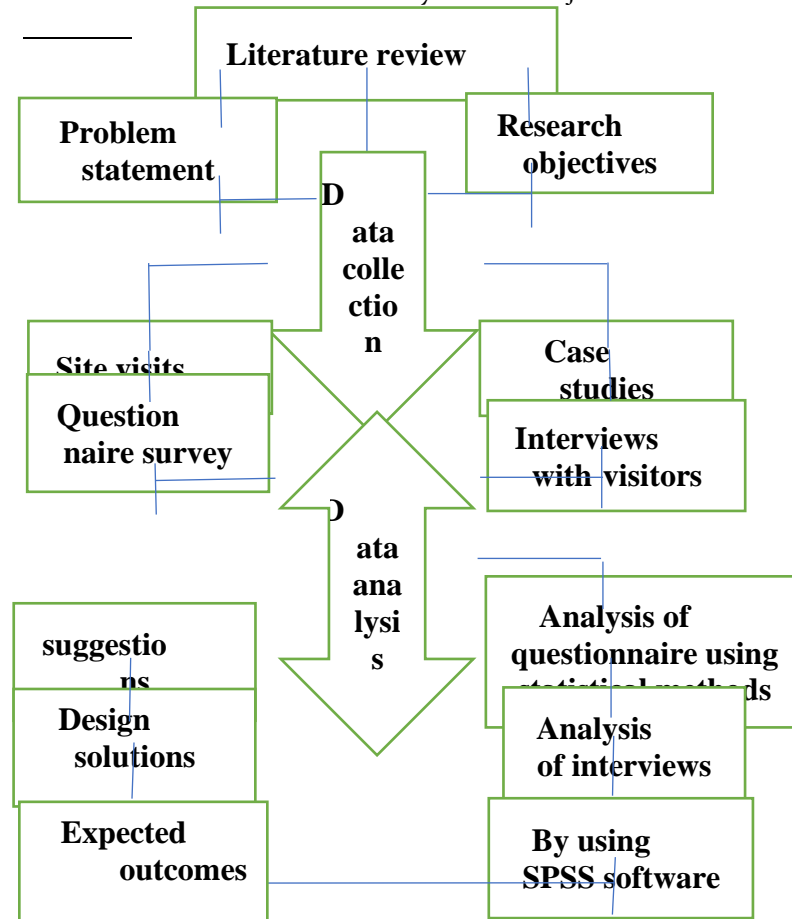


a picture showing bathrooms of the archeological guest house at Mohenjo-Daro. Source self-taken.

Methodology

The research methodology is designed to carry out research in a stepped process. The data is gathered using various research methodologies. This encompasses, surveys and data collections through questionnaire and interviews from the tourist population to know varying factors meeting their needs in terms of their accommodation. Besides, the case studies of similar facilities

are conducted to make a comparative analysis of the factors that satisfy different demands of the tourists. The gathered data is then analyzed using SPSS software and solutions are provided accordingly. The data collected from the visitors through interviews and questionnaires is of prime importance. Interviews are randomly conducted mainly targeting the foreigner and domestic visitors who desired to stay in nearby the accommodation facility. Similarly, the data obtained from case studies is utilized for comparing the existing differences and satisfaction level of these sites with that of accommodation facility at Mohenjo-Daro.



Flow chart research design/process of design

Data Sampling

Interviews



Interviews with 6 foreigner visitors
Interviews with 30 domestic visitors
Interviews with archeological management staff

Questionnaire consists of 30 questions.



Responded by 80 persons
Case study of the Existing facility



1 archeological guest house

Results

Results show that, **80%** of the visitors felt dissatisfied in terms of their accommodation facility nearby Mohenjo-Daro. Multiple factors resulted in their dissatisfaction such as very hot summers, unattractive architecture of the accommodation, less dining options, and numerous others. Thus, the Percentages of their satisfaction level with respect to different factors of tourist's satisfaction in terms of their accommodation are recorded. Frequency of the impact of numerous factors of tourist's satisfaction is measured. This has enabled to come up with most needed design solutions that majority of the tourists think can enhance their satisfaction level in terms of accommodation facility. The design solutions and recommendation are discussed in the next chapter. Serving capacity of the available facility; is **20** persons at a time. It consists total of nine rooms, one meeting hall and one dining hall.

Chart: 4.2.14b highlights respondent's satisfaction level with respect to available facility

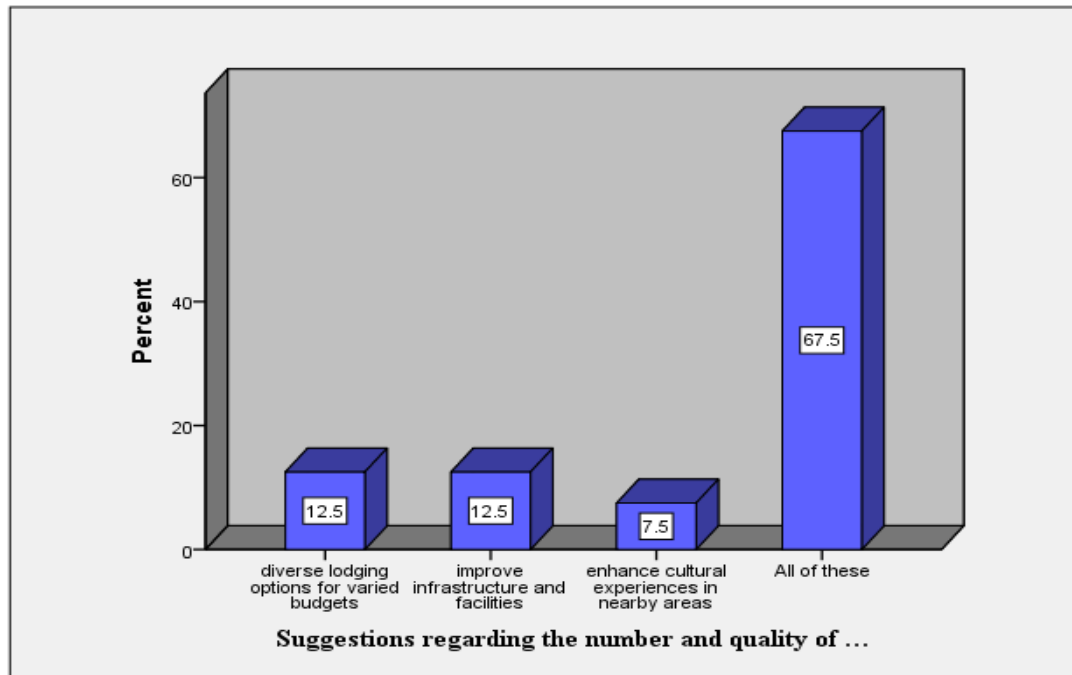


Chart: 4.2.15 represents adaptability of climate of Mohenjo-Daro w.r.t different visitors. Following chart represents adaptability of the of the climate of Mohenjo-Daro with respect to different visitors. 37.5% of the visitors opted for yes, it is adaptable to different types of tourist's while 12.5% had said no, and 50% reviewed that it is different for different visitors.



Chart: 4.2.18 represents negative environmental impacts on tourist's satisfaction level. The chart below portrays that 85% of the visitors feel negative environmental factors as affecting their satisfaction level in terms of accommodation facility, 10% said no and 5% remained neutral.

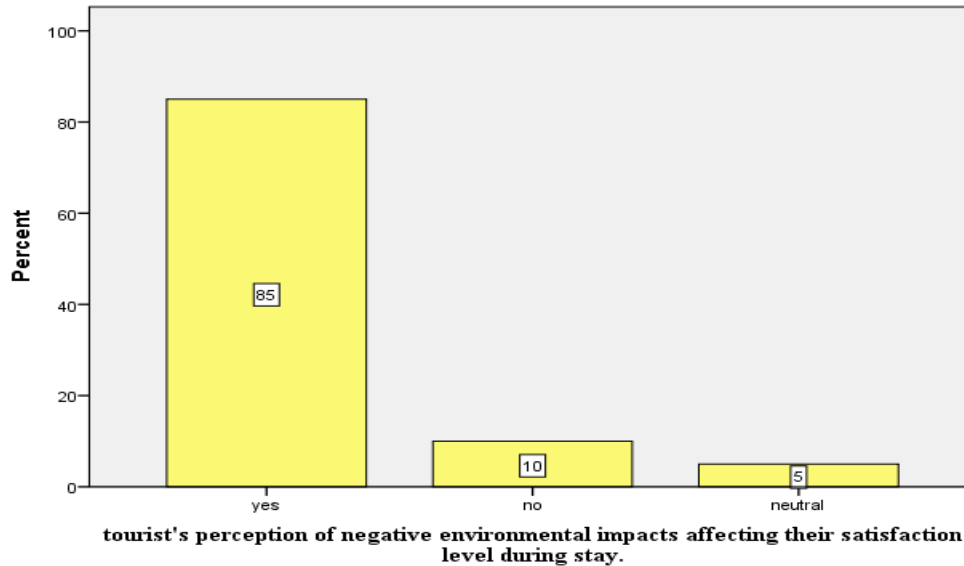


Chart: 4.2.19a shows impact of incorporation of natural environment in accommodation facility on satisfaction level.

The chart below shows the impact of the incorporation of local environment and natural beauty in the design of accommodation facility enhances tourist's satisfaction in terms of their accommodation. 62.5% said yes, 25 said it has strong impact on satisfaction, while 5% opted for no, 2.5% as it has less impact and 5% remained neutral about it.

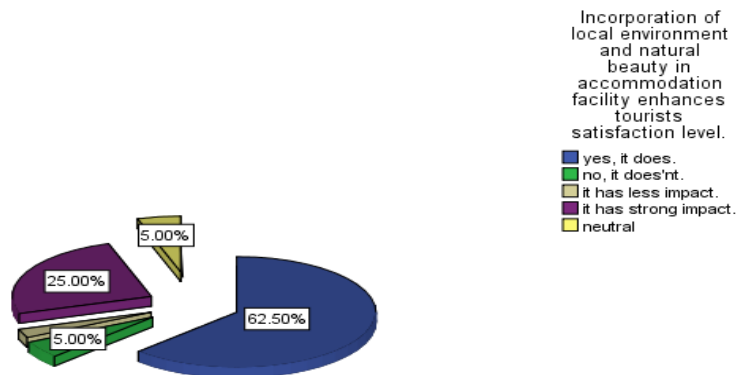
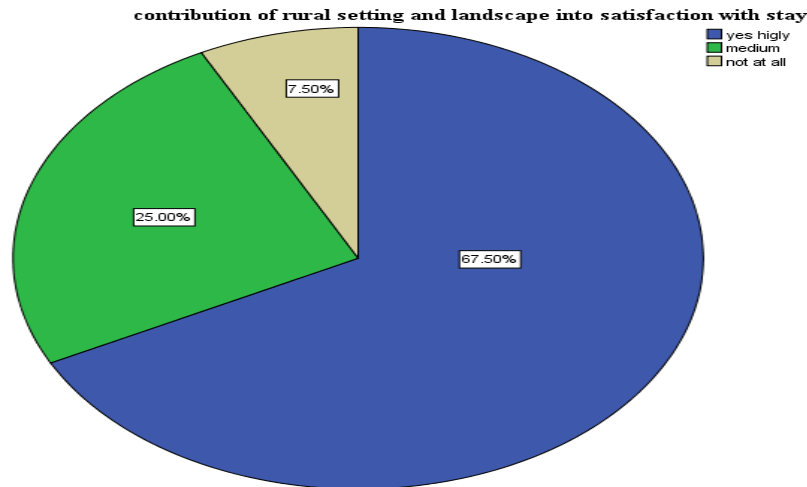


Chart: 4.2.21 shows the role of rural setting and landscape in satisfaction level.



The pie chart above shows that 67.50% of the respondents referred the contribution of rural setting and landscape into satisfaction with their stay, 25% regarded it as medium and 7.50% disregarded the idea.

Chart: 4.2.22 depicts influence of the proximity of accommodation to the site on satisfaction level.

In the chart below 17.50% of the visitors regarded as the close proximity of accommodation adds convenience to the visit the influence of the proximity of the accommodation facility to the site of Mohenjo-Daro. 10% said nearness enables multiple visits. 5% added that it enhances the immersive historical experience. While 67.50% said all these factors contribute to the satisfaction level with their stay.

Influence of the proximity of accommodation facility to Mohenjo-Daro historic site on tourist's overall experience

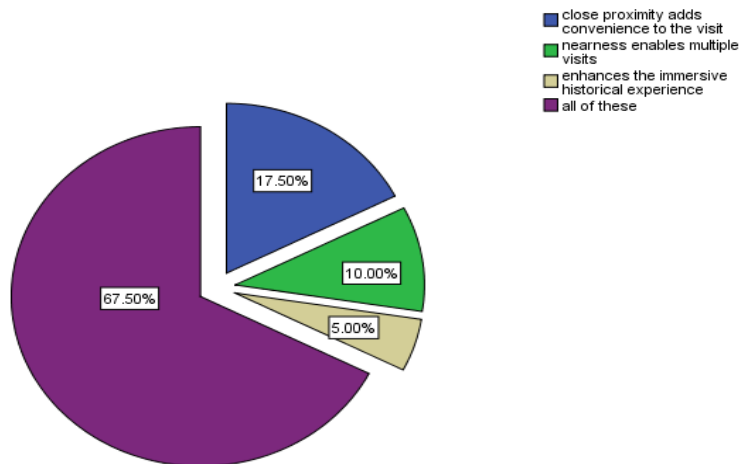
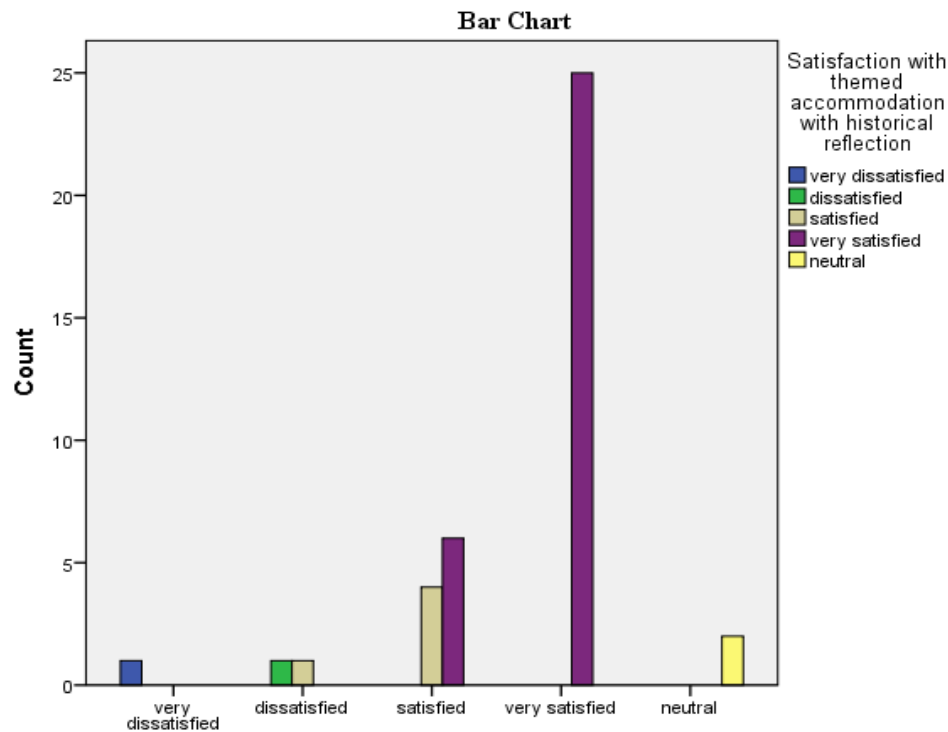
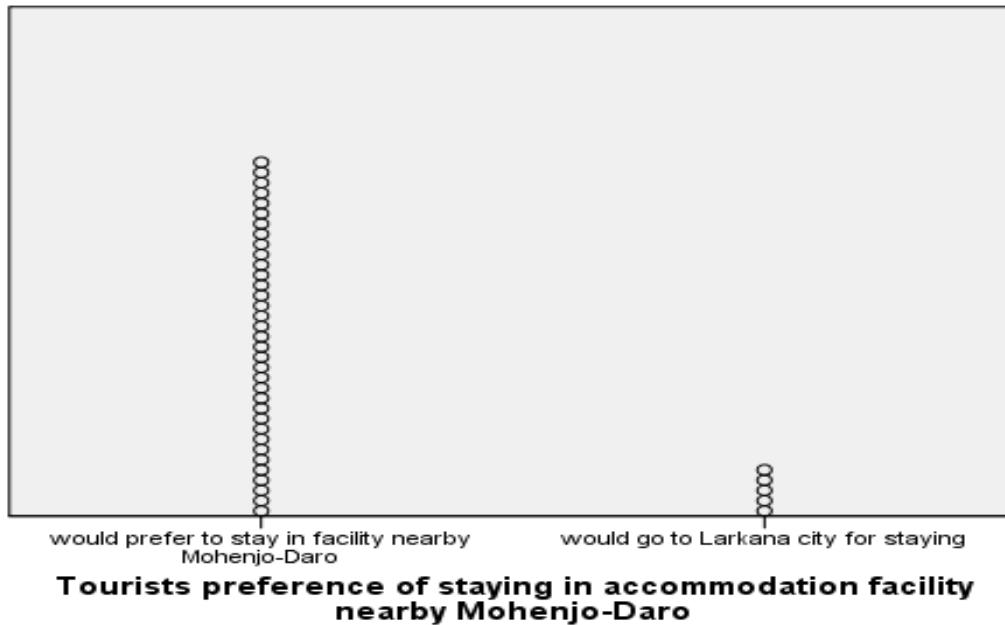


Chart: 4.2.23c represents respondent's satisfaction with themed accommodation.



Above highlights that **45%** of the visitors want that the architecture of accommodation facility nearby Mohenjo-Daro should reflect the architecture of Indus valley civilization. **40%** strongly agreed with this idea. **5%** disagreed, **2.5%** strongly disagreed, while **7.5%** remained neutral. Chart: 4.2.24a shows tourist's preference of staying in facility nearby Mohenjo-Daro. The chart below shows tourist's willingness to stay in the accommodation facility nearby Mohenjo-Daro rather than moving to Larkana city for their stay. **85%** opted for preferring available suitable facility nearby the site, while **15%** opted to go to Larkana city.



Conclusion

Thus, the research found multifaced design tips for a satisfactory guest accommodation nearby the site of Mohenjo-Daro. Multiple design techniques ranging from preservation of original ruins, themed accommodation, roof gardens, rural setting, natural landscaping, welcoming entrances to safety and security of the site and hospitability of the staff play a vital role in enhancing tourist's satisfaction. Improved quality of services and well- established interior and exterior spaces are proposed. This would not only insist tourists to avail the nearby accommodation facility, but also prolong their stay.

Numerous design tips have been obtained through this research for a satisfactorily guest accommodation nearby the site of the Mohenjo-Daro.

Accommodation site should be nearby the site of Mohenjo-Daro

Themed accommodation reflection the architecture of Mohenjo-Daro

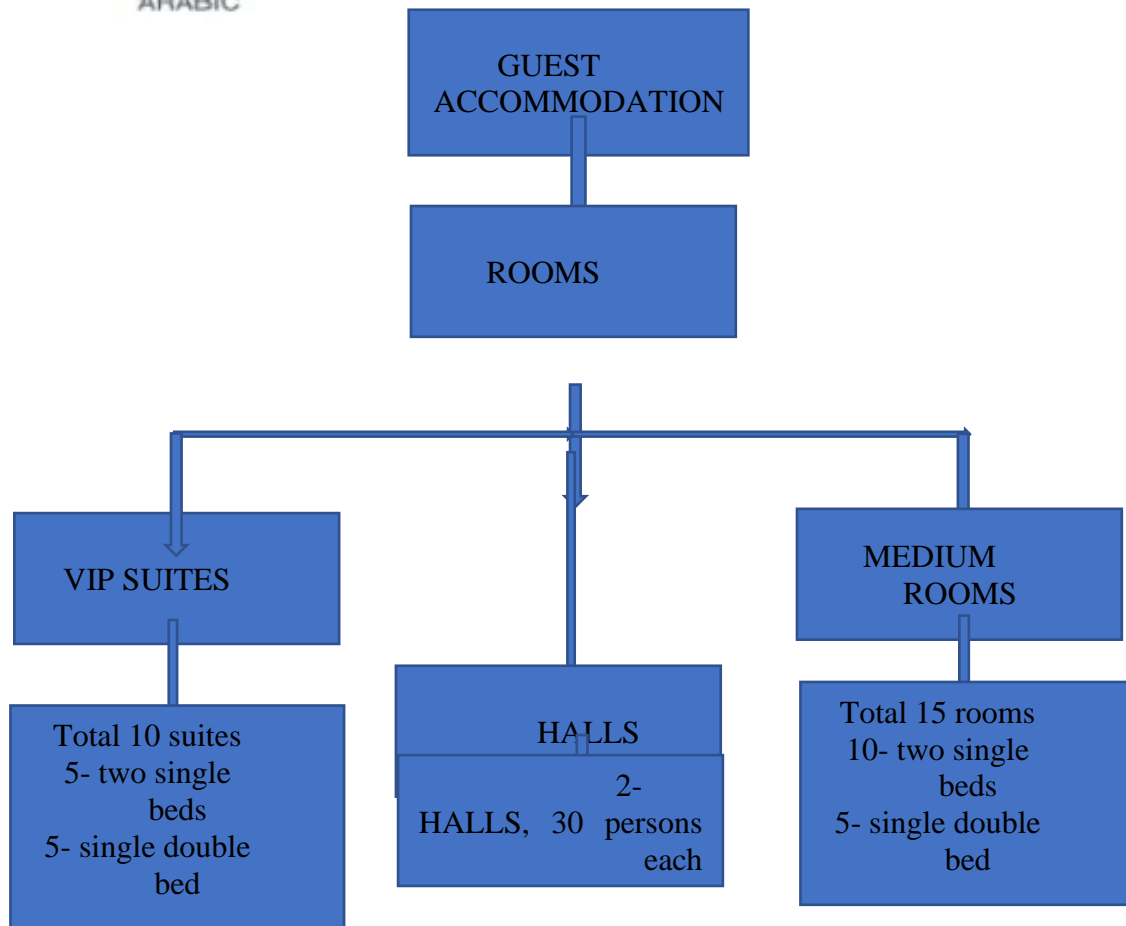
Safety and security of the site.

Provision of roof gardens, solar panels natural ventilation, and incorporation of natural beauty and rural landscaping to cope up the challenge of hot summers of Larkana.

Arrangements of **Mach kachahri** and screens showing the documentaries of Mohenjo-Daro along with other historical and archeological sites, and such other arrangements.

Varying cuisine options, including local food, along with Chinese, Japanese and Italian for those communities.

Barrier-free access solutions for a variety of requirements.



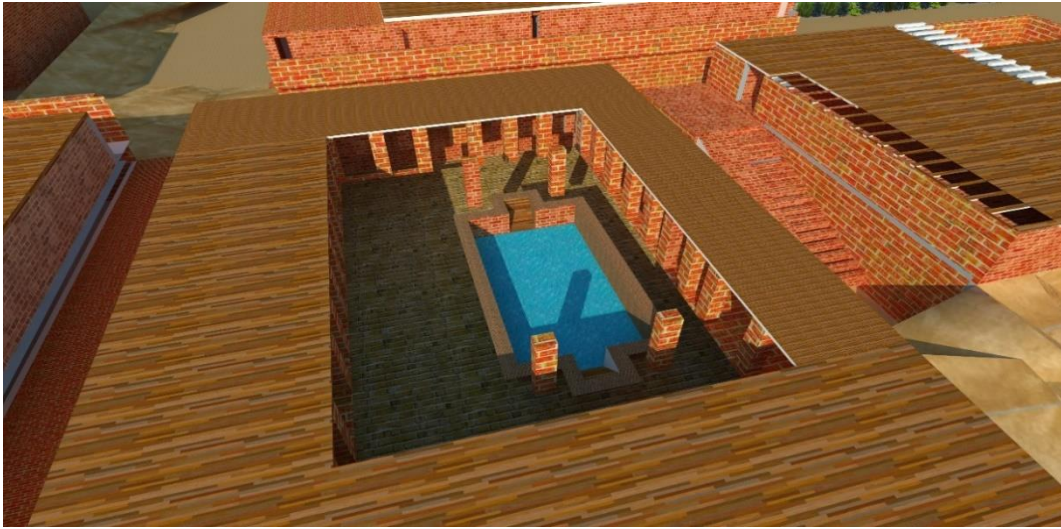
Flow chart 5.3.1: the flow diagram above shows division of suites and rooms in proposed accommodation facility, for 150 persons,
 Site taken nearby the historical site of Mohenjo-Daro.



Views below showing the proposed design of the guest accommodation facility nearby the site of Mohenjo-Daro reflection the architecture of ancient Indus Valley Civilization.
Source, self-prepared.







References

1. Kokkhangplu, A., Onlamai, W., Chokpreedapanich, T. and Phikul, K., 2023. What Predicts Behavioral Intention in Eco-Friendly Hotels? The Roles of Tourist's Perceived Value and Satisfaction: A Case Study of Thailand. *Sustainability*, 15(4), p.3219.
2. Milosevic, S., Penezic, N., Miskovic, I., Skrbic, I. and Katic, I., 2016. THE SIGNIFICANCE OF TOURISTS'SATISFACTION AT THE DESTINATIONS. In *Faculty of Tourism and Hospitality Management in Opatija. Biennial International Congress. Tourism & Hospitality Industry* (p. 219). University of Rijeka, Faculty of Tourism & Hospitality Management.
3. Pop, I. and Gheres, M., 2013. Tourist satisfaction in rural areas-a comparative study on rural areas from Romania and Hungary. In *the Proceedings of the International Conference' Marketing-from Information to Decision'* (p. 223). Babes Bolyai University.
4. Skare, M., Gavurova, B., Polishchuk, V. and Nawazish, M., 2023. A fuzzy model for evaluating the level of satisfaction of tourists regarding accommodation establishments according to social class on the example of V4 countries. *Technological Forecasting and Social Change*, 193, p.122609.

5. Kokkhangplu, A., Onlamai, W., Chokpreedapanich, T. and Phikul, K., 2023. What Predicts Behavioral Intention in Eco-Friendly Hotels? The Roles of Tourist's Perceived Value and Satisfaction: A Case Study of Thailand. *Sustainability*, 15(4), p.3219.
6. Hussein, M.M., Saleh, M., Kozmal, H. and Ammar S., 2022. The Effect of Tourism and Hospitality Services Dimensions on Individual Tourist Satisfaction in Egypt. *International Journal of Heritage, Tourism and Hospitality*, 15(2), pp.63-77.
7. Tourism & Hospitality Industry 2016, Congress Proceedings, pp. 219-231 S. Milošević , N. Penezić, I. Mišković, I. Škrbić, I. Katić: THE SIGNIFICANCE OF TOURISTS' .
8. Salleh, M., Omar, K., Yaakop, A.Y. and Mahmmod, A.R., 2013. Tourist satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5), pp.221-226.
- 9 Radojevic, T., Stanisic, N. and Stanic, N., 2019. The culture of hospitality: From anecdote to evidence. *Annals of Tourism Research*, 79, p.102789.
10. Adetola, O.J., Aghazadeh, S. and Abdullahi, M., 2021. Perceived environmental concern, knowledge, and intention to visit green hotels: do perceived consumption values matter? *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 15(2), pp.240-264.
11. Martín-Ruiz, D., Castellanos-Verdugo, M. and de los Ángeles Oviedo-García, M., 2010. A visitors' evaluation index for a visit to an archaeological site. *Tourism Management*, 31(5), pp.590-596.
12. Boukas, N., 2013. Youth visitors' satisfaction in Greek cultural heritage destinations: the case of Delphi. *Tourism Planning & Development*, 10(3), pp.285-306.
13. Sukiman, M.F., Omar, S.I., Muhibudin, M., Yussof, I. and Mohamed, B., 2013. Tourist satisfaction as the key to destination survival in Pahang. *Procedia-Social and Behavioral Sciences*, 91, pp.78-87.
14. Väisänen, H.M., Uusitalo, O. and Ryyänen, T., 2023. Towards sustainable servicescape—tourists' perspectives of accommodation service attributes. *International Journal of Hospitality Management*, 110, p.103449.
8. Salleh, M., Omar, K., Yaakop, A.Y. and Mahmmod, A.R., 2013. Tourist satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5), pp.221-226.
- 9 Radojevic, T., Stanisic, N. and Stanic, N., 2019. The culture of hospitality: From anecdote to evidence. *Annals of Tourism Research*, 79, p.102789.
10. Adetola, O.J., Aghazadeh, S. and Abdullahi, M., 2021. Perceived environmental concern, knowledge, and intention to visit green hotels: do perceived consumption values matter? *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 15(2), pp.240-264.

11. Martín-Ruiz, D., Castellanos-Verdugo, M. and de los Ángeles Oviedo-García, M., 2010. A visitors' evaluation index for a visit to an archaeological site. *Tourism Management*, 31(5), pp.590-596.
12. Boukas, N., 2013. Youth visitors' satisfaction in Greek cultural heritage destinations: the case of Delphi. *Tourism Planning & Development*, 10(3), pp.285-306.