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Tourist Satisfaction at Beach Shacks: Case Study Analysis

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Abstract--- *Tourists normally are not interested to stay in boring hotels because they want to explore the unknown around the world. In Goa, tourists prefer to stay in shacks as they offer excellent service and give a unique experience. Shacks in Goa are seasonal structures erected close to the beach. The present study intends to identify the services offered by beach shacks to the tourists that contribute to their satisfaction. The study is quantitative in nature, based on a random sample of 400 tourists, including 200 foreign nationals. The data was collected during the month of October to December 2019 using a structured questionnaire. Using Exploratory Factor Analysis and Structural Equation Model the findings indicate that the Personalized Services, Leisure Services, and Convenience Services significantly contribute to the satisfaction of tourists visiting beach shacks in Goa.*

Keywords--- *Tourist Satisfaction, Shacks, Structural Equation Model, Services.*

I. INTRODUCTION

Goa, a petite State of India in terms of land area, is located on India's west coast in the Konkan region. It is bound by Maharashtra to its north, Karnataka to its south and east and the Arabian Sea to its west. Spread over an area of 3702 square kilometers, the state has a population of 1458545, as per the 2011 population census. It has a vast coastline of 125 kilometers out of which 83 kilometers comprise of beautiful, clean and white sandy beaches of varying lengths and shapes. It has a unique Portuguese-influenced culture and pleasant weather throughout the year which attracts millions of tourists every year. During the year 2019, Goa attracted 8109583 tourists including 890962 foreign **(Economic Survey, Goa - 2018-19).**

Economically, Goa is one of the fastest-growing states in India with an average Gross State Domestic Product (GSDP) compounded annual growth rate of 9.08 percent between the years 2011-12 to 2018-19 **(Goa State Report 2019).** The industries that are responsible for attaining a high growth rate in the state are tourism, mining, pharmaceuticals and information technology **(Goa State Report 2019)**. However, during the years 2013-14 to 2018-19, tourism has been one of the leading contributors to the State's economy **(Confederation of Indian Industry – Goa, 2019).** Tourism in Goa is concentrated mostly in its coastal areas, whereas, the mountainous landscape on its eastern side is being developed for eco-tourism.

Tourists visit Goa mostly for its beaches **(Dayanand, 2004)** and to enjoy the pleasant weather throughout the year. There are forty-two beaches in Goa which are characteristically different and are preferred by the tourists **(Department of Tourism, Government of Goa, 2019).** Tourists also visit Goa because of the water sports facilities, rivers, museums, forts, spice plantations, world-famous churches, architectural temples, cuisines, and shacks.

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Goa has one of the best tourism infrastructure facilities in the country to support the increasing number of tourists flocking to the State every year. It has one International airport at Dabolim known as the Goa International Airport where a number of international flights land with foreign tourists each year. The state also receives a large number of international charter flights from Europe with foreign tourists during each tourist season. During the year 2018-19, Goa received 813 charter flights with 218776 tourists **(Department of Tourism, Government of Goa - Statistics – 2019).**

Another basic infrastructure facility tourist's need while on a tour is accommodation. Goa offers its tourists various kinds of accommodation as per their budget, some of which provide their patrons with food as well. Tourists in Goa can stay in hotels, guest houses, villas, apartments, flats, cottages, resorts, and lodges. Tourists, depending upon their taste, preference, and budget can either book a simple and comfortable room at a guest house or a hotel or they can opt for a large, spacious and luxurious room or suite in a five-star hotel in Goa.

However, most of the hotels and guest houses in Goa are located at a distance from the beach and are costly. Also, some tourists find it difficult to get reasonable accommodation in hotels, especially during the peak season, due to the increasing number of tourist arrivals in the State. Therefore, as an alternative to hotels and guest houses, Goa offers the tourists' beach shacks which are located close to the beach and provide delicious, cheap and home-cooked food along with beverages. Further, to satisfy the accommodation needs of the tourists during the peak season, shacks located on private properties at a few specified locations in Goa have been allowed to provide reasonable accommodation to the tourists since the year 2010-11 by the Department of Tourism.

Shacks make a significant contribution to the state's economy as a substantial percentage of the population living in the coastal areas of the state depends on the shack business for a living. They also provide entrepreneurial opportunities to the local people. Shacks contribute to the State Government's exchequer in the form of taxes every year. Tourists in Goa are seen patronizing the shacks rather than the hotels **(Sathish et al., 2016).**

Definition of a Shack

A shack, according to the Beach Shack Policy 2016-19 of the Department of Tourism, Government of Goa is "a temporary structure, located on the beach, within zero to five hundred meters from the high tide line of the sea, using locally available eco-friendly materials, and serving food and beverages". They also provide accommodation to the tourists close to the beach.

II. REVIEW OF LITERATURE

Tourists' satisfaction in the hotel industry depends on the quality of service provided at the reception and the general hospitality offered at the hotels **(Dominici et al., 2010, and Curakovic et al., 2012).** It also depends on the service quality provided at the restaurants along with the variety of food and drinks served at a reasonable price **(Renuka, 2012, and Saleem et al., 2014).** Therefore, hotels by improving service quality, controlling prices, and fulfilling the expectations of the tourists can improve their satisfaction level. To improve tourist/customer satisfaction, continuous measurement of the facilities offered by a hotel is essential **(Curakovic et al., 2012).**

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However, measuring tourist satisfaction at the hotel is different from measuring satisfaction at the destination level **(Foster, 2003).**

Tourists satisfaction at the destination level depends on the various transactions that occur at the destination such as quality of service provided by hotels, resorts, restaurants, tour operators, cabs, and all other tourism stakeholders **(Dominici et al., 2010, Renuka, 2012, Sabir et al., 2014, and Corte et al., 2015).** It also depends on the quality of transport, accommodation, entertainment, price, security, hospitality of the local people, cleanliness, **(Corte et al., 2015, and Aara et al., 2018)** good environment, low cost of living, reduced crime rate, **(Komain et al., 2014)** location, ambience, hygiene, **(Chatterjee, 2015)** and duration of stay at a destination **(Sara et al., 2015).** It is observed that customer satisfaction normally led to customer loyalty and an increased positive image of the tourist destination **(Dominici et al., 2010).** It also leads to increased sales, higher profitability, customer retention and better productivity of the hotels **(Kansal et al., 2015).** However, the factors contributing to the satisfaction of the tourists don't remain constant. In fact, they change depending upon the person, place, time, and the prevailing situation at the destination. A tourist's positive experience of the services, products and the resources provided at the destination culminate in the customers' intention to revisit the destination and increase the probability of him recommending it to others **(Mohammad, 2014, & Corte et al., 2015).**

In modern times, tourists are not interested to stay in boring hotels rather they like to explore the unknown in different places around the world. In fact, tourists currently prefer to stay in tree-houses, caves, lighthouses, shacks, and bubble tents as it gives them a glimpse of history, the local culture, and a fantastic experience **(Sharma, 2019).** A large number of tourists in Goa prefer to stay in shacks as they are unique and give them a special experience during their holidays in the state **(Sathish et al., 2020).** According to **Naik, 2016,** shacks in Goa provide tourists with accommodation, food, beverages, sun-beds, night-parties, and water sports.

The literature review indicates that none of the studies conducted until now have identified the specific factors that contribute to the satisfaction of tourists visiting beach shacks in the state of Goa. Therefore, the present study attempts to identify the factors contributing to the satisfaction of tourists visiting beach shacks in Goa which makes this study unique.

Scope of the Study

The scope of the study is limited to the state of Goa. The study is based on the perceptions of the respondents, collected through structured questionnaires. Beach shacks located both on private as well as on public properties in the state of Goa and were in operation during the survey period are considered in the study.

Objectives of the Study

The objectives of the study are as follows:

a. To analyze the services provided by beach shacks to the tourists in Goa.
b. To analyze the relationship of services provided by beach shacks and their contribution towards customer satisfaction.

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Hypothesis

The hypothesis used in the study is as follows:

$H0_1$: The services provided by shacks do not contribute significantly to the tourists'/customers' satisfaction.

III. RESEARCH METHODOLOGY

The study is quantitative in nature, based on a random sample of 400 tourists, of which 200 are foreign nationals. The quantitative data was collected during the month of October to December 2019 using a structured questionnaire. The respondents were personally contacted at the shacks during their visit to the State. To analyze the services provided by beach shacks to the tourists in Goa a 22 items scale was used. The reliability of the scale was tested by using Cronbach alpha which was found to 0.939 signifying that the scale used was reliable. According to Lee Cronbach **(1951),** a Cronbach alpha of 0.70 and above indicates that the scale used is reliable.

The statistical tools used in the analysis are Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA).

EFA is used for 50 percent of the sample including 100 foreign tourists. Using EFA, all the 22 items used in the scale were reduced into four dimensions named as Personalized Services, Leisure Services, Frill Services, and Convenience Services. The Confirmatory Factor Analysis (CFA) is then used for the remaining 50 percent of the sample along with the Structural Equation Model to find out which of the services significantly contribute to the satisfaction of tourists'/customers' visiting beach shacks in Goa.

Justification of the Sample

As per the formula proposed by **Krejcie V. Robert and Morgan Daryle W., (1970)**, a sample size of 384 is adequate for a population of 8109583 at a confidence level of 95 percent. According to the **sample size calculator available on-line**, the adequate sample size for a population of 8109583 is 385 with a confidence level of 95 percent and an error margin of 5 percent. However, the researcher in the present study has considered a sample size of 400 tourists including 200 foreign nationals which is a justified sample size.

Significance of the Study

The study analyzes the services provided by beach shacks to the tourists in the State of Goa and identifies the services that contribute to their satisfaction. It enables the shack owners to improve upon the services wherever possible for the satisfaction of the tourists. Further, the study compels the state government to focus on these services while promoting shacks in India and abroad in the future.

IV. ANALYSIS AND RESULTS

A skewness and kurtosis normality test were conducted for the data set used to measure the services contributing to the satisfaction of tourists visiting beach shacks in the state of Goa.

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Table 1: Skewness and Kurtosis Normality Test Results

Variables	Skewness	Critical Ratio	Kurtosis	Critical Ratio
Customer Satisfaction	-1.033	1.047	0.877	1.047
CS1 – Provide locker facility	-0.181	1.177	-0.892	1.177
CS2 – Accept payment using debit/credit cards	-0.398	1.208	-0.657	1.208
LS1 – Attractive ambience	-1.229	1.315	1.037	1.315
LS2 – Located near the beach	-1.505	1.543	0.800	1.543
LS3 – Serve quality food and drinks	-1.169	1.300	1.046	1.300
LS4 – Charge reasonable price	-0.933	1.147	0.551	1.147
LS5 – Clean and hygienic	-0.797	1.586	0.060	1.586
LS6 – Provide beach beds and umbrellas	-1.459	0.095	1.201	0.095
FS1 – Can accommodate any family	-0.017	1.374	-0.794	1.374
FS2 – Celebrating birthday parties	-0.238	1.785	-0.651	1.785
FS3 – Provide free Wi-Fi facility	-1.000	1.344	0.178	1.344
FS4 – Free reservation facility for tourists	-0.400	1.402	-0.810	1.402
FS5 – Free changing room cum toilet facility	-0.919	1.658	0.508	1.658
FS6 – Variety of services under one roof	-0.510	1.323	-0.508	1.323
PS1 – Respect customers privacy	-1.021	1.375	0.662	1.375
PS2 – Honesty of staff	-0.909	1.401	0.349	1.401
PS3 – Quick in solving problems	-0.839	1.392	0.248	1.392
PS4 – Provide personalized services	-0.769	1.828	0.105	1.828
PS5 – Prompt service	-1.043	1.939	1.160	1.939
PS6 – Friendly approach in serving customers	-0.909	1.841	1.001	1.841
PS7 – Serve the menu items all the time	-0.800	1.141	0.051	1.141
PS8 – Offer variety in the menu	-0.875	1.559	0.358	1.458
Multivariate			147.53	18.53

Source: Computed from Primary Data

Generally, the value of either of the two skewness and kurtosis if not close to zero then the data set is considered to be not normally distributed. Further, the acceptable limit for skewness and kurtosis values should be between -1 and +1 and the critical ratio should be below 1.96 **(Joanes, and Gill, 1998)**.

According to **George, and Mallery, 2010**, the acceptable limit for skewness and kurtosis is between -2 and +2.

However, as observed in Table 1 the skewness or kurtosis values for all the twenty-two variables used are close to zero or near one. Also, the critical ratio for all the variables used is below the acceptable limit of < 1.96 (critical ratio < 1.96). Therefore, it can be concluded that the data set used in the study has a normal distribution. Accordingly, Exploratory Factor Analysis (EFA) has been used followed by a Structural Equation Model (SEM).

Exploratory Factor Analysis (EFA)

The services provided by beach shacks to the tourists are determined with the help of a 22 items scale which has reliability, Cronbach's alpha of 0.939. The EFA is then performed so as to reduce the dimensions of these factors.

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Table 2: Exploratory Factor Analysis

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Personalized Services (PS)		**10.297**	**46.806**	**46.806**
Respect customers' privacy	.792			
Honesty of the staff	.774			
Quick in solving problems	.756			
Provide personalized services	.754			
Prompt service	.752			
Friendly approach in serving customers	.713			
Serve the menu items at all times	.676			
Offer variety in the menu	.518			
2) Leisure Services (LS)		**1.821**	**8.275**	**55.081**
Attractive ambience	.828			
Located near the beach	.727			
Serve quality food and drinks	.706			
Charge a reasonable price	.631			
Clean and hygienic	.579			
Provide beach beds and umbrellas	.561			
3) Frill services (FS)		**1.244**	**5.654**	**60.735**
Can accommodate any family	.698			
Celebrating birthday parties	.689			
Provide free Wi-Fi facilities	.640			
Free reservation facility for tourists	.607			
Free changing room cum toilet facility	.542			
Variety of services under one roof	.511			
4) Convenience Services (CS)		**1.235**	**5.614**	**66.349**
Provide locker facility	.802			
Accept payment using debit/credit cards	.756			

Source: Computed from Primary Data

As observed in Table 2, the dimension reduction with the help of Exploratory Factor Analysis with Varimax rotation, using 50 percent of the sample including 100 foreign tourists, has resulted in four dimensions of the services. These dimensions of the services are named as Personalized Services (PS), Leisure Services (LS), Frill Services (FS), and Convenience Services (CS).

The services provided by beach shacks to the tourists in Goa that have a significant and positive loading on the Personalized Services factor are respect customers' privacy (.792), the honesty of staff (.774), quick in solving problems (.756), provide personalized services (.754), prompt service (.752), friendly approach in serving customers (.713), serve the menu items all the time (.676), and offer variety in the menu (.518).

The attractive ambience (.828), located near the beach (.727), serve quality food and drinks (.706), charge reasonable price (.631), clean and hygienic (.579), and provide beach beds and umbrellas (.561) are the services provided by beach shacks to the tourists in Goa that have a significant and positive loading on the Leisure Services factor.

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The Frill Services factor has a significant and positive loading of the following services provided by beach shacks to the tourists in Goa, can accommodate any family (.698), celebrating birthday parties (.689), provide free Wi-Fi facilities (.640), free reservation facility for tourists (.607), free changing room cum toilet facility (.542), and variety of services under one roof (.511).

The following services are significantly loaded on the Convenience Services factor offered by beach shacks to the tourists in Goa, provide locker facility (.802) and accept payment using debit or credit cards (.756).

Further, the Personalized Services factor explains about 46.806 percent of the variance, the Leisure Services factor explain about 8.275 percent of the variance, the Frill Services factor explains about 5.654 percent of the variance and the Convenience Services factor explains about 5.614 percent of the variance. All together the four factors namely Personalized Services, Leisure Services, Frill Services, and Convenience Services explain about 66.349 percent of the variance.

Also, the factor loadings for all the twenty-two variables loaded under the four factors namely PS, LS, FS, and CS is found to be greater than 0.50 which is necessary for Structural Equation Modeling **(Fornell and Larcker., 1981).**

The Kaiser-Mayer-Olkin (KMO) Measure of Sampling Adequacy is 0.917; the chi-square value is 2882.225, DF 231 and the p-value < 0.001.

The services provided by beach shacks to the tourists were further tested using Structural Equation Modelling for the next 50 percent of the sample including100 foreign tourists.

Before preparing the Structural Equation Model, a Multicollinearity test **(Variance Inflation Factor)** was performed for the four factors to find out if the data set used in the SEM model is showing high intercorrelations among the predictor variables.

Table 3: Variance Inflation Factor (VIF)

Particulars	**Tolerance level**	**VIF**
PS – Personalized Services	0.22	3.67
LS – Leisure Services	0.28	3.57
FS – Frill Services	0.26	3.84
CS – Convenience Services	0.38	2.60

Source: Computed from Primary Data

According to **Hair et al., 1995,** there is Multicollinearity when the VIF value exceeds 4.

Ringle et al., 2015, has indicated that the maximum acceptable level of VIF is below 5.

In Table 3 it is observed that the value of each of the four Variance Inflation Factors namely Personalized Services 3.67, Leisure Services 3.57, Frill Services 3.84, and Convenience Services 2.60 are below the cut-off level of 4.

This indicates that in the proposed model all the predictor (independent) variables are not correlated. Therefore, in the proposed model there is an absence of Multicollinearity.

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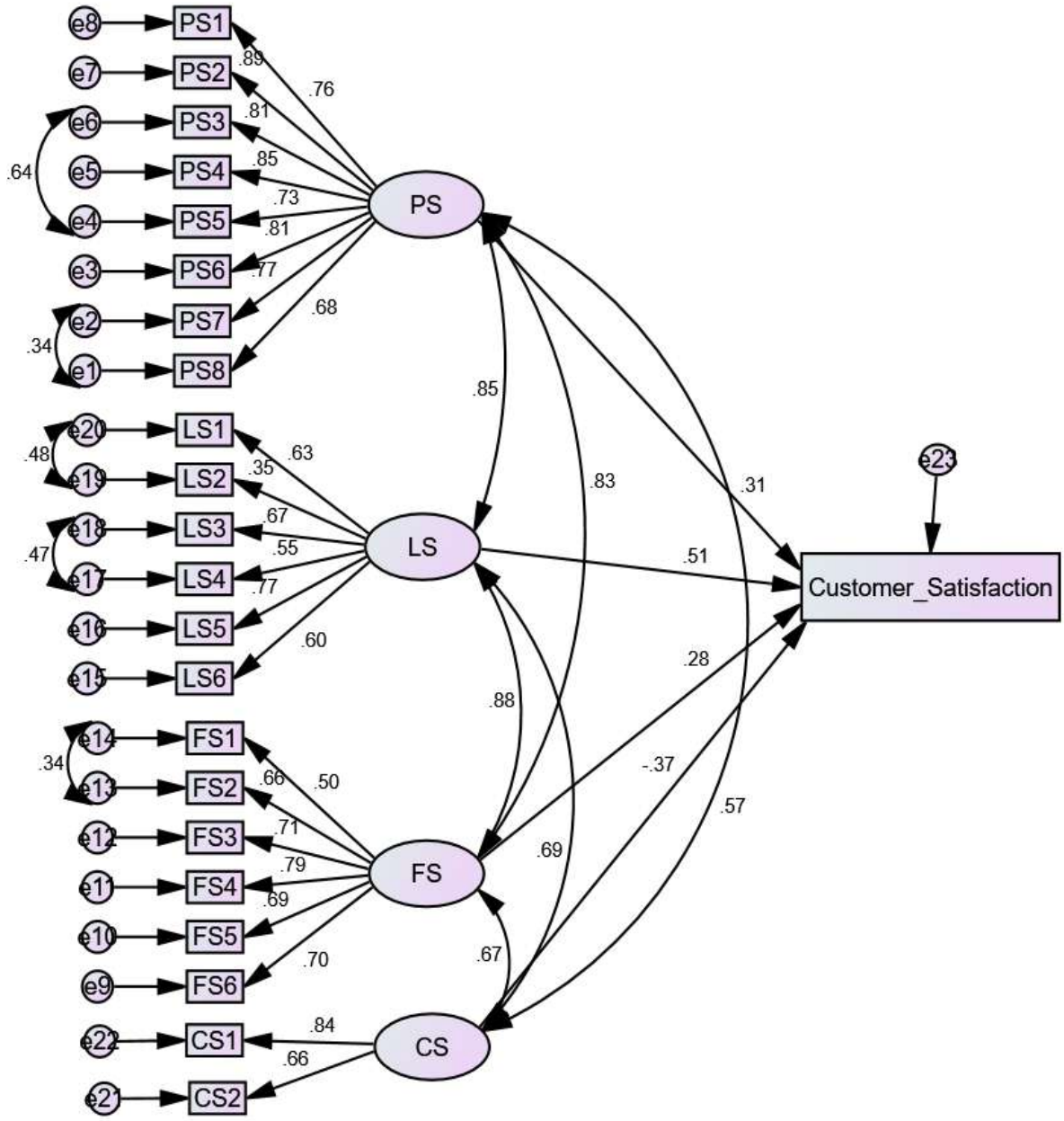

Figure 1: Structural Equation Model (SEM) Analyzing the Relationship of Services Provided by Beach Shacks and its Contribution towards Customer Satisfaction

Source: Drawn from Primary Data

The model fit summary of SEM results with respect to the services provided by beach shacks and tourists'/customers' satisfaction is given below in Table 4.

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Table 4: Model Fit Summary of SEM Results with respect to the Services Provided by Beach Shacks and Tourists'/Customers' Satisfaction

X^2 (Chi-Square)	DF	**P-value**	**Normed X^2 (X^2/DF)**	GFI	AGFI	RMR	NFI	RFI	IFI	TLI	CFI	RMSEA	Decision
447.527	216	**0.000**	1.979	0.847	0.805	0.042	0.863	0.840	0.927	0.914	0.927	0.070	Reject $H0_5$ (a)

Source: Computed from Primary Data

The purpose of the SEM model is to study the tourists'/customers' satisfaction at the beach shacks in the state of Goa and how it is influenced by the latten variables such as Personalized Services (PS), Leisure Services (LS), Frill Services (FS) and Convenience Services (CS).

The Parsimonious fit indices values such as Parsimony Comparative of Fit Index (PCFI) value obtained is 0.789 and Parsimony Normed Fit Index (PNFI) value obtained is 0.735 and both these values indicate a good model fit. The minimum value of the Parsimony Comparative of Fit Index and Parsimony Normed Fit Index should be > 0.50 for a good model fit **(Mulaik, 1989).**

The absolute fit measures like Normed X^2 value is 1.979, ideally, it should be less than 3, Goodness of Fit Index (GFI) 0.847 which preferably should be above 0.90, Root Mean Square Error of Approximation (RMSEA) 0.070 ideally must be below 0.08, and Root Mean Square Residuals (RMR) 0.042 usually have to be below 0.05 and most of these values have shown a good fit **(Hu and Bentler., 1999 & Hooper et al., 2008).**

Further, the incremental fit measures obtained are Adjusted Goodness of Fit Index (AGFI) 0.805 ideally it must be above 0.80, Normed Fit Index (NFI) 0.863 ideally it should be atleast 0.95 or above, Comparative Fit Index (CFI) 0.927 ideally above 0.90, Incremental Fit Index (IFI) 0.927 preferably above 0.90, Relative Fit Index (RFI) 0.840 possibly above 0.90, and Trucker Lewis Index (TLI) 0.914 ideally above 0.95, have shown an acceptable fit of the proposed SEM model **(Hu and Bentler., 1999 & Hooper et al., 2008)**. In fact, among the following six incremental fit measures like AGFI, NFI, CFI, IFI, RFI, and TLI any three values have to be significant for a good model fit **(Hu and Bentler., 1999 & Hooper et al., 2008).** Therefore, in the above model the values of AGFI 0.805 (accepted value > 0.80), CFI 0.927 (accepted value > 0.90), and IFI 0.927 (accepted value > 0.90) are significant as the values are higher than the normally accepted values. Also, the values of NFI, RFI, and TLI are each above 0.80. Therefore, it can be concluded that the model has an acceptable fit as recommended by **Hooper et al., 2008, & Hu and Bentler, 1999**.

The chi-square value was found to be 447.527 with a 216 degree of freedom which is higher than the critical value of 251.286 at a significant level of 5 percent ($p < 0.05$). The P-value is significant at a 5 percent level of significance ($P < 0.001$).

Hence, $H0_1$: The services provided by shacks do not contribute significantly to the tourists'/customers' satisfaction is rejected.

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Table 5: Summary of Factor Loadings, AVE and CR of CFA Model analyzing the Parameters of Tourists' Satisfaction towards Beach Shacks

Construct	Variables	Factor Loadings (> 0.50)	Average Variance Extracted (AVE) (> 0.50)	Composite Reliability (CR) (> 0.60)
Personalized Services	**PS1** – Respect customers privacy	0.765	0.62	0.93
	PS2 – Honesty of staff	0.887		
	PS3 – Quick in solving problems	0.810		
	PS4 - Provide personalized services	0.854		
	PS5 – Prompt service	0.730		
	PS6- Friendly approach in serving customers	0.808		
	PS7- Serve the menu items all the time	0.771		
	PS8- Offer variety in the menu	0.677		
Leisure Services	**LS1**- Attractive ambience	0.629	0.60	0.77
	LS2- Located near the beach	0.530		
	LS3- Serve quality food and drinks	0.666		
	LS4- Charge reasonable price	0.546		
	LS5- Clean and Hygienic	0.774		
	LS6- Provide beach beds &umbrellas	0.605		
Frill Services	**FS1**- Can accommodate any family	0.504	0.67	0.83
	FS2- Celebrating birthday parties	0.656		
	FS3- Provide free Wi-Fi facilities	0.712		
	FS4- Free reservation facility for tourists	0.787		
	FS5- Free changing room cum toilet facility	0.688		
	FS6- Variety of services under one roof	0.695		
Convenience Services	**CS1**-- Provide locker facility	0.841	0.75	0.72
	CS2- Accept payments using debit / credit cards	0.657		

Source: Computed from Primary Data

According to **Hair et al., 2010,** the Factor Loadings for each variable should be above 0.50. In Table 5 it is observed that all the twenty-two variables used in the SEM model have a factor loading of above 0.50.

According to **Fornell, and Larcker, 1981,** the Average Variance Extracted for each construct should be above 0.50 and the Composite Reliability for each construct should be above 0.60.

Accordingly, the average variance extracted for each of the four constructs used in the SEM model namely Personalized Services (0.62), Leisure Services (0.60), Frill Services (0.67), and Convenience Services (0.725), are above the minimum acceptable threshold limit of 0.50. Further, the composite reliability for each of the above four constructs namely Personalized Services (0.93), Leisure Services (0.77), Frill Services (0.83), and Convenience Services (0.72) are above the acceptable limit of 0.60. Therefore, the above model accomplishes all the above three basic requirements.

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Table 6: Regression Weights and Correlations with Regards to the Services Provided by Beach Shacks and Tourist/customer Satisfaction

Variable	Path	Variable	Estimate β	S.E.	C.R.	P
Tourist/Customer Satisfaction	<---	PS	0.414	0.184	2.250	**0.024**
Tourist/customer Satisfaction	<---	LS	0.887	0.395	2.246	**0.025**
Tourist/customer Satisfaction	<---	FS	0.471	0.296	1.591	0.112
Tourist/customer Satisfaction	<---	CS	0.354	0.098	3.612	***
Correlation Study						
Variable	Path	Variable	Estimate β	S.E.	C.R.	P
PS	<-->	LS	0.195	0.032	6.094	***
FS	<-->	LS	0.159	0.031	5.129	***
FS	<-->	CS	0.222	0.049	4.531	***
LS	<-->	CS	0.224	0.045	4.978	***
PS	<-->	FS	0.192	0.037	5.189	***
PS	<-->	CS	0.239	0.050	4.780	***

Source: Computed from Primary Data (* means significant at 1 percent)**

Table 6 shows the Unstandardized Estimate (Estimate or β coefficient), it's Standard Error (SE), the Critical Ratio (CR) which is obtained by dividing the estimate by standard error and the probability value (p-value).

It is observed in the above table that Customer Satisfaction and Personalized Services (PS) have a β coefficient of 0.414 and p-value = 0.024 which is significant at the 5 percent significance level, indicating that Personalized Services (PS) significantly influence customer satisfaction.

Customer satisfaction and Leisure Services (LS) have a β coefficient of 0.887 and p-value = 0.025 which is significant at the 5 percent significance level, signifying that Leisure Services (LS) significantly influence customer satisfaction.

Customer satisfaction and Frill Services (FS) have a β coefficient of 0.471 and p-value = 0.112 which is not significant at the 5 percent significance level, stipulating that Frill Services (FS) do not influence customer satisfaction significantly.

Customer satisfaction and Convenience Services (CS) have a β coefficient of 0.354 and p-value = 0.000 which is significant at the 5 percent significance level, indicating that Convenience Services (CS) significantly influence customer satisfaction.

The correlation table indicates that Leisure Services (LS) and Personalized Services (PS) have a β coefficient of 0.195 and p-value =.000 which is significant at the 5 percent level of significance. The Leisure Services (LS) and Frill Services (FS) have a β coefficient of 0.159 and p-value =.000 which is significant at the 5 percent level of significance. The Convenience Services (CS) and Frill Services (FS) have a β coefficient of 0.222 and p-value =.000 which is significant at the 5 percent significance level. The Convenience Services (CS) and Leisure Services (LS) have a β coefficient of 0.224 and p-value =.000 which is significant at the 5 percent level of significance. The Frill Services (FS) and Personalized Services (PS) have a β coefficient of 0.192 and p-value =.000 which is significant at

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the 5 percent level of significance. Finally, the Convenience Services (CS) and Personalized Services (PS) have a β coefficient of 0.239 and p-value =.000 which is significant at the 5 percent level of significance. This indicates that there is a significant correlation between each of the above pairs such as LS and PS, LS and FS, CS and FS, CS and LS, FS and PS and CS and PS.

Finally, it can be concluded that there is a significant correlation between Leisure Services (LS), Personalized Services (PS), Frill Services (FS), and Convenience Services (CS) as the p-values of all the six possible pairs (PS – LS, FS – LS, FS – CS, LS – CS, PS – FS, and PS – CS) are significant at 5 percent level of significance ($p < 0.001$).

V. CONCLUSIONS

Tourists' satisfaction at the beach shacks in Goa is judged based on the quality of service provided and repeats visits **(Ekiz et al., 2014).** In the present study tourists satisfaction at the beach shacks in Goa is being measured with the help of a 22 points scale specially designed for the purpose. Using EFA all the 22 variables were reduced into four factors named Personalized Services, Leisure Services, Frill Services, and Convenience Services. The Personalized Services factor explains more of the variance indicating its importance for the satisfaction of the customers at the beach shacks in Goa.

The SEM model was then prepared to analyze the relationship of services provided by beach shacks and their contribution towards customer satisfaction. It is realized that the Personalized Services, Leisure Services, and Convenience Services significantly contribute to the satisfaction of the tourists. Personalized Services contribute more towards customer satisfaction. However, Frill Services doesn't contribute significantly to customer satisfaction as its p-value is not significant at a 5 percent level of significance. In fact, the frill services focus on a larger group rather than the individual customer. Therefore, the shacks should offer these services only on demand to the tourists.

Managerial Implications

The study identifies the services that contribute to the satisfaction of tourists visiting beach shacks in the state of Goa. This enables the shack owners to focus on these services for the improvement of the shack business. It motivates the shacks to focus on personalized services and also improve upon these services wherever possible for the satisfaction of the customers. The study recognizes the fact that shacks should focus on individual customers rather than a group for their satisfaction.

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