

A Study On Tourists Attitudes Towards In Tamilnadu State

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ABSTRACT

Right from the beginning of human history, the urge to move has been an important human activity. People's requirements for leisure entertainment sites, the services of tourism scenic spots and product quality are higher and higher gradually with the development of economy, as well as increase of personal income and free time, so that the competition in tourism industry is getting intensified. Tourism is also the largest service industry which provides employment and foreign currency earning. To access the levels of satisfaction of tourists, it is necessary to know the views of tourists about the various facilities provided to them at the destination. A tourists' behavior is influenced by the perception and beliefs that he holds of issues and events. This study has attempted to study the attitudes of tourists in Tamilnadu. The research design used for the study is descriptive research. The study is conducted among tourists from foreign from other states and from Tamilnadu, with the help of structured interview schedule. Initially, a pilot study was conducted among few respondents and changes were brought in the schedule. Analysis and Interpretation is done using chi-square method t test and ANOVA. It was found out that significant in attitudes of tourists visited in different places of Tamilnadu. As per the tourist opinion is most of them are fully satisfied about tourism places in Tamilnadu. Based on the findings, appropriate suggestions have been made for increasing the tourists' satisfaction.

Keywords: tourist, level of satisfaction, tourist, entertainment sites, attitudes

1. INTRODUCTION

Tourism is a fastest growing industry where human spirit is deeply involved to know more about the nature and its mysteries. Tourism has a high potential for generation of employment and promotes exchange of ideas and views and facilitates interaction of people and their culture. Tourism acts as an instrument for achieving national integration, better international understanding and gives a direct stimulus to socio-economic development. Recognizing the importance of Tourism, Government is giving a major fillip to the Tourism Sector. Tamil Nadu is an enchanting and ancient land in the extreme south of peninsular India. It has an impressive coastline along the Bay of Bengal over 1000 kms. Tamil Nadu can be said to be a multi-dimensional tourist product. Its temple towns, historical monuments, wildlife and bird sanctuaries, hill resorts, waterfalls, beaches, breathtaking valley views, backwaters, mangrove forests, numerous places of worship, historical forts, rich heritage and culture, music and dance festivals comprise the tourism wealth of Tamil Nadu. It is this wealth that the State Government is keen on projecting to the world, through its "Enchanting Tamil Nadu" campaign. These attractions are

enchancing the visiting tourists and making them come again. The impact of tourist perception, destination image and satisfaction on loyalty has been trendy research topic in tourism research. It is very important to determine the destination image while taking decisions for strategic marketing of tourism destinations. Because it is assumed that it will result in a positive image of a destination, loyalty to tourist destinations and satisfaction felt by tourists.

2. IMPORTANCE OF THE STUDY

In India, many development schemes and projects involving large investments are being initiated for tourism. The satisfaction of a tourist is important for the success of the industry. Hence evaluation of the satisfaction of tourists particularly information about the attitudes, requirements, tastes and preferences of the tourists would go a long way in helping the policymakers and practitioners to introduce better projects. A study of this nature shall necessarily involve a critical appraisal of satisfaction of tourist and identification of various factors which promote the satisfaction level of tourists.

3. STATEMENT OF THE PROBLEM

Tourism industry is a booming industry that enriches knowledge, brings social development and economic growth also. This industry has tremendous capacity to create the important aspects of assessing the economic impact of every country like employment generation, foreign exchange earnings, income generation and output growth. Tourism has exposed destinations in developing countries to the behavior and values of visitors from foreign cultures. Previously, people used to tour mainly on pilgrimage. But now, the culture has changed. In our country also, many people plan for their tour as a regular affair may be once in a year. At present this growing tourism sector is plagued by a number of factors and there are lots of problems faced by tourists during their tour due to poor facilities, uncertainties, cleanliness, un-safety, Government's apathy, poor infrastructure, law and order problem, visa problems, poor sanitary conditions and pollution etc. Somewhere places uncontrolled hotel development has caused many problems in coastal resorts and damage to sand dunes. Traditional foods are replaced by dishes that foreigners expect and prefer. In many locations, craft workers make low quality, inauthentic souvenirs for a quick profit. Every state has to deal with a number of key challenges to strategically and sustainably develop the tourism sector and has been promoting its tourist destinations to its target markets by allocation of funds. Tamilnadu has been engaged in various promotional efforts such as advertising, trade fairs, printed materials and internet based campaigns for attract as many tourists to promotion of the tourism industry. Sometimes introduces new products and services to the tourists with the aim of enhancing their level of satisfaction. Therefore, insomuch as the need to increase the number of visitors, there arises a great deal of concern whether or not the destinations meet consumers' expectation levels. Studies had not undertaken in detailed to investigate whether the tourist clients are satisfied with the products and services offered in Tamilnadu. A high level of tourist satisfaction is the key factor in maintaining the competitive advantage and tourist flow in a tourist destination, consequently maintaining generation of the income. Understanding tourist satisfaction is, therefore, of utmost importance for the tourism industry, especially because of its effect on future economy. The researcher believes that there is a huge gap of data that can be used as measure or indicator of the tourism sector's services and performance from

the perspective of the tourist. The present state of affairs poses some of the research questions which require an in-depth study. An investigation into these issues will provide the basis for establishing a marketing strategy for the promotion of tourism in Tamilnadu.

- Do the tourist places in Tamilnadu have adequate infrastructural facilities?
- Do the tourists have positive outlook towards the people of Tamilnadu?
- What are the determinant tourism factors for tourist motivation to arriving Tamilnadu?
- How do tourists express the level of satisfaction with their overall experience on tourism services offered in Tamilnadu?
- How likely are the tourists to repeat visit and recommend the destination to others?

4. OBJECTIVES OF THE STUDY

- To study the growth and development of tourism in India and Tamil Nadu
- To study the attitudes of tourists towards tourism facilities in Tamilnadu
- To offer valuable suggestions to the implications for the tourism sector on the basis of findings of the study

HYPOTHESIS

Based on the above objectives the following hypotheses were formulated and tested

- Ho1: “There is no significant association between gender of the tourist and their preferred tourist location”
- Ho2: “There is no significant association between accompanying person of the tourist and category of lodges preferred”
- Ho3: “The accompanying person of the tourists have no influence over the selected variables like category of lodges, length of stay, facilities expected for comfortable stay, mode of transport preferred and reasons for liking specific modes of transport”
- Ho4: “There is no significant association between climatic conditions in Tamilnadu and area of residence of the tourist”
- Ho5: “There is no significant association between climatic conditions in Tamilnadu and place of tourist come”.

5. RESEARCH METHODOLOGY

NATURE OF THE STUDY

The present study is an empirical research based on survey method. The study area was confined to Tamilnadu state only and the sample has been chosen there from. The researcher has been resorted the purposive sampling for selection of respondents. Data collection comprises of primary data and secondary data. The interview schedule was distributed to a sample population of 600 consumers for collection of primary data and it was based on the initial research model and propositions. The required secondary data was collected from related journals and publications.

FRAMEWORK OF ANALYSIS

The ultimate object of the study is to examine the study the attitudes of tourists towards tourism facilities in Tamilnadu. In order to study the attitudes onwards tourism facilities chi-square test, analysis of one-way variance, student t test, analysis, ultimate satisfaction index analyses have been employed. To arrive at possible solutions simple percentages are used in the study.

PERIOD OF THE STUDY

For the purpose of this study, the required primary data were collected from the selected respondents for a period of six months period from March to August 2015.

MEASURING TOURIST'S ATTITUDES

Measuring tourist's perception and their attitudes is difficult and it is even more challenging because of the type of product and services and the different perceptions of individuals. However, it is one of the most frequently examined topics in the hospitality and tourism field because of the important role it plays in survival and future of any tourism products and services.

ASSOCIATION BETWEEN GENDER OF THE TOURIST AND THEIR PREFERRED TOURIST LOCATION

In order to analyze the association between gender of the tourist and their preferred tourist location the following hypotheses have been tested.

- Ho1: "There is no significant association between gender of the tourist and their preferred tourist location".

The Chi-square test has been administered to find out the association and the result is presented the following Table 1.

ASSOCIATION BETWEEN GENDER OF THE TOURIST AND THEIR PREFERRED TOURIST LOCATION

PREFERRED TOURIST PLACE	GENDER OF THE TOURIST		TOTAL
	MALE	FEMALE	
Religious place	44(91.70)	4(8.30)	48(100.00)
Historical place	60(88.20)	8(11.80)	68(100.00)
Pilgrimage centres	24(66.70)	12(33.30)	36(100.00)
Hill stations	76(79.20)	20(20.80)	96(100.00)
Backwaters	124(81.60)	28(18.40)	152(100.00)
Beaches and Sea shore	68(85.00)	12(15.00)	80(100.00)
Health centres	28(63.60)	16(36.40)	44(100.00)
Entertainment place	60(78.90)	16(21.10)	76(100.00)
Total	484(80.70)	116(19.30)	600(100.00)

Testing Hypothesis	Chi-Squire Test	df	P value	Significant	Result
	20.256	7	.005	Sig	Rejected

Source: Computed from primary data, figures in parenthesis is percentage

TABLE NO 1

It is found from the above analysis that the calculated Chi-square value is 20.256 with ‘p’ value is .005 which is significant at 5 % level of significant. Hence, the null hypothesis is rejected. It is concluded that there is significant association between gender of the tourist and their preferred tourist location.

ASSOCIATION BETWEEN ACCOMPANYING PERSON OF THE TOURIST AND CATEGORY OF LODGES PREFERRED

In order to analyses the association between accompanying person of the tourist and category of lodges preferred the following hypotheses have been tested.

- Ho2: “There is no significant association between accompanying person of the tourist and category of lodges preferred”

The Chi-square test has been administered to find out the association and the result is presented the following Table 2.

ASSOCIATION BETWEEN ACCOMPANYING PERSON OF THE TOURIST AND CATEGORY OF LODGES PREFERRED

CATEGORY OF LODGES PREFERRED	ACCOMPANYING PERSON						TOTAL
	SINGLE	FAMILY MEMBERS (SPOUSE AND CHILDREN)	FRIENDS AND RELATIVES	COLLEAGUES/ BUSINESS ASSOCIATES	TRAVEL GROUPS	OTHER	
Star hotel	20(10.2)	96(49.)	20(10.2)	16(8.2)	32(16.3)	12(6.1)	196(100.)
First grade lodge	16(4.8)	112(33.3)	60(17.9)	32(9.50)	96(28.60)	20(6.)	336(100.)
Local lodge	16(23.5)	24(35.3)	4(5.90)	12(17.60)	12(17.60)	0(0.00)	68(100.)
Total	52(8.70)	232(38.7)	84(14.0)	60(10.)	140(23.3)	32(5.3)	600(100.)
Testing Hypothesis	Chi-Squire Test		Df	P value	Significant	Result	
	58.458		10	.000	Sig	Rejected	

Source: Computed from primary data, figures in parenthesis is percentage

TABLE NO 2

It is found from the above analysis that the calculated Chi-square value is 58.458 with ‘p’ value is .000 which is significant at 5 % level of significant. Hence, the null hypothesis is rejected. It is concluded that there is significant association between accompanying person of the tourist and category of lodges preferred. Overall result of the selected variables on the accompanying person of the tourist is tabulated and analyzed in Table3.

Ho3: “The accompanying person of the tourists have no influence over the selected variables like category of lodges, length of stay, facilities expected for comfortable stay, mode of transport preferred and reasons for liking specific modes of transport”

DETERMINANTS BY THE ACCOMPANYING PERSON OF THE TOURISTS

VARIABLES	CALCULATED VALUE OF CHI-SQUARE	P-VALUE	REMARKS	NULL HYPOTHESIS
Category of lodges preferred	58.458	.005	Significant	Rejected
Length of stay	156.728	.000	Significant	Rejected
Facilities expected for comfortable stay	105.309	.046	Significant	Rejected
Mode of transport preferred	129.150	.000	Significant	Rejected
Reasons for liking specific modes of transport	68.382	.000	Significant	Rejected

Source: Computed from primary data, figures in parenthesis is percentage

TABLE NO 3

It is ascertained from the analysis that the accompanying person of the tourists have influence over the all the selected variables like category of lodges, length of stay, facilities expected for comfortable stay, mode of transport preferred and reasons for liking specific modes of transport. Hence, it can be concluded that accompanying person of the tourists is not independent from all the selected variables like category of lodges, length of stay, facilities expected for comfortable stay, mode of transport preferred and reasons for liking specific modes of transport.

ASSOCIATION BETWEEN CLIMATIC CONDITIONS IN TAMILNADU AND AREA OF RESIDENCE

In order to analyze the association between climatic conditions in Tamilnadu and area of residence the following hypotheses have been tested.

Ho4: “There is no significant association between climatic conditions in Tamilnadu and area of residence of the tourist”

The Chi-square test has been administered to find out the association and the result is presented the following Table 4.

ASSOCIATION BETWEEN CLIMATIC CONDITIONS IN TAMILNADU AND AREA OF RESIDENCE

AREA OF RESIDENCE	CLIMATIC CONDITIONS IN TAMILNADU			TOTAL	
	PLEASANT	GOOD	HOT		
Urban	40(20.40)	140(71.40)	16(8.20)	196(100.00)	
Semi Urban	104(34.70)	132(44.00)	64(21.30)	300(100.00)	
Rural	20(19.20)	64(61.50)	20(19.20)	104(100.00)	
Total	164(27.30)	336(56.00)	100(16.70)	600(100.00)	
Testing Hypothesis	Chi-Squire Test 41.288	Df 4	P value .000	Significant Sig	Result Rejected

Source: Computed from primary data, figures in parenthesis is percentage

TABLE NO 4

It is found from the above analysis that the calculated Chi-square value is 41.288 with ‘p’ value is .000 which is significant at 5 % level of significant. Hence, the null hypothesis is rejected. It is concluded that there is significant association between climatic conditions in Tamilnadu and area of residence of the tourist. In order to analyze the association between climatic conditions in Tamilnadu and place of tourist come the following hypotheses have been tested.

Ho5: “There is no significant association between climatic conditions in Tamilnadu and place of tourist come”

The Chi-square test has been administered to find out the association and the result is presented the following Table 5.

ASSOCIATION BETWEEN CLIMATIC CONDITIONS IN TAMILNADU AND PLACE OF TOURIST COME

PLACE OF TOURIST FROM	CLIMATIC CONDITIONS IN TAMILNADU			TOTAL	
	PLEASANT	GOOD	HOT		
From Tamilnadu	52(27.10)	104(54.20)	36(18.80)	192(100.00)	
Other state of Tamilnadu	76(27.90)	136(50.00)	60(22.10)	272(100.00)	
Foreign	36(26.50)	96(70.60)	4(2.90)	136(100.00)	
Total	164(27.30)	336(56.00)	100(16.70)	600(100.00)	
Testing Hypothesis	Chi-Squire Test 27.728	df 4	P value .000	Significant Sig	Result Rejected

It is found from the above analysis that the calculated Chi-square value is 27.728 with ‘p’ value is .000 which is significant at 5 % level of significant. Hence, the null hypothesis is rejected. It is concluded that there is significant association between climatic conditions in Tamilnadu and place of tourist come.

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