

## A STUDY ON THE TOURIST ATTITUDE TOWARD SELECT TOURIST PLACES IN TAMILNADU

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### **Abstract**

*The growth of the Indian tourism industry is being impacted by several industry drivers. Favourable growth in the Indian economy, rise in middle class population and increasing levels of disposable income with increased affinity for leisure travel are some of the driving forces. With more than 65 per cent of the Indian population falling in the age group of 15-64 years, Indian travellers are more open to holidays and are keen to explore newer destinations. Besides, diverse tourism offerings such as rural, medical, pilgrimage, adventure and other forms are driving tourism growth. Increased adoption of credit culture and availability of holidays on equated monthly installments is another growth driver. The present study is tourist attitude toward select tourist places in Tamil Nadu. Conclusion will be given.*

**Key words:** *Attractions of Tourists, Tourist Attitude, Tourist Places.*

### **Introduction**

Tourism is a booming industry in India. It contributes 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. Despite the recession, the tourism industry has shown impressive growth in the number of foreign tourist arrivals. India is 42<sup>nd</sup> in the world rankings in terms of foreign tourist arrivals to the country. The World Travel and Tourism Council named India along with China as one of the fastest growing tourism industries for the next 10 to 15 years. Tourism is the most

vibrant tertiary sectors and strong hold of the economy. The WTTC has said that, India's competitive advantage lies in its mystical attractions with its ancient civilization and culture. The country has much to offer with attractions ranging from the world's highest mountains, vast coastline with excellent beaches, rich tropical forests, captivating wild life, desert safari, lagoon backwaters, ancient and majestic monuments, forts and palaces, diverse culture, colorful fairs, folk arts, unique hospitality, etc. Tourism development has

always been an integral part of the Five Year Plans. The National Tourism Development Policy, 2002, aims to position tourism as a major engine of economic growth and to harness its direct and multiplier effects for the employment and poverty eradication in a sustainable manner. The Tourism Ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the “Incredible India” campaign, which promoted India’s culture and tourist attractions in a fresh and memorable way. Tourism industry has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction and even poultry. In order to bolster their top lines, tourism agencies are in pursuit of newer ways and means of achieving organic growth through strategies that enable acquisition of more tourist arrivals. Therefore, an understanding of the tourist attitude toward select tourist places in Tamilnadu would help the policy makers to formulate strategies for further improvement.

The growth of the Indian tourism industry is being impacted by several industry drivers. Favourable growth in the Indian economy, rise in middle class population<sup>1</sup> and increasing levels of disposable income with increased affinity for leisure travel are some of the driving forces. With more than 65 per cent<sup>2</sup> of the Indian population falling in the age group of 15-64 years, Indian travellers are more open to holidays and are keen to explore newer destinations. Besides, diverse tourism offerings such as rural, medical, pilgrimage, adventure and other forms are driving tourism growth. Increased adoption of credit culture and availability of holidays on equated monthly installments is another growth driver. With 28 world heritage sites, 25 bio-geographic zones along with a 7000 km<sup>3</sup> long coastline India abounds in natural resources and offers a rich cultural heritage through multiple religions, traditions, fairs and festivals. Rise in FDI in the tourism sector is providing fillip to its growth. Policy actions such as 100 per cent FDI,

plans for extension of visa on arrival scheme to a larger number of countries and a five year tax holiday for 2, 3 and 4 star category hotels located around UNESCO World Heritage sites are expected to drive future growth. India is fast emerging as the preferred nation for hosting of major international events such as the Commonwealth Games held in 2010. Meetings, incentives, conventions and exhibitions tourism is on a rise on account of increased business travel in India.

## Review of Literature

**Matthw Walpole and Harold Goowin** (1998)<sup>4</sup> examined the local attitudes towards the protected area tourism and the tourism benefits on local support for Komodo National Park, Indonesia. They stated that, local support for protected areas is increasingly viewed as an important element of bio-diversity conservation. This is often predicated on the provision of benefits from the protected areas, and a common means of providing such benefits in tourism development. However, the relationship between receipt of tourism benefits and support for conservation has not been explored. The findings revealed the positive attitudes towards the tourism and high support for conservation. Positive attitudes towards tourism were positively related to the receipt of economic benefit to and to support for conservation. However, a positive relationship between receipt of tourism benefits and support for conservation was not identified.

**Abdul Rahman, et al.,** (2009)<sup>5</sup> stated that, eco-tourism and nature tourism are the two most commonly associated and contrasted terms with sustainable tourism. Nature tourism is travel to natural places, while eco-tourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people. Sustainable tourism on the other hand, is the development that meets the needs of present opportunities for the future. It is envisaged as leading to management of all resources in such a way that, economic, social

and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

**Gaurav Jaiswal, Praveen Sahu and Manita Matharu** (2010)<sup>6</sup> found that consumers prefer those restaurants that provide the maximum degree of satisfaction. The study concluded that various factors are responsible for affecting the choice of consumers regarding restaurants. Consumers are generally familiar with such products. They hold their attitudes and values related to purchase and consumption. Such trends differ to a greater extent. Hence, the marketers have to work harder to sell their goods, because of the diversity of values and attitudes present in the minds of consumers.

**Madhavi Chockalingam and Auroubindo Ganesh** (2010)<sup>7</sup> stated that, tourism is an upcoming and fast growing industry in developing countries like India. Due to its newness in nature, there are some hurdles that the tourists face. It will affect the national economy and the growth of this industry. Travel and tourism have been confined to a privileged few, namely the rich, at the time of independence of India. Tourism is now calls for a perfect co-ordination among diverse segments that go to structure this industry. Tourism has grown to such dimensions and importance that it has become the largest industry in the world.

**Yang Yung-Sheng** (2013)<sup>8</sup> reported that, the planners in tourism businesses and medical institutes, the evaluation criteria and dimensions for medical tourism marketing are determined by experts through expert interviews. The weights and correlations among the dimensions and criteria are determined by analytic hierarchy process to construct an evaluating indicator model suitable for medical tourism marketing. Furthermore the author identified five key success factors in medical tourism marketing. They are brand positioning, healthcare facility, healthcare quality, touring spots, and horizontal alliance.

## Statement of the Problem

Tourism as a fast growing sector and has been endowed with vast and inexhaustible potential to enhance national income, foreign exchange and employment opportunities. The system and the style of travel and tours have duly attracted the attention of both developed and developing economies of the world. Tourism gains economic and social significance for its potentials to provide employment, generate income, earn foreign exchange, contribute towards regional development and encourage cultural exchange and national integration. Tourism sector is thus a highly complex one of many firms contributing different products and services to the tourists. Thus, the growth of tourism creates market for different industries and thus, it contributes towards the development of the overall economy of a nation. However, many factors hamper the growth of the Indian tourism industry. These need a serious and focused study and suitable solutions.

## Objectives of the Study

- To study the overall tourist attitude toward select tourist places in Tamilnadu.

## Sampling Technique

There are ten top tourist places in Tamilnadu, which includes Kodaikanal, Ooty, Kanyakumari, Chennai, Palani, Tiruchandur, Madurai, Rameswaram, Mamallapuram, and Tiruvannamalai. By adopting the convenient sampling, 50 tourists were selected from each destination. Thus, the sample consists of 500 tourists. The following table shows the sampling distribution of the present study.

**Table – 1 Sampling Distribution**

S.No.	Name of the Tourist Destination	No. of Samples
1.	Kodaikanal	50
2.	Ooty	50
3.	Kanyakumari	50
4.	Chennai	50
5.	Palani	50
6.	Tiruchandur	50
7.	Madurai	50
8.	Rameswaram	50
9.	Mamallapuram	50
10.	Tiruvannamalai	50
	<b>Total</b>	<b>500</b>

Source: Primary data

Tools for Data Collection

The present study is empirical based on survey method. The first-hand information for the study was collected from the tourism offices in the respective places. As an essential part of the study, the primary data were collected from 500 tourists with the help of interview schedule. A pilot study was conducted with 25 tourists. In the light of the experience gained from the pilot study, few changes were incorporated in the revised interview schedule. Each question was improved of its relevance and meaning by constant interaction with experts in the areas. The interview schedule was constructed based on Likert Scaling technique. The secondary data were collected mainly from journals, reports, books, etc. The data so collected have been entered into a master table and tabulated to arrive at useful conclusions.

## Analysis And Interpretation

### Demographic Profile of the Respondents

The demographic profile of the respondents such as gender, age, education, monthly income, purpose of visits, type of tourist, nature of tour and marital status they belong to is given in Table 2.

Table – 2 Demographic Profile of the Respondents

Demographic Profile		No. of Respondents	Percentage
Gender	Male	273	54.60
	Female	227	45.40
Age (years)	Upto 30	126	25.20
	31-40	175	35.00
	41-50	113	22.60
	51-60	49	9.80
	Above 60	37	7.40
Education	Upto SSLC	96	19.20
	U.Sc	178	35.60
	Degree	147	29.40
	PG and above	79	15.80
Monthly income (₹)	Upto 10,000	58	11.60
	10,001-20,000	241	48.20
	20,001-30,000	131	26.20
	Above 30,000	70	14.00
Purpose of visit	Pleasure	93	18.60
	Cultural interest	70	14.00
	Religious & pilgrimage	69	13.80
	Business purpose	56	11.20
	Health and medical services	115	23.00
	Meeting friends and relatives	93	18.60
	Others	4	0.80
Type of tourist	Pilgrim tourist	187	37.40
	Medical & services tourist	129	25.80
	Entertainment tourist	184	36.80
	Self organized tour	157	31.40
Nature of tour	Package tour	163	32.60
	Group tour	180	36.00
Marital status	Married	293	58.60
	Unmarried	207	41.40

Source: Primary Data

### Impact of Independent Variables on the Overall Attitude

The selected independent variables like transport availed from residence, transport availed for local sight-seeing, boarding, accommodation mode, accommodation facility, shopping facilities and recreation areas might affect the overall attitude of the tourists. Therefore, an attempt was made to examine the effect of the variables on the overall attitude of the tourists by using multiple regression analysis.

Table – 3 Multiple Regression Analysis

Variables	Un standardized Coefficients		Standardized Coefficients	tvalue	Pvalue
	B	Std. Error	Beta		
Constant	-3.742	3.375	-	1.047	0.296
X <sub>1</sub> Transport availed from residence	0.556	0.110	0.182	5.060	0.000
X <sub>2</sub> Transport availed for local sight-seeing	0.120	0.078	0.062	1.542	0.124
X <sub>3</sub> Boarding	0.183	0.064	0.098	2.836	0.005
X <sub>4</sub> Accommodation mode	0.242	0.077	0.113	3.136	0.002
X <sub>5</sub> Accommodation facility	0.172	0.059	0.105	2.905	0.004
X <sub>6</sub> Shopping facilities	0.006	0.071	0.004	0.092	0.927
X <sub>7</sub> Recreation areas	0.309	0.034	0.512	9.064	0.000

Source: Computed value

R value	R Square	F value	P Value	Result
0.768	0.584	100.905	<0.001	Significant

The multiple correlation co-efficient analysis was employed to find out the relationship between the actual values and the predicted values. The calculated multiple correlation co-efficient is 0.768. The value of R square 0.584 means that, about 58.40 per cent of the variation of dependent variable is explained by the estimated SRP as the independent variables and the R square values are significant at 1 per cent level. Hence, the co-efficient of X<sub>1</sub> 0.556 represents the partial efficient of transport availed from residence on significant difference holding other values as constant. The estimated positive sign implies that, such effect in positively significant difference score would increase by 0.556 for every unit in transport availed from residence and this co-efficient value is significant at 1

per cent level. The co-efficient of  $X_7$  0.309 represents the partial effect of dependent variable as constant. The estimated positive sign implies that such effect is positive that, every unit increase in recreation areas and this co-efficient value is significant at 1 per cent level. From the above result, accommodation mode ( $X_4$ ) has significant influence on overall attitude in a positive way at 1 per cent level of significance.

Table – 4 Correlation Coefficient between Dimensions and Overall Attitude of the Tourists

Overall Attitude	Transport availed from residence	Transport availed for local sight-seeing	Boarding	Accommodation mode	Accommodation facility	Shopping facilities	Recreation areas	Attitude of the tourists
Transport availed from residence	1.000	0.413**	0.103**	0.328**	0.261**	0.511**	0.528**	0.504**
Transport availed for local sight-seeing	-	1.000	0.295	0.401	0.308	0.593	0.672	0.467
Boarding	-	-	1.000	0.342	0.179	0.421	0.483	0.406
Accommodation mode	-	-	-	1.000	0.309	0.531	0.570	0.508
Accommodation facility	-	-	-	-	1.000	0.532	0.534	0.462
Shopping facilities	-	-	-	-	-	1.000	0.748	0.601
Recreation areas	-	-	-	-	-	-	1.000	0.738
Attitude of the tourists	-	-	-	-	-	-	-	1.000

Source: Computed value

Note: \*\* Denotes significant at 1 per cent level

The correlation co-efficient between transport availed from residence is 0.413, which indicates 41.30 percentage relationship between transport availed for local sight-seeing, and boarding at 1 per cent level of significance. The correlation co-efficient between transport availed for local sight-seeing, boarding and accommodation mode factor is 0.328, which indicate 32.80 per cent of positive relationship between transport availed for local sight-seeing, boarding and accommodation mode at 1 per cent

level of significance.

Table – 5 Rotated Factor Matrix for the Attractions of Overall Tourists

Factor	Variables	Factor Loading	Component		
			Eigen Value	Percentage of Variance	Cumulative percentage Value
I	Historic place visit	0.821	2.305	19.205	19.205
	Tradition and socio culture	0.765			
	Temple visit	0.543			
	Travels	0.517			
II	Zoo	0.879	2.273	18.931	38.136
	Cinema	0.793			
	Museum	0.701			
	Horse riding	0.906			
III	Sight seeing	0.589	1.862	15.518	53.654
	Any other programme	0.563			
IV	Boating	0.806	1.667	13.893	67.546
	Trekking	0.589			

The Principal Component Analysis. 4 Components Extracted.

It is observed from the above table that, the components play a dominant role in the variations of the score of overall tourist attitude. These components contribute to an extent 19.20 per cent of the variations in the scores of overall tourist attitude. The first factor pilgrimage tourists covered to explain 19.20 per cent of the variation in the overall tourist attitude, which are historic place visit, tradition and socio-culture, temple visit, and travels. Hence, it is concluded that, the tourist attitude consider these aspects are the important for the tourists level. Hence, these aspects are given greater importance in tourists' attitude in Tamilnadu. The second factor, enjoyment component contributes 18.93 per cent to the enjoyment related activities include zoo, cinema, and museum. Hence, these factors would contribute to tourists' attitude in the study area. The third factor, entertainment factors contributes 15.52 per cent of variation among all variables. The factor includes horse riding, sightseeing, and any other programme. The fourth factor, entertainment factors contributes 13.89 per cent of variations among all variables. This factor includes boating and trekking facility.

## Conclusion

In this paper, an attempt has been made to study the attitude of the tourists in Tamilnadu. For this purpose, 500 respondents were selected. Out of 500 respondents, 33.40 per cent, 38.40 per cent, 17.40 per cent, 7.80 per cent and 3 per cent of the respondents strongly

agree, agree, neither agree or disagree, disagree and strongly disagree respectively about various factors influenced them to prefer tour in Tamilnadu. There is no significant association between demographic profiles of the respondents and factors influencing them to prefer tour in Tamilnadu. Respondents ranging from 42.20 per cent to 47.40 per cent stated that inhospitable climate, poor quality of accommodation, non-availability of right type of food, poor sanitary conditions and problems in transport facility are problems with their tour in about 48.40 per cent, 49.60 per cent, 50.80 per cent, and 52.60 per cent of the respondents' problems with respect to their tour were inadequate tourist guide services, problems in security and safety, limited shopping facility and inadequate cultural activity/ entertainment respectively. The respondents suggested suitable measures to promote tourism in the select places.

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