

**TOURISM MARKETING: A STUDY ON TOURISTS' ATTITUDE
TOWARDS SELECT TOURIST PLACES IN TAMIL NADU**

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ABSTRACT

I INTRODUCTION

Tourism and travel have undergone tremendous growth and diversification become one of the fastest developing economic sectors. It is the major players in international commerce in making foreign relation among nation. As a result, the industry has become increasingly important for many developing countries, as traditional destinations being augmented by destinations in developing countries for people seeking out new places. It primarily establishes on general resources which cover the travel and tourism industry as a whole, both in Europe, Asia and western other rather than on sources specific to individual segments of the segment.

Similarly Indian tourism sector is one of the most crucial sectors of the economy in the country. It is not only a significant contributor to GDP and foreign exchange reserve of the country, but also it provides widespread employment. Tourism sector can also be considered as the backbone for allied sectors, like hospitality, civil aviation, and transport. Sensing the importance of the sector, Indian Government has invested abundantly in the past for infrastructure development. It has been partially successful with increase in foreign tourist arrivals over the yester years. Infrastructure in the hospitality sector is still a matter of concern amongst other factors like season-based tourism.

Domestic tourism is tremendous in role in the country, promoted by various intents. Pilgrim and Entertainment tourism are two very important sectors. A lot of scope is available for new businesses to enter and tap the segment. With the rising economic status of the middle class and affluent population, outbound travel is on the rise. Though Thailand, Malaysia, and Singapore circuit the most favoured destinations among the tourists, interest for off-track destinations are also increasing. Foreign tourist arrivals in the country have increased substantially during the past decade motivated by both, business and leisure needs

The tourism sector in India has revealed, that it is set for a fast growth stage marked by a huge potential in various segments in the industry. Government initiatives, both at center and state level have facilitated rapid development in the sector and are expected to continue in future as well but the market is fragmented and unorganized but is highly competitive. Also various trends have emerged

Tourism is usually described as having three major types of impacts on many of the places which tourists visit (Cooper et al, 1993). These effects are economic, environmental, and socio-cultural in nature (and some people have mentioned political consequences also). However, some impacts have been attributed to tourism though they may in fact originate elsewhere. Instead, more appropriate sources may be the media, the advertising & fashion industries, new industrial development, urbanization, modern agriculture, mining and forestry projects, and government and military activity. But while all these factors can be described as frequent features of modern societies, it is widely believed that travel and tourism do generate impacts, including economic ones¹

Tamil Nadu is an enchanting and ancient land located 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. The State Government is keen on projecting this wealth to the world, through its “Enchanting Tamil Nadu campaign”. These attractions are enchanting the visiting tourists and make them to come again.

II. Review of literature

Philip Kotler (1982) defines a service “as many activity of benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may not be tied to a physical product”. Tourism being a h **David**

According to **Selvam** (1989) has attempted to analyse the growth of tourism and its developmental needs of tourist arrivals. The study has also analysed the important tourist infrastructure facilities such as tourist attraction, accommodation and transport. The role of tourist guides and travel agents in the promotion is also discussed. However, the has failed to discuss about the other infrastructure facilities such as destinations and recreational facilities.

Stephen Witt et al., (1995) claimed that, “Public sector intervention is necessary to ensure that, the associated benefits of tourism are maximised and any potential problems are minimised for the benefit of the economy, society, and environment as well as for long term interest of the tourism industry itself

Deivamani et al (2003) in this study discussed the growth of the tourism industry, analysed the growth in tourism revenue receipts and expenditure and portrayed the pattern of tourism in Tamil Nadu. A cross section analysis of tourist arrivals in Tamil Nadu was carried out in the study. It was concluded in the study that, tourism flourishes only where the great majority of people enjoy some prosperity and security.

III SOCIO ECONOMIC SIGNIFICANCE OF THE STUDY

At the global level tourism is sought for the promotion of peace an international understanding. The Indian tourism industries looking an alliance with other countries especially those in the neighbourhood, the idea that is being promoted includes joint is promotion of Himalayas alliance with Nepal and china, promotion of beaches in collaboration with Maldives and srilanka.

Tourism is the largest industry in the world in terms of earnings and also the largest employer of people. Tourism industries contributors 10.6 percent and tourism industry provide direct employment to 262 million people constitute 10.5 percent of the global work force

The importance of tourism was highlighted when the UN general assembly identified tourism as a means of reducing the economic gap between development and developing countries and designated 1967 as the international tourist year².

Any development counters gets at least five potentials benefit from tourism.

- i. A contribution to the balance of payment as an earner of hard currency.
- ii. The dispersion of development to non industrial region.
- iii. The creation of employment opportunities.
- iv. The effect on general economic development through multiplier effects.

The social benefit arising from widening the peoples interest generally In

IV.OBJECTIVES

The following are the objectives of the study

1. To analyses the socio economic background and opinion of the tourist

V. METHODOLOGY

This study is an analytical one based on primary and secondary data. The secondary data required for the study was drawn from published documents of India Tourism Development Corporation Limited (ITDC), Tamilnadu Tourism Development Corporation Limited (TTDC), journals, articles, books reports relating to tourism and popular websites. The data collected from the above sources are supplemented by the information collected through discussions with the persons related to the tourism industry.

A. SAMPLE DESIGN

Sampling of this study was based on the willingness and the availability of tourists to complete the questionnaire and only one questionnaire per family was distributed. There are ten top tourists place in Tamil Nadu. They are Kodaikanal, Ooty, Kanyakumari, Chennai, plani, Tiruchandur, Madurai, Rameswaram, Mamallapuram, and Tiruvannamalai. Out of the top ten tourist's place of Tamil Nadu, ten tourist places have been purposively selected. Out of the ten

tourist places, 50 samples from each tourist place have been selected by adopting convenient sampling method. Hence, the total sample size is 500.

B. COLLECTION OF DATA

The required information for this research was collected using the questionnaire method. The questionnaire covered the entire aspect of tourist attitude, across eighteen well-known variables that were adopted in this process of measuring the tourist's attitude. This study adopted likerts 5 points scaling technique with the options, excellent, Good, Moderate, poor and Very poor. 500 hundred questions were framed, printed and served to 500 respondent tourists in ten tour visit place (Chennai, Mamallapuram, Tiruvannamalai, Tiruchendur, Kodaikanal, Ooty, Rameswaram, Kanniyakumari, Palani and Madurai). Out of the 500 respondents contacted, 500 respondents alone responded.

C. TOOLS USED

Researcher has adopted percentage; chi-square and anova analysis has been applied for the treatment of primary data with respect tourism marketing

VI. ANALYSIS AND INTERPRETATIONS

TABLE 4.1
Demographic Profile

Types of tourism	No. of Respondents	Percentage
Pilgrim tourist	187	37.4
Medical & services tourist	129	25.8
Entertainment tourist	184	36.8
Total	500	100.0
Age		
21-30	126	25.2
31-40	175	35.0
41-50	113	22.6
51-60	49	9.8
Above 60	37	7.4
Total	500	100.0
Gender		
Male	273	54.6

Female	227	45.4
Total	500	100.0
Religion		
Hindu	241	48.2
Christian	106	21.2
Muslim	153	30.6
Total	500	100.0
Marital status		
Married	293	58.6
Un Married	207	41.4
Total	500	100.0
Educational qualification		
Secondary	96	19.2
Hr.sec	178	35.6
Degree	147	29.4
PG degree and above	79	15.8
Total	500	100.0
Monthly income		
Up to 10000	58	11.6
10001-20000	241	48.2
20001-30000	131	26.2
Above 30000	70	14.0
Total	500	100.0

Source: Primary Data

Null Hypothesis: There is no significant difference between age group in travel with Respect to dimension of types of tourism

Table 2 presents the age group in year tourists and types of tourism based on the chi-square test value

TABLE 2
Chi-square test for association between Age Group in years and Types of Tourism

Age group in years	Types of Tourism			Total	Chi-square value	P value
	Pilgrim tourist	Medical & services tourist	Entertainment tourist			

21-30	52 (41.3%) [27.8%]	28 (22.2%) [21.7%]	46 (36.5%) [25.0%]	126 (100.0%) [25.2%]	134.682	<0.001**
31-40	106 (60.6%) [56.7%]	12 (6.9%) [9.3%]	57 (32.6%) [31.0%]	175 (100.0%) [35.0%]		
41-50	27 (23.9%) [14.4%]	35 (31.0%) [27.1%]	51 (45.1%) [27.7%]	113 (100.0%) [22.6%]		
51-60	1 (2.0%) [.5%]	32 (65.3%) [24.8%]	16 (32.7%) [8.7%]	49 (100.0%) [9.8%]		
Above 60	1 (2.7%) [.5%]	22 (59.5%) [17.1%]	14 (37.8%) [7.6%]	37 (100.0%) [7.4%]		
Total	187 (37.4%) [100.0%]	129 (25.8%) [100.0%]	184 (36.8%) [100.0%]	500 (100.0%) [100.0%]		

Source: calculated value

- Note: 1. The value within parenthesis () refer to row percentage
 2. The value within square bracket [] refer to column percentage
 3. ** denotes significant at 1 percent level

The table 5.10 is the result of chi-square analysis carried out to test the above null hypothesis. Since p value is less than 0.01 null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is association between types of tourism 41.3 percent of age group in 21-30 have low level of tourists, 36.5 percent of age group in 30-40 higher level of tourist visited the place. 60.6 percent of age group in 32.6 have low level of tourist are group in 31-40 have high level of tourists are visited in the pilgrim tourist, 45.1 percent of the age group in tourists 41-50, have high level of tourist visited 31 percent of the low level of the medical and service tourist visited, 65.3 percent of age group in 51-60 have low level of the tourists 32.7 percent of visited the tourist place in entertainment tourist and 59.5 percent of the age group tourists above-60 have low level of this group tourists 37.8 percent of entertainment tourists this above-60 age group tourist better the medical and service tourist.

Null Hypothesis: There is no significant difference between types of tourism with Respect to dimension of nature of the of tourism

Table 3 presents the types of tourism and nature of tourism based on the Chi-square test value

TABLE 3
Chi-Square Test for Association between types of tourism and Nature of Tourism

Types of tourism	Nature of the tour			Total	Chi-square value	P value
	Self organized	Package	Group			
Pilgrim tourist	60 (32.1%) [38.2%]	71 (38.0%) [43.6%]	56 (29.9%) [31.1%]	187 (100.0%) [37.4%]	17.599	< 0.001**
Medical & services tourist	30 (23.3%) [19.1%]	34 (26.4%) [20.9%]	65 (50.4%) [36.1%]	129 (100.0%) [25.8%]		
Entertainment tourist	67 (36.4%) [42.7%]	58 (31.5%) [35.6%]	59 (32.1%) [32.8%]	184 (100.0%) [36.8%]		
Total	157 (31.4%) [100.0%]	163 (32.6%) [100.0%]	180 (36.0%) [100.0%]	500 (100.0%) [100.0%]		

Source: calculated value

- Note: 1. The value within parenthesis () refer to row percentage
 2. The value within square bracket [] refer to column percentage
 3. ** denotes significant at 1 percent level

Since p value is less than 0.01 null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is association between types of tourism and nature of the tourism, 29.9 of the tourist with pilgrim tourists have low of visited the group tourists, 38

percent of tourists have high level visited package and types of tourism. 23.3 percent of the medical and service tourists have level of the visited self organized tourists, 50.4 percent of tourists have high level of visited group organized tourists, 31.5 percent of the tourist entertainment tourists have low level of visited package and 36.4 percent of the entertainment and types of tourists' high level visit in the self organized tourism.

Null Hypothesis: There is no significant difference between pilgrim tourist, medical & service tourist and Entertainment tourist with respect to dimension of types of tourism

Table 4. Percents the purpose of types of tourism to dimension of types of tourism based ANOVA test value

Table 4.
ANOVA for significant difference between types of tourism

Dimension	Types of tourism			F value	P value
	Pilgrim tourist	Medical & services tourist	Entertainment Tourist		
Transport availed from Residence	24.27 (1.41)	24.06 (2.23)	24.29 (1.71)	0.743	0.476
Transport availed for local sight-seeing	23.89 ^b (2.36)	22.73 ^a (3.48)	23.88 ^b (2.52)	8.502	< 0.001**
Boarding	27.39 (2.61)	26.94 (2.99)	26.83 (3.10)	1.905	0.150
Accommodation Mode	27.52 ^b (2.44)	26.69 ^a (2.37)	26.94 ^a (2.61)	4.771	0.009**
Accommodation Facility	27.84 ^c (2.73)	25.91 ^a (3.54)	26.72 ^b (3.37)	14.475	< 0.001**
Shopping facilities	23.37 ^b (3.15)	21.74 ^a (4.15)	22.90 ^b (3.73)	7.798	< 0.001**
Recreation areas	45.50 ^b (6.49)	41.40 ^a (10.62)	42.81 ^a (9.40)	9.070	< 0.001**
Attitude of the Tourist	37.02 (4.28)	36.74 (5.94)	36.15 (5.94)	1.261	0.284

Source: calculated value

Note: 1. The value within parenthesis () refers to SD

2. ** Denotes significant at 1% level

3. Different alphabet between age group denotes significant at 5 percent level using Duncan multiple Range Test (DMRT)

Table 5.3 present the detail of ANOVA, which classifies the types of tourism and the P values. Since the contingency table classifies these respondents in types of tourism more than two classifications, the ANOVA followed by Duncan multiple range tests (DMRT) has been used to distinguish the significance among different types of tourism by using three different letters of alphabet namely a, b, and c. On seeing the significant in tourism upon the various determinants,

since p value is less than 0.01, the null hypothesis is rejected at 1 percent level of significant with respect to dimension of transport availed for local sight-seeing, accommodation mode, accommodation facilities, shopping facilities, recreation areas . Hence there is significant difference between types of tourism with respect to dimension of transport availed for local sight-seeing, accommodation mode, accommodation facilities, shopping facilities and recreation areas. Based on Duncan multiple range test (DMRT). Have significant difference from pilgrim tourist and entertainment tourist on reservation. Transport availed for local sight-seeing, accommodation mode, accommodation facilities, shopping facilities, recreation areas, at 5 percent level of significant, but there is no significant difference between pilgrim tourism and entertainment tourism.

Since p value is greater than 0.05, the null hypothesis is accepted at 5 percent level of significance with respect to dimension of responsiveness, related service and transport availed from residence, Boarding and attitude of the tourist. Hence there is no significant difference at 5 percent level.

Conclusion

Tourism plays a strategic role in the economic, social, cultural development on india. It has emerged as one of the world's largest industries. It is one of the fastest growing sectors of the economic. Tourism industry has the unique advantage of generating employment for skilled semi skilled and unskilled persons. It ensures inclusive development for the locals. Tourism is a key

sector of the economy and contributes significantly in the country GDP as well as foreign exchange. Tourism has the potential to not only be the economy driver, but also become an efficient tool for tourist attitude and growth with equity. The tourism sector has a few problems like government apathy, poor infrastructure, lack of professionalism, low priority accorded to tourism. This seems to be the appropriate time to revise and redesign the central and state government's policies pertaining to tourism. With such aspirations, the researcher has made a few suggestions by way of conclusion. The researcher is optimistic that the implementation of similar suggestions and other measures are bound to pave the way for greater success.