

A Study of Attitudes of Domestic Tourist in Madurai District, Tamil Nadu

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Abstract - The tourism industry is the mainstay of Macao's economy. Tourism is travel for pleasure; Also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Domestic tourism is as important for India as international tourism. The money spent by domestic tourist has the same impact on the local economy as the money spent by foreign tourist. Hence the present study concentrates the demographic profile of the respondents and the various attitude of domestic tourist in Madurai district. The various statistical tools used by the respondents are percentage analysis, chi – square test and so on.

Keywords: Attitudes of Domestic Tourist, Madurai District

I. INTRODUCTION

Now-a-days tourism plays an important role in the economy of most countries of the world including India. India was a late starter in this field and the Indian Government did not realize its economic significance till the 1970's. Now, tourism has been given the status of an Export industry by the Ministry of Tourism and the Planning Commission.

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. The significant feature of tourism industry is that it employs a large number of people and generates employment opportunities, particularly in remote and backward areas. It also contributes to the economic development of an area and a country as a whole. Due to the increase of both domestic and foreign tourist arrivals to India, the Indian planners have given high priority to the expansion of infrastructural facilities.

II. STATEMENT OF THE PROBLEM

The problems faced by the domestic tourists and their satisfaction level towards infrastructure and the services of the tourism promotional agencies are also taken into consideration for this study. Hence the present study focus on the attitude of domestic tourist in Madurai District.

III. SCOPE OF THE STUDY

The study was conducted on domestic tourists only, since they visit almost all the places with their entire family

members. In addition, the domestic tourists stay for more days in Madurai to visit the important places and temple, in and around Madurai district. Hence, the study focuses on the attitudes of the domestic tourists.

IV. OBJECTIVES OF THE STUDY

The followings are the main objectives of the present study.

1. To study the various monuments, festivals and attractive places of Madurai District;
2. To reveal the Socio-Economic profile of the domestic tourist.
3. To analyze the attitudes of domestic tourists towards tourism infrastructure facilities and the services rendered by tourism promotion agencies.
4. To offer suggestions based upon the findings of the study.

V. METHODOLOGY

The research was based on both primary data and secondary data. Primary data was collected by using questionnaire and secondary data have been collected from journals, websites and so on. The researcher has not possible to study the entire population of attitude of domestic tourist in Madurai district. So the researcher has collected only limited respondents i.e. 80 respondents of attitude of domestic tourist in Madurai District. The researcher has been selected the method of sampling is Judgment sampling method. The researchers for processing the interpretation of data, have applied the following statistical tools are Tables, Diagrams and Chi-square test.

Hypotheses:

The researchers have framed the following hypothesis to fulfill the above mentioned objectives.

1. There is no significant difference between the occupation and purpose of visit in the domestic tourist.
2. There is no significant difference between the religion and mode of transport in the domestic tourist.

VI. MOUNTAINS AND PRIME ATTRACTIONS OF MADURAI DISTRICT

The temple town of Madurai is one of the most ancient heritage sites of India truly reflective of the cultural ethos of India. Madurai district is surrounded by a number of

attractive places which draw the domestic tourists, foreign tourists and pilgrims for centuries. They are:

1. Meenakshi Temple
2. Thousand Pillared Mandapam
3. Koodal Alagar Temple
4. Mariamman Teppakulam tank
5. Thirumalai Nayak Mahal
6. Azhagar Kovil Temple
7. Palamudhirsolai
8. Thirupparankundram temple
9. Uramellaneyan Temple
10. Madurai Kamaraj University
11. Tamilnadu Agricultural University
12. Appollo Hospitals
13. Sri Meenakshi Mission Hospitals

VII. FAIRS AND FESTIVALS IN MADURAI DISTRICT

1. Meenakshi Thirukalyanam (Sacred Wedding Ceremony)
2. Float Festival (Theppath Thiruvila)
3. Jalli kattu (Taming the Bull)

VIII. PICNIC AND SIGHT SEEING SPOTS

1. Gandhi Museum
2. Sathiar Dam
3. Viraganur Dam
4. Kutladampatti Water Falls
5. Vandiyur Kanmoy Tourist Complex
6. Athisayam Theme Park
7. Sirumalai Hills
8. Hava Valley

IX. ANALYSIS AND INTERPRETATION OF DATA

TABLE 1 SOCIO – ECONOMIC DETAILS OF THE RESPONDENTS

S.NO	PARTICULARS		NO. OF RESPONDENTS	PERCENTAGE
1	Age	Less than 25	27	33.75
		26 to 45 years	40	50.00
		Above 45	13	16.25
		Total	80	100.00
2	Sex	Male	54	67.50
		Female	26	32.50
		Total	80	100.00
3	Education	Illiterate	10	12.50
		Up to school	14	17.50
		Degree	21	26.25
		PG and Other degrees	35	43.75
		Total	80	100.00
4	Religion	Hindu	45	56.25
		Muslim	10	12.5
		Christian	22	27.5
		Buddhist and others	3	3.75
		Total	80	100.00
5	Marital Status	Married	56	70.00
		Unmarried	24	30.00
		Total	80	100.00
6	Occupation	Govt. Employee	30	37.50
		Private Employee	15	18.75
		Businessmen	19	23.75
		Professionals	16	20.00
		Total	80	100.00

Source: Primary Data

While analyzing the personal profile, 50% of the respondents are having age group between 26 to 45 years, 67.5% of the respondents are male, 43.75% of the respondents are studied PG and Other Degrees, 56.25% of

the respondents are Hindu religion, 70% of the respondents are getting married and 37.50% of the respondents are employed in a government employee.

TABLE 2 CUSTOMERS PREFERENCE

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE	
1	Purpose of visit	Tour	43	53.75
		Business	19	23.75
		Education	10	12.50
		Official	8	10.00
		Total	80	100.00
2	Travelling status	Individual	18	22.50
		Couple	14	17.50
		Family	36	45.00
		Friends and relatives	12	15.00
		Total	80	100.00
3	Motivation of Visit	Brochures	10	12.50
		Advertisement	9	11.25
		Personal interest	30	37.50
		Internet	5	6.25
		Cultural events	26	32.50
		Total	80	100.00
4	Source of Information	Books and Pamphlets	41	51.25
		Guides	10	12.50
		Web pages	3	3.75
		Friends and relatives	26	32.50
		Total	80	100.00
5	Accommodation Place	Government Guest House	3	3.75
		Private Lodges	65	81.25
		Houses of friends and relatives	12	15.00
		Total	80	100.00

Source: Primary Data

While analyzing the customer preference, 53.75% of the respondents are having the purpose for visiting the tour, 45% of the respondents are visiting the study area with their family members, 37.50% of the respondents are visiting

Madurai motivated by only personal interest, 51.25% of the respondents got the information through books and pamphlets and 81.25% of the respondents prefer to stay in private lodges.

TABLE 3 FACILITIES PREFERRED

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE	
1	Frequency of visit	First Visit	64	80.00
		Already visited	16	20.00
		Total	80	100.00
2	Duration of Stay	One day	38	47.50
		More than one day	42	52.50
		Total	80	100.00
3	Mode of Transport	Airways	8	10.00
		Roadways	32	40.00
		Railways	40	50.00
		Total	80	100.00
4	Reason for choosing the particular mode	Time factor	14	17.5
		Convenience	18	22.50
		Safety	28	35.00
		Cost	20	25.00
		Total	80	100.00
5	Category of Lodges	Luxury	12	15.00
		Medium	50	62.50
		Economy	18	22.50
		Total	80	100.00

Source: Primary Data

From the above table, it is evident that, 80% of the respondents visit Madurai for first time, 52.5% of the respondents stay at Madurai for atleast two days, 50% of the respondents used railways as their mode of transport, 35% of the respondents have selected their mode of transport on the basis of safety and 62.50% of the respondents preferred the medium range lodges for their stay.

TABLE 4 SERVICE PROVIDED BY TRAVEL AGENTS

S.No.	Particulars	No. of Respondents	Percentage
1	More satisfied	28	35.00
2	Satisfied	41	51.25
3	Unsatisfied	11	13.75
	Total	80	100.00

Source: Primary Data

It is concluded that, 51.25% of the respondents are satisfied with the services provided by the travel agents.

TABLE 5 SERVICES OFFERED BY THE GUIDES

S.No.	Particulars	No. of Respondents	Percentage
1	More satisfied	8	10.00
2	Satisfied	48	60.00
3	Unsatisfied	24	30.00
	Total	80	100.00

Source: Primary Data

It is evident that, 60% of the domestic tourists are satisfied with the services provided by the travel guides..

Hypothesis 1

There is no significant difference between the occupation and purpose of visit in the domestic tourist.

TABLE 6 OCCUPATION AND PURPOSE OF VISIT

S.No	Occupation	Purpose of visit				Total
		Tour	Business	Education	Official work	
1.	Government employee	14	6	5	5	30
2.	Private employee	9	2	2	2	15
3.	Businessmen	13	2	3	1	19
4.	Professionals	7	9	0	0	16
Total		43	19	10	8	80

Source: Primary Data

TABLE 7 CHI – SQUARE TEST FOR OCCUPATION AND PURPOSE OF VISIT

O	E	$((O - E) - 0.5)^2$	$((O - E) - 0.5)^2/E$
14	16.13	6.92	0.43
9	8.06	0.44	0.05
13	13.62	1.25	0.09
7	8.60	4.41	0.51
6	7.13	2.66	0.37
2	3.56	4.24	1.19
2	4.51	9.06	2.00
9	5.10	11.56	2.27
5	3.75	0.56	0.15
2	1.88	0.14	0.07
3	2.38	0.014	0.006
0	2.00	6.25	3.125
5	3.00	2.25	0.75
2	1.50	0	0
1	1.90	1.96	1.03
0	1.60	4.41	2.76
Chi – Square value			14.801

Source: primary data

Degrees of freedom (v) = (c-1) (r-1) = (4-1) (4-1) = 9

Calculated value = 14.801

The Chi square table value of 9 degree of freedom at 5% significant level is

The calculated value (14.801) is more than the table value (), so the null hypothesis is to be rejected. Therefore there is no significant difference between the occupation and purpose of visit in the domestic tourist.

Hypothesis 2

There is no significant difference between the religion and mode of transport in the domestic tourist.

TABLE 8 RELIGION AND MODE OF TRANSPORT

S. No	Religion	Mode of Transport			Total
		Airways	Roadways	Railways	
1	Hindu	2	27	16	45
2	Muslim	2	4	4	10
3	Christian	2	1	19	22
4	Buddhist and others	2	0	1	3
Total		8	32	40	80

Source: Primary Data

TABLE 9 CHI – SQUARE TEST FOR RELIGION AND MODE OF TRANSPORT

O	E	$((O - E) - 0.5)^2$	$((O - E) - 0.5)^2/E$
2	4.5	9	2
2	1.0	0.25	0.25
2	2.2	0.49	0.22
2	0.3	1.44	4.8
27	18	72.25	4.01
4	4	0.25	0.063
1	8.8	68.89	7.83
0	1.2	2.89	2.41
16	22.5	49	2.18
4	5	2.25	0.45
19	11	56.25	5.11
1	1.5	1	0.67
Chi – Square Value			29.99

Source: calculated Value

Degrees of freedom (v) = (c-1) (r-1) = (3-1) (4-1) = 6

Calculated value = 29.99

The Chi square table value of 6 degree of freedom at 5% significant level is

The calculated value (29.99) is more than the table value (), so the null hypothesis is to be rejected. Therefore there is no significant difference between the religion and mode of transport in the domestic tourist.

X. FINDINGS OF THE STUDY

The following are the important findings of the study:

1. Dominating age group of the respondent is between 26 and 45 years.
2. The gender of the majority respondents are male
3. Most of the respondents are educated
4. The most dominating religion in the domestic tourism is the Hindu religion
5. Among the tourists married people form a sizeable number.
6. Government employees are more in number among domestic the tourists
7. More than half of the tourists visited the study area for purpose of tour.
8. Most of the domestic tourists are visiting the study area along their family members.
9. Appreciable number of tourists is visiting Madurai only because of their personal interest.
10. Many of the respondents got the information through books and pamphlets
11. Most of the respondents prefer to stay in private lodges.
12. First time visitors are comparatively more in number.
13. Most of the respondents stay at Madurai for atleast two days.
14. Significant size of the respondents used railways as their mode of transport.
15. Three fourth of the respondents preferred the medium range lodges for their stay.
16. Most of the domestic tourists are satisfied with the services provided by the travel agents in the study area.
17. Most of the domestic tourists are satisfied with the services provided by the travel guides.

XI. SUGGESTIONS

The following are suggestions of the present study:

1. Frequency of bus is so limited and there is no special buses are available for local sightseeing and for shopping. Hence, the local authority should take proper steps to improve this situation.
2. The important inscriptions in temples should be translated in English for the convenience of domestic and foreign tourists.
3. A special training programme to be organized for cycle rickshaw, auto, cable operator and guides.

XII. CONCLUSION

Tourism plays an important role in the economy for most of the countries. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". The tourism industry gives various opportunities in the country and also suggested that the Madurai Railway Junction should be developed and upgraded with all facilities, arrange for foreign and domestic planes should be operated from various places.

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