
A STUDY ON TOURISTS ATTITUDE TOWARDS SELECT TOURIST PLACES IN TAMIL NADU

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ABSTRACT:

Tourism is the major economic activity that has developed in a significant place over thousands of years. In general terms, one can say that tourism is known as the movement of the person from one place to another concerning leisure or any other professional purpose. Visitors and the tourist enjoy the beauty and the scene at various locations. Tourism is not only a trend in India but still, it has also availed a significant relaxation period to the busy office workers and the employed people. It also helps in maintaining the ethical culture and integrity of the country. Tourism is a concept with travel and fun and a significant source of revenue generation with other meaningful developments and purposes. There are many types of tourism like- recreational tourism, environmental tourism, historical tourism, ethnic tourism, cultural tourism, adventure tourism, health or medical tourism, and lastly the major tourism. The article has a significant focus Tourists Attitude Towards Select Tourist Places in Tamil Nadu

Keywords: *Tourism, Tourist attitude, Economic Development*

I. INTRODUCTION

Tamil Nadu has the largest tourism industry in India with a percentage share of 21.31% and 21.86% of domestic and foreign tourist visits in the country. According to the 2020 Ministry of Tourism report, the number of domestic arrivals was at 494.8 million making the state the second most popular tourist destination in the country, and foreign arrivals numbered 6.86 million, the highest in the country, making it the most popular

state for tourism in the country. Tamil Nadu has more than 4,000 years of continuous cultural history. Tamil Nadu has some of the most remarkable temple architecture in the country, and a living tradition of music, dance, folk arts and fine arts. Tamil Nadu is well renowned for its temple towns and heritage sites, hill stations, waterfalls, national parks, local cuisine, natural environment and wildlife

1.1. Economy and Tourism

Tamil Nadu with a GDP of \$260 billion is the second largest economy of the country and Tourism is one of the main sources of its revenue. Tourism in the state is promoted by the Tamil Nadu Tourism Development Corporation headquartered in the capital city of Chennai. Tamil Nadu is a year-round tourist destination, and the industry is the largest in the country.

1.2. Major Cities of Tamil Nadu

1.2.1. Chennai

Chennai formerly known as Madras, is the capital city of the state, and India's fourth largest metropolis. The city is known for its beaches, ancient Tamil architecture, Anglo-Indian architecture, cultural festivals and is India's largest shopping destination. Chennai is seen as the gateway to Southern India and is well connected to all parts of India by road, rail and air. The city is currently India's 4th largest and one of the world's 50th largest ones. This city houses Asia's largest hospitals which has recently spurred a new wave of medical tourism.

1.2.2. Coimbatore

Coimbatore also called as textile city or cotton city is the second largest city in the state of Tamil Nadu. It is often referred to as the Manchester of South India due to its

growing commercial importance. Coimbatore is situated in the Western end of Tamil Nadu and is well connected by road, rail and air with major towns and cities in India.

1.2.3. Madurai

Madurai is the third largest city by population in Tamil Nadu and the second largest corporation in Tamil Nadu. Madurai has been a major settlement for two millennia. Madurai was the longest continuous capital city until British rule in India, and was the first major settlement in central and southern Asia. It is one of India's temple towns. It is also called Temple city, Athens of East, City of Junctions, City of Festival, Jasmine city, Sleepless city (*ThoongaNagaram*). The city is synonymous with Tamil Literature, Tamil was patronized by the city and vice versa. Madurai is the topmost tourism hub of Tamil Nadu.

1.2.4 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 on tourists' attitude towards select tourist places in Tamil Nadu and provide suitable solutions.

1.2.5. Objectives

- ❖ To find out the factors influencing the tourists to prefer tour in select tourist places in Tamil Nadu
- ❖ To study the attitude of the tourists towards select tourist places in Tamil Nadu.
- ❖ To offer suitable suggestions to overcome the problems encountered by the tourists and to promote tourism in the select places.

1.2.6. Methodology

i) Area of study:

Tamil Nadu, state of India, located in the extreme south of the subcontinent. It is bounded by the Indian Ocean to the east and south and by the states of Kerala to the west, Karnataka (formerly Mysore) to the northwest, and Andhra Pradesh to the north. The capital is Chennai (Madras), on the coast in the northeastern portion of the state.

ii) Period of study:

The researcher carried out the study during the month of January 2022 –March 2022. During this period the researchers started collecting data by issuing the questionnaire.

iii) Sources of data:

The present study is descriptive on the survey-based method. In these study researchers uses both primary as well as secondary data. For the purpose of to identify the attitude of tourists in Tamil Nadu a detailed questionnaire has been prepared in consulting with the respondent and other researchers.

iv) Sample design:

For the purpose of the study, due to time and other constrains, only 100 respondents are selected from the different part of the city, For the sampling purpose convenient random sampling method was followed in this study.

1.3 Tools and Techniques Used

Simple tools such as Percentage analysis and Chi-Square

1.3.1. Percentage analysis:

One of the most frequent ways to represent statistics is by percentage. Percent simply means “per hundred” and the symbol used to express percentage is 1% One percent (or 1%) is one hundred of the total or whole and is therefore calculate by dividing the total or whole number by 100.

1.3.2. Chi-Square:

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed results.

The data is collected in two ways.

Namely

- Primary data
- Secondary data

Primary data:

These data are those which are collected directly from each individual who are the respondent of the survey.

Secondary data:

These data are those which are collected from various resources such as, web browser, Google, newspaper, magazines, books, novels, etc.

Data Collection Method

II Analysis and Interpretation

Table.1 Demographic Profile of Respondents –Percentage Analysis

S.No	Variables	Classifications	Number of Respondents	Percentage
1.	Age	Less than 25 years	25	25
		26-35 years	10	10
		36-45 years	32	32
		Above 50 years	33	33
		Total	100	100
2.	Gender	Male	56	56
		Female	44	44
		Total	100	100
3.	Marital Status	Married	73	73
		Un-Married	27	27
		Total	100	100
4.	Education qualification	No formal Education	26	26
		School Level	20	20
		College Level	42	42
		Others	12	12
		Total	100	100
5.	Monthly Income	Up to 10000	23	23
		10001 - 20000	15	15
		20001-30000	25	25

		30001 and above	37	37
		Total	100	100
6.	Purpose of Visit	Pleasure	35	35
		Cultural interest	15	15
		Religious & pilgrimage	23	23
		Heath and medical	10	10
		Meeting friends and relatives	17	17
		Total	100	100
7	Nature of Tour	Packaged Tour	49	49
		Group Tour	51	51
		Total	100	100

Source: Primary data

Interpretation:

Table 1 indicates the demographic profile of respondents, out of 100 Majority (33) of the respondents are Above 50 years of age, majority (56%) of the respondents are Male, (73%) of the respondents are married, (42%) of the respondents

completed their college level education. (37%) of the respondents are earn monthly income 31000 and above (35%) of the respondents prefer Pleasure for their purpose of visit (51%) of the respondents selected for the study are prefer group tour as the nature of tour.

Table. 2 Mean Rank of Places to Travel in Tamil Nadu

S.No	Places	Mean	Rank
1	Beaches and happiness	3.60	7
	Floras and fauna	3.73	6
	Hill resorts	3.91	5
	Temple	3.93	4
	Sanctuaries	4.11	3
	Climate	4.17	2
	Historical monuments	4.53	1

From the above table it is inferred that, historical monuments, climate, sanctuaries and temple stand first, second, third and fourth places to travel in Tamilnadu with the mean scores of 4.53, 4.17, 4.11 and 3.93 respectively. Hill resorts, floras and

fauna and beaches and happiness are the places stand fifth, sixth and seventh places to travel with the mean scores of 3.91, 3.73 and 3.60 respectively.

III SUGGESTION

1 The services of the hoteliers and the sale of the other services have to be made on the basis of the Visa card, Master Card and other credit cards for easy accounting and transaction by line connectivity.

2. . Information centres may be established to assist tourists at bus stand, railway station, and other important places. There should be 24-hour phone line services for information available for tourists.

3 The infrastructural facilities such as transportations, sanitation and drinking water facilities are not enough in the tourism centres of the study area. The Department of Tourism of Tamilnadu should emphasis on provision of basic amenities at the tourism centres.

IV CONCLUSION

Tourism plays a strategic role in the economic, social and cultural development in India. It has emerged as one of the world's largest industries. It is one of the fastest growing sectors of the economy. 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's GDP as well as foreign exchange. Tourism sector has the potential

not only to drive the economic in whole but also an efficient cool for generating the growth with equity through the positive attitude of the tourists.

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