A Study on Attitudes of Domestic Tourist in Madurai District

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Abstract

This research paper focused on study on attitudes of domestic tourist in Madurai District. This study on during the period from 2020. Tourism today is one of the world's fastest growing industries. Every country in the world views tourism as an important agent for the growth of national economy. All countries of the world recognize tourism, both domestic tourism and foreign tourism that paves the way for mutual understanding, co-operation and transaction of culture and thoughts among people. Translating this generic framework of attitude to the particular field of tourism, this can be described as a set of beliefs, predispositions, and behavior toward specific aspects of tourism. This study on attitude of domestic tourist in Madurai to improve the tourism places and increasing to visit the tourist.

Keywords: Tourist place, Attitudes, tourist

INTRODUCTION

Tourism means the process of pleasure movement by a person from one place to another place of the same country or foreign country. It becomes a part of human life in the modern world as everyone desires to life with refreshment and entertainment in a new environment. Tour depends upon the individuals taste and it occurs due to the curiosity of man to know a new place and things. Tourism is a continuous age-old human activity and

at present traveling has become so fast and an easy process. The insatiable human curiosity is the means to urge and prompting the individuals and groups to see and to know the new destinations. Some people travel to learn about the history or culture of a town or country or learn about the people who live there, or their ancestors. People from cold places sometimes like to relax in the sun. Many people from the north of Europe or North America travel to warmer places and visit beaches Some people travel to do an activity which they cannot do at home. There are several ski resorts in the mountains of Switzerland and Austria, and sea-coast resorts in Greece and other warm countries. People sometimes visit friends and family in another city or country. Finally, some people enjoy a modification in scenery. City people go to forests or deserts, and vice versa.

IMPORTANCE

1. Tourism as such is referred to the mobility of human beings from the place of their residences to the places of interest in order to seek mental pleasure and peace during leisure time. Thus tourism involves both travel and pleasure.

2. Tourism industry is an engine of economic growth and also an ever emerging one. Tourism is a fountain of national wealth the economy is largely dependent upon tourism as the means that creates employment opportunities besides our largest source of foreign exchange. 27th Sept is being observed as the world tourism day every year.

3. The tourism industry with a short gestation period and simple production technique is achieving greater attention from the government and entrepreneurs of other service sectors.

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.

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

STATEMENT OF THE PROBLEM

The problems faced by the domestic tourists and their focuses satisfaction level towards infrastructure and the services of the tourism promotional agencies are also taken into consideration for this study. This study focuses the increase of mass tourism

resulting the tourism infrastructure. Hence the present Study Focus on the attitude of domestic tourist in Madurai District.

REVIEW OF LITERATURE

INTRODUCTION

Tourism occupies an importance role in the modern study .Like other disciplines, tourism has many attractive features and complex nature .These characters influence various academic disciplines such as economics, geography, history, psychology and sociology as well as management and marketing. The disciplines like market research, planning and statistics are also used in tourism.

1. **AaronYankholmes, BobMcKercher (December 2021)** "A latent class approach to examining migrant family travel behavior" Despite numerous studies suggesting the presence or absence of children influence family vacation travel, there has been little focus on migrant families. Latent class analysis was used to create empirically derived travel behaviour clusters of Western professional migrant families with and without children based on their motive to move, self-concept and how they construct a sense of home in the Hong Kong and Macau Special Administrative Regions of China. The analysis identified six distinct classes. Each segment has markedly different travel behavior patterns with differences in demographic and migration characteristics also apparent. Implications for tourism management and future research are discussed.

2. **S Praveen Kumar (November 2020)** "A STUDY ON IMPACT OF TOURISM IN TAMIL NADU" Tourism plays an important part in humanity's economic and cultural growth. Tourism is a mix of events, facilities that include transport, lodging, and restaurants for individuals or groups who travel away from their homes to have a travel experience, accommodation and other tourism facilities. Tourism is described by the Tamil Nadu Tourism Society as their stay at each destination, temporary short-term travel of individuals to destinations beyond the locations where they normally live and work and their activities. It also includes facilities such as lodging, restaurants, cafes, bars and canteens, as well as tour operators and travel agencies. The goal of the research was to examine the effect of tourism in Tamil Nadu.

3. **Ramamoorthi. D, Udaya kumar (2019)** "A Study on Impact of Tourism and Sustainable Measures in OOTY, the Nilgiris" This paper provides a review of some tourism literature, which focuses, in particular on environmental impacts of tourism in Ooty. Negative impacts from tourism occur when the level of visitor use is

greater than the environment's ability to cope with this use within acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution and natural habitat loss. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources. The literature was collected from international, national and regional journals, books, government reports and documents in the area of tourism, impact of tourism, impact of tourism on natural resources, sustainable nature-based tourism. This study attempts to fill this void by exploring the important issues pertaining to the growth of mass tourism development and to give the solution for managing the negative impacts of mass tourism through the implementation of the sustainable nature-based tourism in Ooty.

4. **D.Deepika (2018)** "International Journal of Advance Research, Ideas and Innovations in Technology" The development of tourism in various level by many countries as it gives revenue as well as employment opportunities to the government and people. The initiatives taken the state of the government is considered to be very important in the upcoming World. Tourism represents one of the world's largest industries, with nearly 700 million estimated international visitors' arrivals in the year 2000. This phenomenon today has become a very complex activity, encompassing a wide range of relationships. Tamil Nadu has huge potential for tourism. The vegetation ranges from dry-deciduous backwoods, thistle backwoods to mangroves, damp deciduous and wet evergreen timberlands. The government of India and the state government of Tamil Nadu need to recognize that the economic and job- creation benefits of a strong growing travel and tourism sector can only be fully realized if a favorable and supportive role in the tourism industry. They should ensure that this sector is at the heart of their policy making. Tourism can exist without increasing co-operation between the public and private sectors

5. **Mohanraj, Prasanna (2017)** "*Film-Induced Tourism Model - A Qualitative Research Study*" The entertainment media industry has been successful in creating a favorable image of a destination in consumers" minds. Film-induced Tourism has defined as "Tourists" visits to a destination or attraction as a result of destinations being featured on television, video or the cinema screen" This article will discuss the importance and relevance of film-induced tourism and how it has helped to escalate tourism. Numerous international examples like "The Lord of the Rings" in New Zealand, "Troy" in Canakkale, Turkey, and "Brave heart" in Scotland are reviewed as success stories to this marriage between films and destinations. This article will be focusing on the influence that films have on choices of tour destinations and how this can tapped. Exploratory research design is adopted.

Primary data was collected through Focus group discussion. A conceptual 3 P"s model is developed to understand the extent of influence, movies have on tourism.

6. **Marrocu, E., Paci, R.Z.A. (2016)** "Micro-economic determinants of tourist expenditure: a quantile regression approach" We assess the effect of the main determinants of tourist expenditure by applying both linear and quantile regression models to individual micro data collected by a survey addressed to non-resident tourists who spent their holidays in Sardinia during the period April–October 2012. We find that, in addition to income and foreign nationality, tourist expenditure is crucially driven by trip-related (party size, stay length, accommodation, sea and sun typology and transport modality) and psychographic characteristics (repeated visits and holiday motivations). Moreover, our results indicate that the effects vary with respect to the expenditure component and the level of spending, thus confirming the high complexity of the tourism product. Higher positive effects were found for heavy spenders in the case of foreign nationality, previous visits and notoriety-motivated holidays, while party size and the number of visited sites contribute to reducing the level of expenditure for light-spending tourists.

7. **Engström, T., Kipperberg, G (2015)** "Decomposing the heterogeneous discretionary spending of international visitors to Fjord Norway" This paper provides a comprehensive econometric analysis of the expenditures of international visitors to the Western fjord-region of Norway. The data come from an intercept survey conducted on randomly elicited summer visitors at central tourism locations in the region. Estimations are performed for total group expenditures and personal tourist expenditures. To adjust for potential sampling bias, both un-weighted and weighted regressions techniques are employed. The results identify elasticity measures with respect to length of stay, travel party size, and income, and uncover several other statistically significant and economically important determinants of expenditures. As a novel exploratory feature, the paper also analyzes expenditure shares for different categories of tourism goods and services.

8. **Escobar- Rodríguez, T., Carvajal-Trujillo, E. (2014)** "Online purchasing tickets for low cost carriers: an application of the unified theory of acceptance and use of technology (UTAUT) model" This paper examines determinants of purchasing flights from low-cost carrier (LCC) websites. In doing so an extended unified theory of acceptance and use of technology (UTAUT) model is proposed building on earlier work by Venkatesh, Thong, and Xu (2012). The results, derived from a sample of 1096 Spanish consumers of LCC flights, indicate that key determinants of purchasing are trust, habit, cost saving, ease of use, performance and expended effort, hedonic motivation and social factors. Of these variables, online purchase intentions, habit and ease of use are the most important.

PRIMARY DATA

The primary data are collected relating to tourist in tourism place expecting and satisfaction of certain attributes in Madurai. Overall satisfaction of the tourist in tourism place, area, name, gender, age, education level, marital status, occupation, annual income.

Religion	Mode of Transport			Total
	Airways	Roadways	Railways	
Hindu	0	34	5	39
Muslim	0	9	4	13
Christian	0	4	4	8
Total	0	47	13	60

Hypothesis:

We take the hypothesis that there is no significance in difference between the religion and mode of transport.

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
34	30.55	3.45	11.90	0.39
9	10.18	-1.18	1.39	0.14
4	6.27	-2.27	5.15	0.82
5	8.45	-3.45	11.90	1.41
4	2.82	1.18	1.39	0.49
4	1.7	2.3	5.29	3.11

CHI-SQUARE TEST	6.36

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

Calculated value = 6.36

The chi-square table value of 4 degree of freedom at 5 per cent level of significance .The calculated value of chi-square value (6.36) is less than the table value .So the hypothesis is accepted. Hence we conclude that there is significance difference between the religion and mode of transport.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
GENDER	1.3833	.49030	60
AGE	1.9667	.60971	60

The above Table explains the Descriptive Statistics of gender and age. Gender and age of positive correlation for attitudes of domestic tourist. Null hypothesis accepted, alternative is rejected hypothesis. The domestic tourist arrivals be calculated the sum of correlation. The Descriptive Statistics between gender and age stander deviation .49030 and .060971.

Correlations

		GENDER	AGE
GENDER	Pearson Correlation	1	-.070
	Sig. (2-tailed)		.595
	N	60	60
AGE	Pearson Correlation	-.070	1
	Sig. (2-tailed)	.595	
	N	60	60

The above Table explains the correlations of gender and age. Gender of positive correlation and age of negative correlation for attitudes of domestic tourist. The domestic tourist arrivals be calculated the sum of correlation. The correlation between gender and age Pearson correlation sig .595.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
purpose of visit	2.1833	1.24181	60
time to travel	1.3667	.73569	60

The above Table explains the Descriptive Statistics of purpose of visit and time to travel. purpose of visit and time to travel of positive correlation for attitudes of domestic tourist. Null hypothesis accepted, alternative is rejected hypothesis. The domestic tourist arrivals be calculated the sum of correlation. The correlation between purpose of visit and time to travel stander deviation 1.24181and .73569.

Correlations

		purpose of visit	time to travel
purpose of visit	Pearson Correlation	1	-.019
	Sig. (2-tailed)		.884
	N	60	60
time to travel	Pearson Correlation	-.019	1
	Sig. (2-tailed)	.884	
	N	60	60

The above Table explains the correlations of purpose of visit and time travel. Purpose of visit of positive correlation and time travel of negative correlation for attitudes of domestic tourist. The domestic tourist arrivals be calculated the sum of correlation. The correlation between purpose of visit and time travel Pearson correlation sig .884.

Descriptive Statistics

	Mean	Std. Deviation	N
GENDER	1.38	.490	60
accommodation place	2.1000	.51090	60

The above Table explains the correlations of gender and accommodation place. Gender and accommodation place of positive correlation for attitudes of domestic tourist. Null hypothesis accepted, alternative is rejected hypothesis. The domestic tourist arrivals be calculated the sum of correlation. The correlation between gender and accommodation place stander deviation .490 and .51090.

Correlations

		GENDER	accommodation place
GENDER	Pearson Correlation	1	-.156
	Sig. (2-tailed)		.235
	N	60	60
accommodation place	Pearson Correlation	-.156	1
	Sig. (2-tailed)	.235	
	N	60	60

The above Table explains the correlations of gender and accommodation place. Gender of positive correlation and accommodation place of negative correlation for attitudes of domestic tourist. The domestic tourist arrivals be calculated the sum of correlation. The correlation between gender and accommodation place Pearson correlation sig .235.

CONCLUSION

This study concluded that attitudes of domestic tourist in Madurai district. There are many places in Madurai district. In this study randomly selected the six places. There are…Sri Meenakshi Sundareswarar Temple, Thirumalai Nayak Mahal, Gandhi Museum,

KoodalAlagar Temple, Mariamman Teppakulam tank, Thirupparankundram temple. The domestic tourist attitude was calculated sampling methods. This study concluded the 60 sample respondents of collecting the tourist places. The data was collected the questionnaire. The tourism is one of the reasons for increasing Nation Income. 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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