

A STUDY ON PROBLEMS FACED BY THE TOURIST THROUGH LOCAL TOUR OPERATORS AT TAMILNADU

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Abstract

Visiting the attractions is travel for recreational, leisure, (or) business purposes. The world tourism organization defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose”. Tourism has become a popular global leisure activity. In 2011, there have been over 983 million international traveler arrivals worldwide, representing a growth of four.6% when compared to 940 million in 2010. Tourism is vital and in some cases, vital for many countries. Tourism brings in large amounts of income in payment for goods and services available, accounting for 30% of the world’s exports of service, and 6%of overall exports of goods and services. It additionally creates opportunities for employment within the service sector of the economy related to business enterprise. These service industries include hospitality service such as accommodations, including hotels and resorts: entertainment venues, such as amusements parks, casinos, shopping mall, music venues and theatre, and transportation service, such as airlines, cruise ships, and taxicabs: travel agent and tour operators. A tour operator usually combines tour and travel elements to make a vacation. They prepare itinerary. The most common example of a tour operator's product would be a flight on a charter airline and a transfer from the airdrome to a building and therefore the local representative contribute their services, all for a module prices. This paper attempts to study the problems faced by the tourist through local tour operators at Tamilnadu.

Key words: tourist arrivals, tour operators, problems faced, Tamilnadu.

I. INTRODUCTION

Tourism is vital and in some cases, imperative for several countries. It was recognized in the Manila declaration on world tourism of 1980 as an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors on national societies and on their international relations”. Tourism brings in large amounts of income in payment for goods and services available, accounting for 30% of the world’s exports of service, and 6%of overall exports of goods and services. It also generates opportunities for employment in the hospitality sector of the economy policy associated with tourism. These service industries include hospitality service such as accommodations, including hotels and resorts: entertainment venues, such as amusements parks, casinos, shopping mall, music venues and theatre, and transportation service, such as airlines, cruise ships, and taxicabs: travel agent and tour operators.

Vacations are planned by a tour operator generally combining the elements of tour and travel elements.. They prepare itinerary. The most common example of a tour operator's product would be a flight on a charter airline and a transfer from the airdrome to a edifice and therefore the services of a local representative, all for one price. Niche tour operators may specialize in destinations, e.g. Italy, activities and experiences, e.g. skiing, or a combination thereof. The original raison d’être of tour operative was the issue of constructing arrangements in far-flung places, with issues of language, currency and communication. The advent of the net has diode to a speedy increase in self-packaging of holidays. However, tour operators still have their competency in transcription tours for people who don't have time to try to to DIY holidays, and focus on giant cluster vents and conferences such as conferences or seminars. Also, tour operators still exercise getting power with suppliers (airlines, hotels, different land arrangements, cruises, etc.) and

influence over different entities (tourism boards and different government authorities) so as to create packages and special departures for destinations otherwise tough and high-priced to go to.

II. OBJECTIVES OF THE STUDY

1. To study the services of Tour operators in Tamilnadu.
2. To study the activities of any Tour operation.
3. To assess the problem and offer solutions to the tour operators.

III. TYPES OF TOUR OPERATORS:

There are basically four types of tour operators.

A) Mass market operators:

These tend to concentrate on mass –market destinations, they frequently divide their operation into different markets (e.g. ski holidays, city breaks, summer sun, winter sun, etc) many own their own airlines. Examples: Thomson in Great Britain, TUI and NUR in Germany, kunai in Switzerland.

B) Specialist tour operators:

These can be grouped into a number of distinct categories. A tour operator can be a specialist in that, he only features one particular country: he only uses one particular type of accommodation, e.g., camping holidays: he utilizes one particular type of transportation medium, e.g. Shipping: or he caters for holiday makers with a specific interest, e.g., safari operators or golf operators.

C) Domestic operators:

These operators are not only concerned with carrying traffic out of a country but also exist to organize package holidays domestically. That is, to a country in which the tourists reside.

D) Incoming Operators:

Companies specializing in handling incoming the foreign holidaymakers. Some of those companies are merely ground handling agents, their role is limited to organizing hotel accommodation on behalf of an overseas tour operator, or greeting incoming visitors and transferring them to their hotels. Other companies, however, will offer a comprehensive range of services, which may include negotiating contracts with hotels, organizing study tours, providing dinner or theatre arrangements.

IV. TOUR OPERATOR LINKAGES

There are many different kinds of linkages that tourism companies can develop with local people, as shown in Figure 2.1. Hotels should buy directly from little and micro-businesses, and increase their achievement and coaching of native un-skilled and semi-skilled workers. Hotels and tour operators will enter into neighborhood partnerships to form the neighborhood a more robust place to measure, work and visit for all and they can support the development of local arts, crafts, cultural products and tourism services, both by mounting new excursions and by provoking tourists to spare money to local economy.

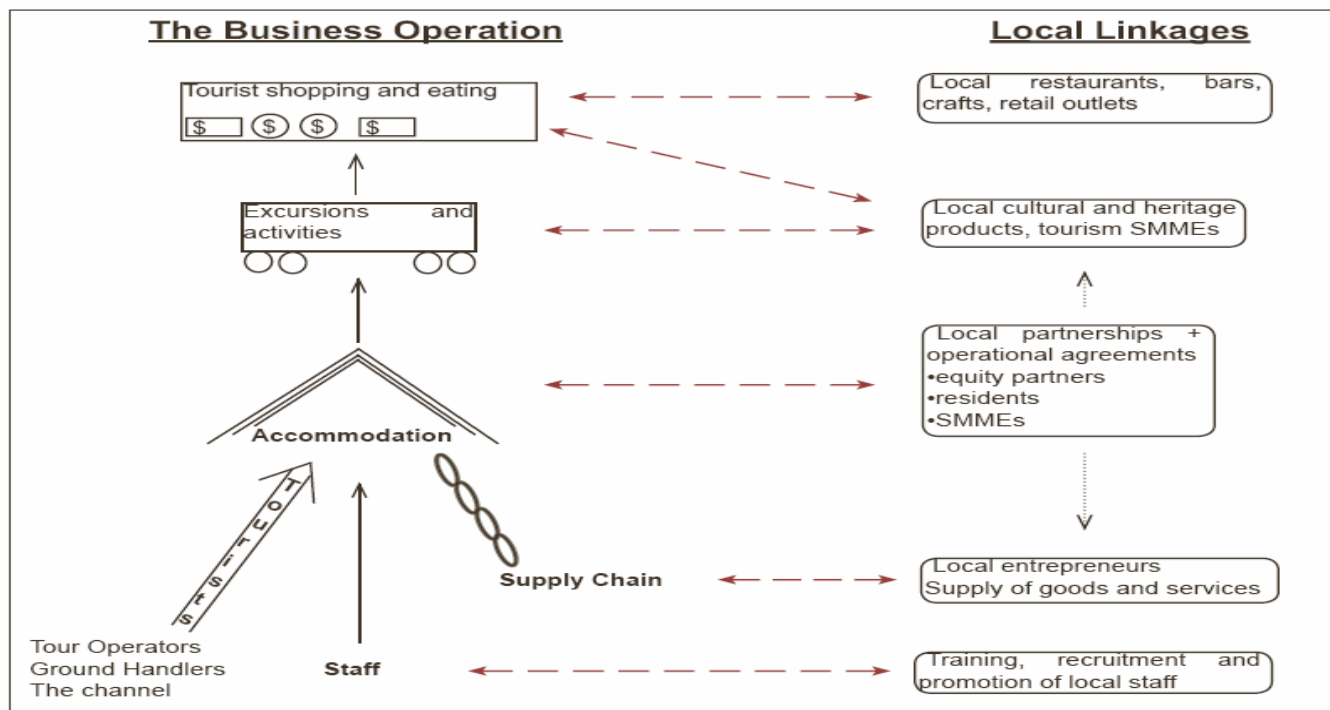


Fig. 4.1: The tourism business operation and a variety of local linkages

V. ANALYSIS OF THE STUDY

The analysis of data is done using the Likers scale type, Simple percentage method and etc. to them. There are the statistical tools used in the dissertation analyzing the data. After analysis the data the collected data's are presented in tables. After the presented analyzed data in these tables, their interpretation is also given. The data's are gathered the Questionnaire. The Questionnaire is based upon the opinion and the view of the Tourists and the Tour Operators in theTamilnadu Tourism Destination.

Table: 5.1: Nationality profile of the tourists

| Serial Number | Nationality | Male | | Female | | Total | |
|---------------|-------------|-----------|------------|-----------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | INDIAN | 16 | 72.75 | 24 | 85.71 | 30 | 60 |
| 2 | FOREINERS | 6 | 27.25 | 4 | 14.29 | 20 | 40 |
| Total | | 22 | 100 | 28 | 100 | 50 | 100 |

Source: Primary Data

Table: 5.2.Opinion on Non – Availability new destinations

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|----------------|-----------|------------|---------------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Strongly Agree | 2 | 5 | Nil | Nil | 2 | 4 |
| 2 | Agree | 2 | 5 | 1 | 10 | 3 | 6 |
| 3 | Normal | 23 | 57.5 | 5 | 50 | 28 | 56 |
| 4 | Disagree | 13 | 32.5 | 4 | 40 | 17 | 34 |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE

It is inferred from the table the tourists the opinion on the Non-availability of new destinations are is strongly agree among the domestic tourists 5 percent (2) of respondents, 5 percent (2) of respondent say

the opinion is agree, 57.5 percent (23) of respondents say the opinion is normal, 32.5 percent (13) of respondents says the opinion is disagree. Similarly the international tourists 10 percent (1) of respondent say the opinion is agree, 50 percent (5) respondents say the opinion is normal, 40 percent (4) of the respondents says the opinion is disagree.

Table 5.3: Opinion on Non-Transparency of Tour Bookings

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|-------------------|-----------|------------|---------------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Agree | 14 | 35 | 1 | 10 | 15 | 30 |
| 2 | Normal | 8 | 20 | 6 | 60 | 14 | 28 |
| 3 | Disagree | 16 | 40 | 3 | 30 | 19 | 38 |
| 4 | Strongly Disagree | 2 | 5 | Nil | Nil | 2 | 4 |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE:

It is inferred from the table the tourists says the opinion on the problems of the booking not transparent among the domestic tourists are 35 percent (14) of respondents say the opinion is agree, 20 percent (8) of respondents say the opinion is normal, 40 percent (16) of respondents say the opinion is disagree and 5 percent (2) of respondents say the opinion is strongly disagree. Similarly the international tourists 10 percent (1) of respondent say the opinion is agree, 60 percent (6) respondents say the opinion is normal, 30 percent (3) of the respondents says the opinion is disagree of them.

Table 5.4. Opinion on rushing the tour

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|-------------------|-----------|------------|---------------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Strongly Agree | 2 | 5 | Nil | Nil | 2 | 4 |
| 2 | Agree | 6 | 15 | 1 | 10 | 7 | 14 |
| 3 | Normal | 16 | 40 | 6 | 50 | 22 | 44 |
| 4 | Disagree | 16 | 40 | 4 | 40 | 20 | 40 |
| 5 | Strongly Disagree | Nil | Nil | Nil | Nil | Nil | Nil |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE:

It is inferred from the table among the domestic tourists 5 percent (2) of respondent say on the opinion of tour operators rushing the tour programme are strongly agree, 15 percent (6) of respondents says agree, 40 percent (16) of respondents says normal and 40 Percent (16) of respondents say disagree. Similarly the international tourists 10 percent (1) of respondents say agree, 50 percent (5) of respondents say Normal and 40 percent (4) of respondents disagree.

Table 5.5: Opinion on Non availability of varieties in tour vehicles

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|------------------------|----------|------------|---------------|------------|--------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Strongly Not Available | 5 | 12.5 | Nil | Nil | 5 | 10 |
| 2 | Not Available | 2 | 5 | Nil | Nil | 2 | 4 |
| 3 | Normal | 19 | 47.5 | 6 | 60 | 25 | 50 |
| 4 | Available | 14 | 35 | 3 | 30 | 17 | 34 |

| | | | | | | | |
|--------------|--------------------|-----------|------------|-----------|------------|-----------|------------|
| 5 | Strongly available | Nil | Nil | 1 | 10 | 1 | 2 |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE:

It is inferred from the table the non-availability of the variety in vehicles is felt high among domestic 12.5 percent (5) of respondents says Strongly Not Available than 5 percent (2) of respondents says Not Available, 47.5 percent (19) of respondents says Normal, 35 percent (14) of respondents says Available of them. Similarly the foreigners 60 percent (6) of respondents are say Normal, 30 percent (3) of respondents says Available and another 10 percent (1) of respondents says Available of them.

Table 5.6: Opinion on the vehicle quality

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|-------------------|-----------|------------|---------------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Strongly Agree | 2 | 5 | Nil | Nil | 2 | 4 |
| 2 | Agree | 8 | 20 | 2 | 20 | 10 | 20 |
| 3 | Normal | 11 | 27.5 | 4 | 40 | 15 | 30 |
| 4 | Disagree | 14 | 35 | 3 | 30 | 17 | 34 |
| 5 | Strongly Disagree | 5 | 12.5 | 1 | 10 | 6 | 12 |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE:

It is inferred from the table among the domestic tourists 5 percent (2) of respondent say the opine strongly agree, 20 percent (8) of respondents says agree, 27.5 percent (11) of respondents says normal, 35 Percent (14) of respondents say disagree and 12.5 percent (5) of respondents say strongly disagree. Similarly the international tourists 20percent (2) of respondents say agree, 40 percent (4) of respondents say normal and 30 percent (3) of respondents say disagree. 10 percent (1) of respondents say strongly disagree of them.

Table: 5.7. Problems of the drivers

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|-------------------|-----------|------------|---------------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Strongly Agree | 6 | 15 | Nil | Nil | 6 | 12 |
| 2 | Agree | 2 | 5 | 2 | 20 | 4 | 8 |
| 3 | Normal | 22 | 55 | 2 | 20 | 24 | 48 |
| 4 | Disagree | 8 | 20 | 6 | 60 | 14 | 28 |
| 5 | Strongly Disagree | 2 | 5 | Nil | Nil | 2 | 4 |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE:

It is inferred from the table that the problem on the drivers among the domestic tourists 15 percent (6) of respondents says strongly agree, 5 percent (2) of respondents says the opinion is agree, 55 percent (11) of respondents says the opinion is normal, 20 percent (8) of respondents says the opinion is disagree and 5 percent (2) of respondents says the opinion is strongly disagree. Similarly the international tourists 20percent (2) of respondents say the opinion is agree, 20 percent (2) of respondents says the opinion is normal and 60 percent (6) of respondents says the opinion is disagree. 10 percent (1) of respondents say strongly disagree of them.

Table: 5.8: Problems of the tourist guides

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|-------------------|-----------|------------|---------------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Strongly Agree | Nil | Nil | Nil | Nil | Nil | Nil |
| 2 | Agree | 9 | 22.5 | Nil | Nil | 9 | 18 |
| 3 | Normal | 14 | 35 | 5 | 50 | 19 | 38 |
| 4 | Disagree | 17 | 42.5 | 5 | 50 | 22 | 42 |
| 5 | Strongly Disagree | Nil | Nil | Nil | Nil | Nil | Nil |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE:-

It is inferred from the table the tourists says the problem of the tourist guides and its information among the domestic tourists 22.5 percent (9) of respondents says agree 35 percent (14) of respondents says the opinion is normal and 42.5 percent (17) of respondents says the opinion is strongly disagree. Similarly the international tourists 50percent (5) of respondents say the opinion is normal and 50 percent (5) of respondents says the opinion is disagree.

Table: 5.9.The problem of Alterations to the promised package

| Serial Number | Opinion | Domestic | | International | | Total | |
|---------------|-------------------|-----------|------------|---------------|------------|-----------|------------|
| | | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Strongly Agree | Nil | Nil | Nil | Nil | Nil | Nil |
| 2 | Agree | 14 | 35 | Nil | Nil | 14 | 28 |
| 3 | Normal | 16 | 40 | 9 | 90 | 25 | 50 |
| 4 | Disagree | 8 | 20 | 1 | 10 | 9 | 18 |
| 5 | Strongly Disagree | 2 | 5 | Nil | Nil | 2 | 4 |
| Total | | 40 | 100 | 10 | 100 | 50 | 100 |

Source: Primary Data

INFERENCE:

It is inferred from the table the tourists says the problem of alteration to the promised package among the domestic tourists are 35 percent (14) of respondents says the opinion is agree, 40 percent (16) of respondents says the opinion is normal, 20percent (8) of respondents says the opinion is disagree and 5 percent (2) of respondents says the opinion is strongly disagree. Similarly the international tourists 90 percent (9) of respondents say the opinion is normal, 10 percent (4) of respondents says the opinion is disagree of them.

VI. FINDINGS

- It is found from the table and the corresponding inference that there is a high percentage of tourists says the opinion is normal than disagree, agree, strongly agree & so on.
- It is found from the table and the corresponding inference that there is a high percentage of tourists says the Non – Transparency of Tour Booking conditions is Disagree than Agree, Normal, and Strongly Disagree.
- It is found from the table and the corresponding inference that there is high percentage of tourists says the opinion is normal and disagrees than agree and strongly agree.

- It is found from the table and the corresponding inference that there is a high percentage of Tourists says the condition of the varieties in the Tour vehicle is Normal than Available, Strongly Not Available, Not Available and strongly available of them.
- It is found from the table and the corresponding inference that there is a high percentage of Tourists says the Vehicle conditions is Disagree than Normal Agree, strongly disagree, and strongly agree of them.
- It is found from the table and the corresponding inference that there is a high percentage of tourists says Drivers problem conditions is Normal, than Disagree, Strongly Agree, Agree and Strongly Disagree of them.
- It is found from the table and the corresponding inference that there is a high percentage of tourists says the problem of the Tourists guide condition is Normal than disagree, agree, strongly agree and strongly Disagree of them.
- It is found from the Table and the Corresponding inference that there are a high percentage of tourists says that the problem of the alteration to the promised package condition is Normal than Agree, Disagree, Strongly Dis agree and strongly agree to them.

VII. SUGGESTIONS

- It suggested through the findings, the tour operators and guides introduce new places and sightseeing for Tamilnadu.
- It suggested that there needs to be appropriate transparency in the booking of any Tour Programmes.
- It suggested that specific time of visits for the tourism destinations may please be listed and made aware to the tourists.
- It suggested that tourists be treated on equal par with all other nationals.
- It suggested through the findings, the season time the vehicle demand is more and the qualities are worst. So the extra vehicles are included and it is before the added extra facilities to be included in the all vehicle.
- It suggested that there is compulsorily an escort in the tour vehicle which manages the tour group and the driver the travel.
- It is suggested that regular training programmes be conducted for the tourism guides to keep them abreast of the tourism information and improve their communication skill also.
- It is suggested that the organizers take the maximum care to maintain the promised package. However, this study has found that the promised packages have been altered due to non-availability of vehicles or vehicles broken down while travelling on the road. In this case it must be included that the good quality of service to the tourists.

VIII. CONCLUSION

Tamilnadu, is one of the famous tourism destination and its entertainment programmers events cultural activities and habited of the mostly in the cultural tourism, natural tourism, religious tourism, of them. Medical tourism activities are a great possibility at this destination. The advent of the internet has led to a rapid increase in self-packaging of holidays. However, tour operators still have their competence in arranging tours for those who do not have time to do their own holidays, and specialize in large group events and meetings such as conferences or seminars. Also, tour operators still have to exercise contracting power with suppliers (airlines, hotels, other land arrangements, cruises, etc.) and influence over other entities (tourism boards and other government authorities) in order to generate packages and special departures for destinations otherwise complicated and costly to visit. This paper made an attempt to identify the problems faced by the tourist and recommended few suggestion to set things right.

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