

A STUDY ON THE PROMOTION OF DOMESTIC TOURISM IN TAMIL NADU IN THE PERSPECTIVE OF DOMESTIC TOURIST

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Abstract

Tamilnadu is a major principal factor in drawing the national and international tourists due to its diverse, pilgrimage destination, heritage and food etc., Tamilnadu is ranked first in both domestic and international tourism arrivals. Tamilnadu government took more promotional activities to attract more tourists. Tamilnadu has quite four,000 years of continuous cultural history. TTDC [Tamilnadu Tourism Development Corporation] was incorporated during July 1971 under the companies Act 1956. Tamilnadu Tourism one of the most preferred hotspots for the tourist. Domestic tourists can be easily determining a number of comfortable stay for their boarding places in Tamilnadu, tourist stay, star hotels and resorts. Tamilnadu tourism especially leads in medical, pilgrimage cultural, rural and eco-tourism.

Key words: Tamilnadu, Domestic Tourism, Promotion, Culture, Heritage.

I. INTRODUCTION

In this paper, an attempt is made to ascertain the status of tourism in Tamil Nadu based on the viewpoints of the tourists. The perceived information of the tourists about various tourism-related infrastructure facilities available at various places of tourism importance in Tamil Nadu along with their purpose of visit, mode of transport, preferred accommodation, per day expenses on various tourism-related activities, extent of cost on different tourism services and awareness about eco-tourism are analyzed. The major aspects of tourism-related services available in Tamil Nadu are also identified based on the perceived information of the tourists.

1.1 Domestic Tourism in Tamilnadu

Domestic tourism plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the rise in financial gain levels and emergence of a strong social class, the potential for domestic business enterprise has full-grown considerably throughout the previous couple of years. Tamil Nadu is a State with several distinguished tourism genre. It has cerulean mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rurallife. Ithas pictures quespts,continuing heritage, cultural confluence and aesthetic magnificence. Tamil Nadu has glorious hill stations like Ooty, Kodaikanal, Yercaud, Elagiri, Javvadu Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam. Ithas excellent National Parks like Guindy National Park and Anamalai National Park. Ithas wildlifesanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has biology Gardens in Ooty, Kodaikanal and Coimbatore. It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvannamiyur, Tiruchendur, Rameswaram and Kanniyakumari. The temples of province reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures mirror inventive excellence and cultural splendour.

Tamil Nadu has been attracting tourists each from foreign countries and different Indian States. The Central and the State Governments have been investing resources for the development of tourism. Giving special focus on novel initiatives like medical tourism, eco-tourism, rural tourism, adventure tourism and 'Virunthinar Potruthum' (care for guests), Tamil Nadu ranks first in the country in medical tourism and second in foreign tourists arrivals and third in attracting domestic tourists in India. The State aims at making Tamil Nadu the topmost attractive tourist destination at the international level by increasing the number of tourist arrival, the length of stay and the average spending. Tamil Nadu Tourism has embarked upon a novel programme called Special publicity campaigns to showcase to tourists the culture and diversity of Tamil Nadu. Tamil Nadu Tourism Development Corporation is a state owned public sector undertaking to initiate novel ventures and pioneer new schemes for providing demonstration result to the personal sector. Tamil Nadu commercial enterprise Development Corporation (TTDC) has been operational Hotels, Youth Hostels, Restaurants, Tours, Boat houses, Telescope houses as a forerunner for the private sector to follow as new area of business proposition. Tamil Nadu Tourism Development Corporation's (TTDC) rail-cum-road tour packages are conducted at city, Kolkata, Lucknow, New Delhi, Hyderabad and Jaipur, which attracted considerable tourists to Tamil Nadu. The Tamil Nadu Government planning to extend such campaigns to other important places of the country. For massive publicity and familiarization of tours, the State uses aggressive promotion and selling campaigns through Electronic / Print Media.

1.2 Tourists and Tourism

A traveler is somebody United Nations agency travels for pleasure, could or not it's international or inside their own country. In other words, a tourist is a visitor to certain place on vacation, on business trips, attending a special event, participating in a sporting event, just sightseeing or visiting friends and relative from some other location without intention of staying permanently. Generally tourists want attractions and activities in the places they visit. They make visits to enjoy nature resources or scenic settings, human-made attractions, historical, cultural and ethnic attractions, unique recreational opportunities, festivals and other special events. Cohen (1972) was one amongst the primary sociologists to propose a classification to conceptually clarify the term "tourist". His four-fold typology- the drifter, the explorer, the individual mass, and the organized mass- is based on the degree of institutionalization of the tourist. This classification is usually cited in educational studies, and tries are created to develop and refine it.

II. SCOPE OF THE STUDY

Promotion of Domestic Tourism has great scope in the present context for the following reasons:

1. Present status of tourism (importance and benefits) in Tamil Nadu as perceived by the domestic tourists
2. Purpose and importance of domestic Tourism as postulated by domestic tourists
3. Ascertain the existing tourism infrastructure at important places of tourism in Tamil Nadu as part of identifying existing promotional activities.

III. METHODOLOGY

In view to support the secondary data sourced from various journals, books and internet, information was drawn from communication with respondents mainly from consumers, Tour Operators, Hoteliers, and others who are knowledgeable about the problem at hand. The respondents were asked questions through personal interviews and telephone interviews. They were asked for data as a neighborhood of self contained, "one time" survey. The objective was to get information regarding the consumers perception of domestic tourism, reason for travel, the emerging trends and factors influencing choice of a destination. It conjointly enabled to urge Associate in Nursing insight to the prevailing business model and therefore the challenges two-faced by business to achieve the perceived target market.

IV. DATA ANALYSIS AND INTERPRETATIONS

Table 4.1: Distribution of Samples by Districts of Tourism Importance

Districts	Number of Respondents	% to Total
Kanyakumari	2	9.2
	9	
Madurai	6	20.7
	5	
Nagapattinam	6	19.4
	1	
Nilgiri	3	10.5
	3	
Ramanathapuram	2	7.6
	4	
Tanjore	5	17.2
	4	
Tirunelveli	2	8.3
	6	
Tuticorin	2	7.0
	2	
Total Sample	3	100.
	14	0

Source: Primary Data.

Table 4.2: Distribution of Sample Respondents by Socio-Economic Characteristics

Socio-Economic Characteristics	Number of Respondents	% to Total
Sex		
Male	2	69.7
	19	
Female	9	30.3
	5	

Age (in years)		
Up to 20 years	7 3	23.2
21 - 30 years	9 4	29.9
31 - 40 years	7 2	22.9
Above 40 years	7 5	23.9
Education		
Up to Secondary	1 23	39.2
Degree	1 30	41.4
PG	6 1	19.4
Occupation		
Business	8 2	26.1
Government employees	5 0	15.9
Private employees	8 8	28.0
Professionals	2 7	8.6
Students	6 7	21.3
Marital Status		
Single / Unmarried	1 63	51.9
Married	1 51	48.1
Family Income		
Up to Rs.10000	1 18	37.6
Rs.10001 – 20000	8 9	28.3
Rs.20001 – 30000	5 7	18.2
Above Rs.30000	5 0	15.9
Total Sample	3 14	100.0

Source: Primary Data

Table 4.3: Purpose of Visits

Purpose	Number of Respondents	% to Total
Pleasures	1 60	51.0
Business	3 9	12.4
Pilgrimage	1 00	31.8
Stopover to other destination	1 5	4.8

Total Sample	3 14	100. 0
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Source: Primary Data.

Table 4.4: Relationship between Purpose of Visit and Places of Tourism Importance in Tamil Nadu

Districts/ Places	Purpose of Visit				Kruskall Wallis ANOVA Results	
	Pleasures	Business	Pilgrimage	Stopover to other Destination	Sum of Ranks	H Value (DF, N)
Kanyakumari	18 (62.1)	2 (6.9)	9 (31.0)	0 (0.0)	4 054.5	9 8.80*** (7, 314)
Madurai	24 (36.9)	1 7 (26.2)	24 (36.9)	0 (0.0)	1 0980.0	
Nagapattinam	51 (83.6)	2 (3.3)	8 (13.1)	0 (0.0)	6 461.5	
Nilgiri	30 (90.9)	3 (9.1)	0 (0.0)	0 (0.0)	2 955.0	
Ramanathapuram	4 (16.7)	3 (12.5)	17 (70.8)	0 (0.0)	5 103.5	
Tanjore	19 (35.2)	1 1 (20.4)	22 (40.7)	2 (3.7)	9 612.5	
Tirunelveli	14 (53.9)	1 (3.9)	1 (3.9)	10 (38.5)	4 626.5	
Tuticorin	0 (0.0)	0 (0.0)	19 (86.4)	3 (13.6)	5 661.5	
Total	160 (51.0)	3 9 (12.4)	100 (31.8)	15 (4.8)		

Source: Primary Data. Figures in brackets are percentages to Row Total***Significant at 1% level.

Table 4.5 Relationship between Mode of Transport and Places of Tourism Importance in Tamil Nadu

Districts/ Places	Mode of Transport					Kruskall Wallis ANOVA Results	
	Bus	Train	Air	Own Car	Hired Car	Sum of Ranks	H Value (DF, N)
Kanyakumari	2 1 (72.4)	4 (13.8)	1 (3.5)	3 (10.3)	0 (0.0)	4 207.0	19.85*** (7, 314)
Madurai	4 3 (66.2)	4 (6.2)	1 0 (15.4)	5 (7.7)	3 (4.6)	1 0304.0	
Nagapattinam	4 9 (80.3)	4 (6.6)	0 (0.0)	8 (13.1)	0 (0.0)	8 268.0	
Nilgiri	1 7 (51.5)	3 (9.1)	0 (0.0)	1 0 (30.3)	3 (9.1)	6 192.5	
Ramanathapuram	1 0 (41.7)	1 4 (58.3)	0 (0.0)	0 (0.0)	0 (0.0)	4 260.0	
Tanjore	4 0 (74.1)	9 (16.7)	0 (0.0)	5 (9.3)	0 (0.0)	7 637.5	
Tirunelveli	1 4 (53.9)	2 (7.7)	0 (0.0)	2 (7.7)	8 (30.8)	4 931.0	
Tuticorin	1 3 (59.1)	5 (22.7)	1 (4.6)	1 (4.6)	2 (9.1)	3 655.0	
Total	2 07 (65.9)	4 5 (14.3)	1 2 (3.8)	3 4 (10.8)	1 6 (5.1)		

Source: Primary Data. Figures in brackets are percentages to Row Total***Significant at 1% level.

Table 4.6: Relationship between Number of Times Visits and Places of Tourism Importance in Tamilnadu

Districts /Places	Number of Times			Kruskall Wallis ANOVA Results	
	First Time	2 - 3 times	More than 3 times	Sum of Ranks	H Value (DF,N)
Kanyakumari	11 (37.9)	10 (34.5)	8 (27.6)	4713.0	36.83*** (7, 314)
Madurai	34 (52.3)	23 (35.4)	8 (12.3)	8561.0	
Nagapattinam	31 (50.8)	11 (18.0)	19 31.2)	9202.5	
Nilgiri	19 (57.6)	12 (36.4)	2 (6.1)	3954.0	
Ramanathapuram	13 (54.2)	7 (29.2)	4 (16.7)	3206.0	
Tanjore	8 (14.8)	22 (40.7)	24 44.4)	11066.0	
Tirunelveli	5 (19.2)	11 (42.3)	10 38.5)	5051.0	
Tuticorin	8 (36.4)	7 (31.8)	7 (31.8)	3701.5	
Total	129 (41.1)	103 (32.8)	82 26.1)		

Source: Primary Data. Figures in brackets are percentages to Row Total***Significant at 1% level.

Table 4.7: Sources of Information about Places Visited

Sources of Information	Number of Respondents	% to Total
Friends / Relatives	2	68.8
Newspaper / Magazines	16	
Television	3	12.4
Travel Agents	9	
	3	10.5
	3	
	2	8.3
Total	6	
	3	100.
	14	0

Source: Primary Data.

Table 4.8: Length of Stay for Tourists

Length of Stay	Number of Respondents	% to Total
Up to 3 days	2	85.0
3 - 5 days	67	
> 5 days	3	9.9
	1	
	1	5.1
	6	
Total	3	100.
	14	0

Source: Primary Data.

Table 4.9: Perceived Status of Expenses on Important Tourism-Related Services

Tourism-Related Services	Very Costly	Costly	Moderate	heap	Ver y Che ap	ean	Standard Deviation
Accommodation	23 (7.3)	64 (20.4)	136 (43.3)	1 22.6)	0 (6.4)	.00	0.9 9
Food and Beverages	14 (4.5)	71 (22.6)	124 (39.5)	5 27.1)	0 (6.4)	.08	0.9 6
Transport	12 (3.8)	48 (15.3)	140 (44.6)	2 29.3)	2 (7.0)	.20	0.9 2

Source : Primary Data Note: Figures in brackets are percentages to Row total.

Table 4.10: Comparison of Satisfaction among Tourist Groups based on Places of Tourism Importance (District)

Major Services	Districts								Value F
	Kanyakumari	Madurai	Nagapattinam	Nilgiri	Ramanathapuram	Tanjore	Tirunelveli	Tuticorin	
Basic Amenities	.28 (0.50)	.05 (0.78)	.26 (1.02)	.04 (0.43)	.39 (0.69)	.74 (0.76)	.18 (0.61)	.13 (0.51)	.10*** 3
Cost & Quality of Accommodation and Food	.34 (0.34)	.58 (0.78)	.75 (0.47)	.23 (0.50)	.73 (0.32)	.40 (0.47)	.33 (0.53)	.48 (0.54)	.79*** 4
Transport Facilities	.31 (0.69)	.25 (0.78)	.06 (1.00)	.94 (0.47)	.64 (0.52)	.54 (0.60)	.17 (0.58)	.61 (0.79)	.21*** 4

and Services	Tourism Information	.33	.19	.64	.14	.39	.92	.28	.82	.61***	8
	Guide	0.42)	0.70)	0.57)	0.42)	0.67)	0.58)	0.54)	0.94)		
on	Banking and Communicati										2
	Facilities	.43	.08	.37	.12	.69	.02	.21	.18	.96***	
		0.48)	0.83)	0.96)	0.52)	0.60)	0.75)	0.75)	0.63)		

***Significant at 1% level.

V. DISCUSSIONS

The opinion of the domestic tourists in the sample is analyzed and the results of the analysis are tabulated and discussed in detail in this chapter. From the discussion of the results, it is understood that the tourists from other States is making trip to Tamil Nadu primarily for pleasure / vacation / sightseeing. Only one-third of tourists in the sample have stated that they have made the trip for visiting temples (pilgrimage). The mode of transport for the most of the domestic tourists is found to be bus but aged tourists in the single status with business as occupation belong to substantially high income families travel either by air or by own car or by other mode of transport than bus to visit various places of the tourism destination in Tamil Nadu. It is further identified that mode of transport used by the domestic tourists vary by places they visit. Visiting Tamil Nadu for the first time for single largest group of domestic tourists and most of them tend to visit Tamil Nadu based on the sources of information given by their friends and relatives.

Majority of the domestic tourists do not stay for more than three days and they prefer to stay in either Lodges or friends / relative houses. Staying in Star category hotels, tourist bungalows and in paying guest accommodation is found to be at marginal extent among the domestic tourists visiting Tamil Nadu. The domestic tourists in Tamil Nadu spend more on foods and beverages than that of accommodation but overall cost of foods and beverages and accommodation are found to be at moderate level. In Tamil Nadu, availability of luxury transport is good, transport charges are nominal, no overcrowding, timely service and condition of roads are good according to domestic tourists.

5.1 Viewpoints of Domestic Tourists

- It is found from the opinion of the most of the domestic tourists in the whole sample that their purpose of visit is for pleasure / spends vacation / sightseeing at various destinations of Tamil Nadu.
- Mode of transport for the tourists visiting Tamil Nadu is significantly associated with places of tourism importance. Also, there is a significant relationship between mode of transport and purpose of visit for the tourists visiting Tamil Nadu.
- Majority of the tourists visiting Tamil Nadu do not rely on tour agents for organizing the tour they intend to make. However, organizing the tour is significantly determined by the purpose of visit.
- A single largest group of domestic tourists visiting Tamil Nadu are the first-time tourists (41.1%). However, the frequency of tourists visiting Tamil Nadu is significantly associated with places of tourism importance in Tamil Nadu.
- The source of information about various places of tourism importance in Tamil Nadu is friends/ relatives foremost of the domestic tourists (68.8%).
- Length of stay at various places of tourism importance is up to 3 days for
- 85.0 per cent of the domestic tourists visiting Tamil Nadu.
- The nature of accommodation is lodge for single largest group of domestic tourists (27.4%) prior to friends / relative for substantial number of domestic tourists visiting Tamil Nadu. But the nature of accommodation preferred by domestic tourists differs significantly by regions under study.
- The expense on food and beverage is more than that of accommodation for domestic tourists in Tamil Nadu. The expense on shopping and travel is also substantial for domestic tourists.
- It is found that an expense on sightseeing is much less in tourism destinations at Tirunelveli and moderately less in tourism places at Tanjore as well as at Tuticorin and Kanyakumari districts. However, expenses on accommodation are higher in these districts.
- The expenses on sightseeing is high, where as expenses on accommodation is less at places of tourism importance in Ramanathapuram and Madurai districts. Less spending on accommodation in Ramanathapuram and Madurai district can be attributed to the fact that the tourists visiting the places of tourism importance in these two districts avoided staying overnight.
- It is found that the expenses on accommodation as well as on sight seeing is high for the domestic tourist group who makes pleasure trip and moderate for those who stopover to other destinations. At the same time, the expenses against travelling within region are more for domestic tourist group visiting the places as pilgrimage as well as for those who visit the places for business purpose.
- The cost of expenses on accommodation, a food / beverages and transport service at various places of tourism importance are moderate and does not differ across regions in Tamil Nadu.
- According to views of most of the domestic tourists in the whole sample, no problem in the availability of luxury transport (68.15%), no over charges (68.15%), no overcrowding (58.92%), no delayed service (71.34%), and good condition of roads (67.20%). However, availability luxury transport, transport charges and condition of roads differ significantly across regions of tourism importance in Tamil Nadu according to the views of the domestic tourists.

- Most of the domestics' tourists (74.8%) are found to be aware of eco- tourism. But the extent of awareness of eco-tourism is significantly related to educational status of the tourists.
- It is found that the major tourism-related service in Tamil Nadu is providing basic amenities, providing quality of accommodation and food with nominal cost, transport facilities, tourism information and guide services and banking / communication facilities.
- The domestictouristsaresatisfiedwithcostandqualityofaccommodation and food, whereas they are moderately satisfied with basic amenities, transport facilities, tourism information and guide services, and banking / communication facilities as found to be.
- There is a significant difference in the level of satisfaction with various tourism-related aspects among domestictourists across different regions in Tamil Nadu.

VI. SUGGESTIONS

- The Government should take necessary steps to improve basic amenities, tourism information and guide services, transport, banking and communication facilities to attract more tourists.
- The Government of Tamil Nadu should augment packaged tours through Tamil Nadu Tourism Development Corporation.
- The exploitation of tourists by locals must be controlled.
- The traffic system in popular tourist spots has to be regularized to disperse the congestion.
- The Government should make necessary arrangements to provide sufficient information needed for tourists visiting its regions by opening tourism information centres in many places. Guided tour services need to be improved and promoted further.

VII. CONCLUSION

Though potentiality for business enterprise promotion and development in province is sweet, the extent of potentiality for promotion and development of business enterprise isn't same all told regions as perceived by the Hoteliers. It is finally concluded that the major hurdles for promotion of tourism is, Though quality of accommodation, variety of food, transport services, banking facilities and communication facilities are good, road conditions, tourist information centre, electricity and water supply, drainage system, medical facilities, availability of public toilets, parking facilities for vehicle need the attention of the Government according to the local people and domestic tourists.

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