

FOOD SOUVENIRS: TOURISTS' PREFERENCE TOWARDS HOTELS IN MADURAI CITY

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ABSTRACT

Tourism industry plays a major role in the socio-economic development of our country and it contributes a significant share in our country's foreign exchange. Though, the acceleration in the tourism industry is strongly associated with the growth in its allied services like the hotel industry. The present study is an attempt to analyze the factors that determine the selection of hotels by the tourists in Madurai city. Madurai, the second largest city in Tamilnadu, is known for its world well-known Meenakshi Amman Temple and the city is situated at the bank of river Vaigai and a rich culture and heritage. It has been carried out only primary data and the necessary data were collected by using interview schedule by adopting Convenience Sampling Method. The Factor Analysis has been employed to analyze the data. The results of the study has shown that the location of the hotel has been the most influencing factor followed by the availability of transport services, image of the hotel, pleasantness and parking facilities.

Keywords: Vaigai, analyze, meenakshi amman

I. INTRODUCTION

The world is undergoing rapid changes in the era of globalization, privatization, and digitalization in the twenty-first century. The remarkable growth of the world economy is truly noticeable in less developed countries fast becoming hubs of industry, and commerce. Per capita income is increasing substantially and, at the same time, per capital consumption is also rising significantly. There is a change in the pattern of income, and people with large disposable incomes are spending more on leisure, recreation and relaxation. The world has become a much importantly the facility of fast and comfortable air travel. The emergence of the World Wide Web has also virtually connected the world, thereby contributing to the growth of international tourism. The present dimension of tourism is clearly evident in the establishment of modernized airports, seaports, railway stations, and highways. As a result, a large number of smaller cities are now well connected to metro cities and other commercial and tourist destinations. All these developments in travel and tourism did not happen overnight; rather, they took place over centuries and reached the current level only gradually.

Tourism is not an movement for pass time and leisure but enriching and energizing activity and the food plays an essential part of tourism and it shows the cultural and regional character to the tourists' from domestic and international. Hotels are commercial establishments that provide accommodation, meals, and other guest services. Though the term is generally applicable for eating on premises, it has also been used to include take-away establishments and food delivery services. In the travel and tourism industry, hotels and other food and beverage outlets are very important as tourists like to experiment with local cuisines of the places they are visiting. The paper has been organized broadly into two parts. Part I dealt about the literature review, objectives and methodology of the paper. Part II has dealt about the analysis and discussion of factors influencing the selection of hotels and a short summary and a few concluding remarks.

II. REVIEW OF LITERATURE

A Review of pertinent research studies already conducted in a subject helps the researcher to gain some deeper insights into the subject matter of research. Several studies had been conducted so far on various aspects of hotel industry had been reviewed and their findings had been presented in this section. The choice factors in the selection of restaurant are based on four occasions: a celebration, social occasion, convenience/quick meal, and business Meal. Food type, food quality and value for money were found as the most important Choice variables for consumers (Auty, 1992). The variables that influenced choice of hotels in Romania have been the quality of food, value for money, variety of dishes, attractiveness of surroundings and presentation of food (Kevin et.al., 2000). It was found that the quality and taste are the two major factors considered by the respondents in selecting a restaurant in Coimbatore City (Yesodha Devi and Kanchana (2009).

The transportation convenience, food and beverage management, convenience to tourist destinations and value for money are identified as excellent factors that determined the customers' satisfaction in budget hotels and star-rated hotels in China (Huiying LI et., al, 2013). Moreover, Six pertinent issues—location, online booking, pricing, check-in/out services and staff attitude, room design and facilities, and supporting service features and facilities—are examined to assess their contributions to the customer experience of economy hotels in China (Songsshan Huang and Cathy H.C. Hsu, 2014). The guest rooms, location, and service quality of the hotels were the factors that lead to customer satisfactory and dissatisfactory accommodation experience

with budget hotel in China (Lianping Ren, et., al. 2015). The value for money and core products continues to play a critical role in customers' overall satisfaction with budget hotels (Roya Rahimi and Metin Kozak, (2015).

Though a number of studies have been conducted in different geographical regions, a comprehensive study covering various dimensions of factors has not been carried out in Madurai city. In addition to that Madurai is a hub of south Indian tourism spot and surrounded by various important and historical places. The present paper is a comprehensive one which has attempted to analyse the Tourists' preference towards the selection of hotels in Madurai City.

2.0 RESEARCH OBJECTIVES

1. To investigate into the factors that influencing the selection of hotels; and
2. To offer suitable suggestions that is emerged from the study.

III. THE METHODOLOGY OF THE STUDY

The present study has confined itself to an analysis of the selection of hotels in Madurai city itself. The primary data has been collected from hotels in various parts of the city and has met the tourists directly and made a clear discussion. The data for the present study were collected from primary data by using an interview schedule with the help of the Convenience Sampling Method. The collected data were analysed with the help of Factor Analysis.

IV. ANALYSIS AND DISCUSSION

In this part, an attempt has been made to analyse the factors influencing the selection of hotels for the present study.

4.1 Factors Determining the Selection of Hotel

The Factor Analysis Approach had been made use of to categorise the factors that has shaped the tourists' towards the selection of hotels. In the present study, the Principal Component Analysis had been made use of to obtain the factor solutions. Before applying the Factor analysis, the data adequacy for applying the Factor Analysis was checked.

The Correlation Matrix was computed and there was found to be enough correlation to be proceeding with Factor Analysis.

The Anti-Image Correlation Matrix has shown very small values for all the off-diagonal elements and most of them were found to be negative implying that the true factors have existed in the data. The cumulative percentage, Eigen Values and Variances Explained by the factors are presented in Tables 1 and 2.

Table 4.1

Rotated Component Matrix

Sl. No	Variables	Components					
		1	2	3	4	5	6
1.	Location of the Hotel	.921	.089	.213	.047	.086	.099
2.	Availability of Transport Services	.913	.077	.210	.159	.062	.105
3.	Image of the Hotel	.911	.104	.178	.024	.077	.156
4.	Pleasantness in General	.656	.118	.162	.107	.089	.110
5.	Parking Facility provided by the Hotel	.592	.222	.125	.163	.206	.133
6.	The Quality of Food	.145	.951	.076	.034	.002	.030
7.	Variety of Dishes	.145	.941	.076	.034	.002	.040
8.	Presentation of Food is Hot, Fresh, Clean and Hygiene	.129	.879	.091	.064	.029	.025
9.	Alternative Dietary Meal	.062	.145	.912	.016	.039	.077
10.	Diversity of the Products and Services	.380	.071	.877	.221	.001	.007
11.	Cleanness and Comfort of the Hotel	.078	.069	.010	.861	.143	.122
12.	Complaint Handling System	.092	.079	.209	.611	.124	.254
13.	Safety and Security Measures	.093	.207	.048	.355	.622	.036

14.	Billing System	.213	.150	.138	.048	.545	.365
15.	The Interior and Exterior Decoration	.206	.047	.126	.071	.527	.242
16.	The Order is Taken Correct and no Discrepancies in Serving	.454	.203	.265	.173	.414	.651
17.	Willingness of the Staff to Serve	.094	.078	.032	.074	.006	.555
18.	Employees are Friendly, Speak Clearly and Politely with Neat Uniform	.197	.135	.057	.036	.059	.517
Cumulative Percentage		28.29	42.17	51.31	59.07	66.06	72.18

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 8 iterations.

Table 4.2

Variables Loaded on Factors, Eigen Values and Variances Explained by the Factors

<i>Name of the Factor</i>	<i>Variables Loaded</i>	<i>Factor Loading</i>	<i>Eigen Values</i>	<i>% of Variance explained</i>
Factor I	1. Location of the hotel	.921	4.08	28.29
	2. Availability of Transport Services	.913		
	3. Image of the Hotel	.911		
	4. Pleasantness in General	.656		
	5. Parking Facility provided by the Hotel	.592		
Factor II	6. The Quality of Food	.951	2.76	13.88
	7. Variety of Dishes	.941		
	8. Presentation of Food is Hot, Fresh, Clean and Hygiene	.879		
Factor III	9. Alternative Dietary Meal	.912	1.89	9.14
	10. Diversity of the Products and Services	.877		
Factor IV	11. Cleanness and Comfort of the Hotel	.861	1.71	7.78
	12. Complaint Handling System	.611		
Factor V	13. Safety and Security Measures	.622	1.67	6.99
	14. Billing System	.545		
	15. The Interior and Exterior Decoration	.527		
Factor VI	16. The order is Taken Correct and Discrepancies in Serving	.651	1.02	6.12
	17. Willingness of the Staff to Serve	.555		
	18. Employees are Friendly, Speak Clearly and Politely with Neat Uniform	.517		

Source: Primary Data.

The Factor Analysis Approach using the Varimax Rotations had resulted in the Six derived factors having an Eigen value which was greater than one. In the rotated component matrix, only those variables that had a factor loading which was greater than 0.5 (ignoring the sign) had been grouped under their respective derived factors. Hence, the eighteen different variables were loaded on the Eigen derived factors. Factor I had an Eigen value of 4.08 and it had explained 28.29 per cent of the variations. The Eigen values of the Second, Third and the Fourth Factors were found to be 2.76, 1.89, and 1.71

respectively. The total variations accounted for by the Six Factors were 72.18, which was found to be satisfactory and hence, it had established the validity of the study. On factor I, the five variables have loadings of 0.921, 0.913, 0.911, 0.656 and 0.592 respectively. This suggests that factor I is a combination of these 5 original variables; which are: Location of the Hotel, Availability of Transport Services, Image of the Hotel, Pleasantness of the Hotel and the Parking Facility. On factor II, the three variables have loading of 0.951, 0.941 and 0.879, respectively. This suggests that factor II is a combination of 3 original variables which are: The Quality of Food, Variety of Dishes and Presentation of Food is Hot, Fresh, Clean and Hygiene. On factor III, the two variables have loading of 0.912 and 0.877 respectively. The factor III is a combination of these 2 variables, which are Alternative Dietary Meal and Diversity of the Product and Services. On factor IV, three variables have loading of 0.861 and 0.611 respectively. The factor IV is a combination of Two variables which are Cleanness and Comfort of the Hotel and Complains Handling System. On factor V, Three variables have loading of 0.622, 0.545 and 0.527 respectively. The factor V is a combination of these variables which are Safety and Security Measures, Billing System and The Hotel's Interior and Exterior Decoration. On factor VI, Two variables have loading of 0.555, and 0.517 respectively. The factor VI is a combination of these variables which are Willingness of the Staff to Service; Employees are Friendly, Speak Clearly and Politely with Neat Uniform.

V.CONCLUSION

Tourist's souvenirs are an indispensable element of traveling for most people, especially cultural tourist. The present study has been an attempt to examine the factors which influence selection of hotels in Madurai City. Among the various factors identified for the selection of hotels by the tourists in the study area, it was found that the location of the hotels has been the most influencing factor followed by the availability of transport services, image of the hotel, pleasantness and parking facilities. In a nutshell, it can conclude that the tourism development can be possible with encouraging appropriate tourist souvenirs based on local culture and taste. Moreover, it is great importance for the development of tourist activity in particular destinations as well as for the incoming tourists.

VI.REFERENCES

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