

AN EMPIRICAL STUDY ON LEVEL OF SATISFACTION OF TOURISTERS IN OOTY TALUK AT THE NILGIRIS

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Abstract

The present study deals with level of satisfaction of Touristers in Ooty Taluk. Ooty is an unavoidable place in Tamilnadu for Touristers. The Touristers coming within Tamilnadu and other than Tamilnadu also from foreign. Every year season and un season and all the time the Touristers come and enjoying the various things in Ooty. The Touristers coming to Ooty with various places and various reasons. The preference of places varied by one another to another. Hence the study analysis the level of satisfaction with socio- economic demographic factors of Touristers.

KEY WORDS: Satisfaction of Touristers, preference of place, Ooty Taluk.

Introduction

Tourism has gained importance as the fastest growing industry of the world, particularly because of its multifarious benefits. It ensure to the destination to the tourists themselves and to the global geo-political environment as a whole. In fact tourism its broadest, generic sense can do more to develop understanding among people, provide jobs, create foreign exchange and raise living standards than any other economic force. Tourism plays the vital role in foreign exchange earnings of the destination countries is especially noteworthy. To have a clear perspective on the origin and growth of tourism in the world, a better understanding of the word tourism is essential

Tourism of India

Tourism is a highly fragile and competitive industry and calls for people's investment and all levels. If the climate is not conducive to tourism, it can never growth and flourish as been observed in many parts of the world, which could be attributed to political instability, peoples negative approach or other unfavorable factors. The growth in market shares of India still remains considerably lower than other destinations such as Malaysia, Thailand, Singapore and Egypt. This industry enjoys a major advantage over other industries namely that of having a unique products which might differ from state to state.

Tamilnadu tourism

Tamil Nadu is a unique state from the tourism point of view. The immense tourist wealth of Tamil Nadu is one of the greatest assets of the state. Nature has bestowed Tamil Nadu with countless number of tourist spots such as Hill stations, beaches, wild life sanctuaries bird sanctuaries, zoological parks etc. The long and rich history of the Tamil language and society is market of temples, pilgrim centers, historical and heritage monuments.

Tourism promotes national integration, tolerance, understanding of different cultures and developing economy of the place visited it encourages preservation of monuments, heritage properties and eco-sanctions, helps survival of traditional out forms, crafts and culture. It has achieved rapid strides due to its capacity to earn foreign exchange, generate employment opportunities and inculcate a sense of heritage fraternity in the minds of people.

Tamil Nadu is the state where hospitality and guest care are not a profession but a way of life guest care is enshrined in our literature and scripts.

Thirukural has devoted a chapted on "virunthombal" (Hospitality). Taking good care of tourists itself is a tourist attraction word of mouth publicity can go a long way in attracting tourists. Tamil Nadu tourism has taken up a guest care mission through its Tamil traditional "Virunthinar Potruthum, Virunthinar Potruthum" (Tourist-Friendly

culture) culture in the minds of stakeholders as well as others. Tamil Nadu has abundant tourist wealth. Utilization of the entire tourist potential, no doubt Tamil Nadu can become the best state in India.

Statement of the problem

The hill station that has already been pushed beyond its caring capacity in the terms of people and vehicles, with little awareness on a clean environment on the part of tourists and poor monitoring and in different attitude of the municipal and forest officials, waste such plastic bottles, bags, emptied soft drinks cans, are littered over several tourists spots. They are also fusing problems like the act of unlicensed guide delay of official in grating license. Hence, to identify the various problems faced by tourism service these problems the present study is conducted. The highlight the role of various Govt. agencies for promoting tourism in Nilgiri district is essential. More over the tourists many also suffer from problem of accommodation, booking, and inadequacy of information, language, cheating from the part of private tourists' operators as well as local public and infrastructure in nilgiri district.

Objectives

- To evaluate the level of satisfaction among the tourists in Ooty.
- To study the problems of the Touristers in study area.
- To make appropriate, suggestion based on the findings of the study.

Methodology

- This study is confined to Ooty Taluk in Nilgiri district of Tamilnadu.
- The empirical and exploratory study is based on both primary and secondary data.
- The important tourists place of Ooty Taluk, were selected for primary data collection at convenience sampling method.

Review of literature

Vinayaga Moorthy (2008) has stated that tourism is presently India's 3rd largest export industry after gem jewelry and readymade garments. The foreign exchange earnings from tourism during 2006-07 were Rs. 104.18. During the same period 1.4 million tourism arrived in India and over 100 million domestic tourists visited different parts of the country enjoying the diverse cultural heritage of India. The significant feature of tourism industry is that it employs a large number of women and educated, uneducated, skilled persons. It generates employment opportunities particularly in remote and backward areas and it has significant contribution to national integration.

Karthiala (2001), has studied that Tourism and Hospitality Industry in India and study the need for sound tourism policy. He identified that investment needed to create employment in the tourism industry are less than that required even by agriculture. He suggested that india needs to shed its reluctance of encouraging tourism by affluent westerners. To keep the tourism competitive in the global market, it needs to attract funds at low interest rate and extent taxi advantages for those in this industry.

Table 1.1

S. No	Variables	Gender	
		Male	Female
	Age		
1	Below 30 years	20(33.3)	18(30)
2	31 -40	16(26.7)	23(38.3)
3	41-50	16(26.7)	12(20)
4	Above 51	8(13.3)	7(11.7)
	Marital status		
1	Married	48(80)	46(76.67)
2	Unmarried	12(20)	14(23.33)
	Educational Qualification		
1	School level	8(13.3)	11(18.3)
2	Graduate	34(56.7)	46(76.7)
3	Diploma	16(26.7)	1(1.7)
4	Professionals	2(3.3)	2(3.3)
	Occupation		
1	Agriculture	6(10)	4(6.7)
2	Self employed	2(3.3)	15(25)
3	Businessman	18(30)	9(15)
4	Government employee	8(13.3)	13(21.7)
5	Private employee	26(43.3)	19(31.7)
	Income (Rs)		
1	Below 1.5 lakhs	4(6.7)	34(56.7)

2	1.5 to 2.00 lakhs	8(30)	15(25)
3	2.00 to 2.5 lakhs	24(40)	8(13.3)
4	2.5 to 3.00 lakhs	10(16.7)	1(1.7)
5	Above 3 lakhs	4(6.7)	2(3.3)
Family members			
1	Below 3 members	21(35)	20(33.3)
2	04 -06 members	36(60)	39(65)
3	Above 6 members	3(5)	1(1.7)
Frequency			
1	often	22(36.7)	2(3.3)
2	Yearly two or three	11(18.3)	8(13.3)
3	Yearly once	21(35)	16(26.7)
4	Rarely	6(10)	34(56.7)
Mode of transport			
1	Two wheeler	19(31.7)	8(13.3)
2	Car	18(30)	32(53.3)
3	Train	3(5)	4(6.7)
4	Tourist coach	17(28.3)	12(20)
5.	Route bus	3(5)	4(6.7)
Length of stay			
1	One day	37(61.7)	28(46.7)
2	Two days	8(13.3)	6(10)
3	Three days	1(1.7)	2(3.3)
4	Not staying	14(23.3)	24(40)
Know the destination			
1	Friends and relatives	33(55)	34(56.7)
2	Tour agent	2(3.3)	6(10)
3	Internet	11(18.3)	8(13.3)
4	Seen earlier	14(23.3)	12(20)
Preferred places			
1	Religious places	6(10)	8(13.3)
2	Historical places	2(3.3)	6(10)
3	Hill stations	28(46.7)	9(15)
4	Dam and backwaters	11(18.3)	8(13.3)
5	Health centers	3(5)	2(3.33)
6	Park and gardens	6(10)	24(40)
7	Factory and museum	4(6.7)	3(5)
Overall satisfaction			
1	Highly satisfied	16(26.67)	49(81.7)
2	Satisfied	34(56.67)	7(11.7)
3	Average	8(13.33)	2(3.3)
4	Dis satisfied	2(3.3)	2(3.3)
5	Highly dis satisfied	00	00

The above table indicates that socio economic demographics factors of the respondents. Majority (33.3 percent) of the male respondents belongs to below 30 years category and Majority (38.3 percent) of the female respondents belongs to 31-40 age categories. Majority (80 percent) of the male respondents comes under married. (76.77 percent) of the majority female respondents comes under married category. Majority (56.7 percent) of the male respondents falls under graduate. Majority (76.7 percent) of the female respondents falls under graduate category. Majority (43.3 percent) of the male respondents occupation is private employee. Majority (31.7 percent) of the female respondents occupation is private employee. Majority (40.00 percent) of the male respondents belongs to 2.00 -2.5 lakhs income category. Majority (56.7 percent) of the Female respondents belongs to below 1.5 lakhs income category. Majority (60.00 percent) of the male respondents comes under 04-06 members in family size category. Majority (65.00 percent) of the

Female respondents comes under 04-06 members in family size category. Majority (36.7 percent) of the male respondents falls under often category in frequency of trip. Majority (56.7 percent) of the Female respondents falls under Rarely category in frequency of trip. Majority (31.7 percent) of the male respondents mode of transport is two wheeler. Majority (53.3 percent) of the male respondents mode of transport is car. Majority (61.7 percent) of the respondents belongs to one day category in length of stay in Ooty. Majority (46.7 percent) of the respondents belongs to one day category in length of stay in Ooty. Majority (55 percent) of the male respondents came to know this destination through friends and relatives. Majority (56.7 percent) of the Female respondents came to know this destination through friends and relatives. Majority (46.7 percent) of the male respondent preferred to visit hill stations. Majority (40.00 percent) of the Female respondent preferred to visit park and garden. Majority (56.67 percent) of the male respondents overall satisfaction is satisfied category. Majority (81.7 percent) of the Female respondents overall satisfaction is highly satisfied category.

Socio –economic and Demographic factors with overall satisfaction of Ooty visited Female Touristers.

Ho : There is no significant difference between the demographic factors with overall satisfaction of Ooty visited Touristers.

H1 : There is a significant difference between the demographic factors with overall satisfaction of Ooty visited Touristers.

Table – 1.2-ANOVA

Variables	Groups	Sum of squares	d. f	Mean squares	F	Significant
Age	Between groups	6.187	2	3.093	2.968	.059
	Within groups	59.413	57	1.042		
	Total	65.600	59			
Marital status	Between groups	.600	2	.300	1.900	.159
	Within groups	9.000	57	.158		
	Total	9.600	59			
Income	Between groups	3.680	2	1.840	1.898	.159
	Within groups	55.253	57	.969		
	Total	58.933	59			
Preferred place	Between groups	2.100	2	1.050	.421	.658
	Within groups	142.083	57	2.493		
	Total	144.183	59			

The ANOVA Table 1.2 indicates that there are significant difference between the variables like age .059, marital status 0.159, Income 0.159, preferred places .658 with the overall satisfaction level as the significance level is high at 0.05 percent level. Hence the null hypothesis (HO) is accepted.

Socio –economic and Demographic factors with overall satisfaction of Ooty visited Female Touristers.

Ho : There is no significant difference between the demographic factors with overall satisfaction of Ooty visited Touristers.

H1 : There is a significant difference between the demographic factors with overall satisfaction of Ooty visited Touristers.

Table – 1.3-ANOVA

Variables	Groups	Sum of squares	d. f	Mean squares	F	Significant
Age	Between groups	2.403	3	.801	.822	.487
	Within groups	54.531	56	.974		
	Total	56.933	59			
Marital status	Between groups	.539	3	.180	1.110	.353
	Within groups	9.061	56	.162		
	Total	9.600	59			
Income	Between groups	4.886	3	1.629	1.698	.178
	Within groups	53.714	56	.959		
	Total	58.600	59			
Preferred place	Between groups	20.560	3	6.853	1.861	.147
	Within groups	206.173	56	3.682		
	Total	226.733	59			

The ANOVA Table 1.2 indicates that there are significant difference between the variables like age .487, marital status 0.353, Income 0.178, preferred places .147 with the overall satisfaction level as the significance level is high at 0.05 percent level. Hence the null hypothesis (HO) is accepted.

Findings

Majority (33.3 percent) of the male respondents belongs to below 30 years category

Majority (38.3 percent) of the female respondents belongs to 31-40 age categories.

Majority (80 percent) of the male respondents comes under married.

Majority (76.77 percent) of the majority female respondents comes under married category.

Majority (56.7 percent) of the male respondents falls under graduate.

Majority (76.7 percent) of the female respondents falls under graduate category.

Majority (43.3 percent) of the male respondents occupation is private employee.

Majority (31.7 percent) of the female respondents occupation is private employee.

Majority (40.00 percent) of the male respondents belongs to 2.00 -2.5 lakhs income category.

Majority (56.7 percent) of the Female respondents belongs to below 1.5 lakhs income category.

Majority (60.00 percent) of the male respondents comes under 04-06 members in family size category.

Majority (65.00 percent) of the Female respondents comes under 04-06 members in family size category.

Majority (36.7 percent) of the male respondents falls under often category in frequency of trip.

Majority (56.7 percent) of the Female respondents falls under Rarely category in frequency of trip.

Majority (31.7 percent) of the male respondents mode of transport is two wheeler. Majority (53.3 percent) of the male respondents mode of transport is car.

Majority (61.7 percent) of the respondents belongs to one day category in length of stay in Ooty.

Majority (46.7 percent) of the respondents belongs to one day category in length of stay in Ooty.

Majority (55 percent) of the male respondents came to know this destination through friends and relatives.

Majority (56.7 percent) of the Female respondents came to know this destination through friends and relatives.

Majority (46.7 percent) of the male respondent preferred to visit hill stations.

Majority (40.00 percent) of the Female respondent preferred to visit park and garden.

Majority (56.67 percent) of the male respondents overall satisfaction is satisfied category.

Majority (81.7 percent) of the Female respondents overall satisfaction is highly satisfied category.

Suggestion

Touristers from Tamilnadu mainly coming to Ooty for visiting hill stations, park and gardens and dam and back waters. In this majority of the male respondents answering for level of overall satisfaction is getting Satisfied only but major of the female respondents answering is getting highly satisfied. So, the tourism management board focused to male Touristers and try to fulfil the needs of the Touristers.

Conclusion

Tourism industry plays a vital role in Indian economy. Touristers satisfaction is very important for tourism industry. This study mainly focused to analysed Touristers level of satisfaction. From this study we came to know majority of the male and female Touristers getting satisfied and highly satisfied but Very few only dissatisfied and average satisfied in both male and female Touristers. Even though Tamilnadu tourism management focused to problematic area and make all the Touristers as highly satisfied Touristers.

Reference

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