

## **A Study on Impact of Tourism in South Tamil Nadu with Reference to Madurai District**

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### **I. Introduction**

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists 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" Tourism has become a popular global leisure activity. It can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance. Today, tourism studies mean the multi-disciplinary bundle of academic approaches in the sense of an undisguised "trans-discipline", which can find different applications. However, tourism studies do not exist as an integrated field of study. Instead, there are countless empirical accounts, case studies, approaches, theories and perspectives in individual disciplines, including economy, geography, psychology, architecture, ecology, sociology, political science and medicine. Tourism is vital for many countries, such as Maldives, Sri Lanka, Thailand, Japan, Portugal, Switzerland, Argentina, Mauritius, Malaysia, Oman, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism.

#### Types of Tourism in Tamil Nadu

1. Leisure Tourism: Some tourists visit Tamil Nadu only for fun or enjoying their leisure. They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

2. Pilgrimage Tourism: Tourists especially senior citizens are interested only in visiting temples and offering worship to their favourable deity. They move to tourist centers only if time permits and provided the trip is easy on the purse. It requires planning and meticulous follow up.

3. Heritage Tourism: Tourists irrespective of their varied interests, have one thing in common i.e. they would like to go around heritage monuments which are in plenty in Tamil Nadu,

1. Adventure Tourism: Adventure travel appears to have developed out of the broader, wider growth of traditional outdoor and wilderness recreation during the 20th century. Unlike other forms of recreation, adventure travel offers a unique opportunity in which participants become more experienced and pursue extended scales of "adventurous endeavors." Traditional forms of recreation usually involve elements of skill in a specific outdoor setting.

2. Cruise Tourism: Rail and road transport are very common among the people. Some tourists go in for Air / Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot. Tourists who are reaching Chennai and Thoothukudi Ports by cruise are taken to the nearby tourist destinations i.e. Mamallapuram and Madurai.

3. Rural Tourism: To showcase rural life, art, culture and heritage of rural locations in villages and to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience, the Tamil Nadu Tourism has decided to develop and promote rural tourism.

4. Responsible Tourism: Tamil Nadu Tourism has been taking ceaseless efforts for the promotion of rural areas as we have the responsibility to showcase our villages, its way of life to tourists especially to the younger generations. This strategy turns rural areas tourist friendly and it develops the socio economic status of the local inhabitants. The aim of Responsible Tourism is to inculcate the responsibility of the local populace (hosts) towards fragile eco-system, best practices and caring the guests and also make the visiting tourists more responsive towards culture, conventions and customs to avoid exploitation.

5. Business Tourism: Top business executives toil throughout the year to make more and more profits. They rarely find time to go anywhere except where the business demands their presence. Whenever they find even a small gap, they will not hesitate to make a short visit to the nearest tourist spot. 6. Medical Tourism: Tamil Nadu provides a very good health care to people from all over the world. Ultra-modern corporate hospitals, talented

medical professionals, state-of-the-art medical facilities and a large number of Government hospitals have helped patients from various parts of the country and the world to come, convalesce and return with good health.

Tamil Nadu Tourism aims to gear up the leading hospitals in our State to attract medical tourists, which has financial, social, cultural and emotional potential and create an environment of optimal utilization of the state-of-the-art facilities available in many of the hospitals of our state, thereby bringing Tamil Nadu to the forefront of Medical Tourism in our country. The Core Committee held a series of meetings.

The important decisions taken by the Core Committee are:

1. Identified Hospitals for listing
2. Co-ordinate with listed hospitals
3. Published a Folder on Medical Tourism
4. Opened Travel Desks at listed hospitals
5. Organized capacity building training for staff manning Travel / Medical Tourism Desks in the Corporate and listed Hospitals
6. Organized Seminar / Workshop 1. Eco Tourism: Some of the tourists evince keen interest in nature. There is abundant natural wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries, beaches, etc. A separate Eco-Tourism Wing is being set up by Tamil Nadu Tourism by posting an officer from the Forest Department. The vision is to make Tamil Nadu a world renowned destination specializing in sustainable tourism through focused efforts on creating synergy among all stakeholders, encouraging capacity building and public-private partnerships with revenue generating strategies.
2. Culture Tourism: During leisure days, festive days, etc., people intend to visit nearby places to exchange their views among kith and kin.
3. Educational Tourism: Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered.
4. Sports Tourism: People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

Role of tourism in India

Now-a-days tourism plays an important role in the economy of most countries of the world including India. India was a late starter in this field and the Indian Government did not realize its economic significance till the 1970's. Now, tourism has been given the status of an Export industry by the Ministry of Tourism and the Planning Commission. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. The significant feature of tourism industry is that it employs a large number of people and generates employment opportunities, particularly in remote and backward areas. It also contributes to the economic development of an area and a country as a whole. Due to the increase of both domestic and foreign tourist arrivals to India, the Indian planners have given high priority to the expansion of infrastructural facilities.

### **Statement of the Problem**

The problems faced by the domestic tourists and their satisfaction level towards infrastructure and the services of the tourism promotional agencies are also taken into consideration for this study. Hence the present study focus on the attitude of domestic tourist in Madurai District.

### **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.

### **Objectives of the Study**

The followings are the main objectives of the present study.

- To study the various monuments, festivals and attractive places of Madurai District;
- To reveal the Socio-Economic profile of the domestic tourist.
- To analyze the attitudes of domestic tourists towards tourism infrastructure facilities and the services rendered by tourism promotion agencies.
- To offer suggestions based upon the findings of the study.

## II. Methodology

The research was based on both primary data and secondary data. Primary data was collected by using questionnaire and secondary data have been collected from journals, websites and so on. The researcher has not possible to study the entire population of attitude of domestic tourist in Madurai district. So the researcher has collected only limited respondents i.e. 80 respondents of attitude of domestic tourist in Madurai District. The researcher has been selected the method of sampling is Judgment sampling method. The researchers for processing the interpretation of data, have applied the following statistical tools are Tables, Diagrams and Chi-square test.

Hypotheses:

The researchers have framed the following hypothesis to fulfill the above mentioned objectives.

- There is no significant difference between the occupation and purpose of visit in the domestic tourist.
- There is no significant difference between the religion and mode of transport in the domestic tourist

Prime contributions

This is located in the prime commercial area on the bustling NSB road, Big bazaar road where all major textile stores, house hold shops, restaurants are lined up.. There is a temple elephant and a cluster of tiny shops within the temple campus makes it more interesting for youngsters and tourists.

On the top, you have a great view of the sprawling Madurai, a panoramic view of the city with the gentle breeze in the background is a pleasant experience. Better to choose the evening hours after 4 pm.

## III. Socio Economic Objectives

Herewith in this chapter analysis the socio-economic objectives such as personal attributes like Age, Gender Educational Qualifications, Religious and Marital Status.

Factor	Particulars	Respondents	Percentage
Age	Below 24	30	34
	26-45	45	50
	Above 45	15	16
	<b>Total</b>	<b>90</b>	<b>100</b>
Sex	Male	61	68
	Female	29	32
	<b>Total</b>	<b>90</b>	<b>100</b>
Education	Illiterate	11	13
	School	16	17
	Degree	24	26
	Others	39	44
	<b>Total</b>	<b>90</b>	<b>100</b>
Religious	Hindu	51	56
	Muslim	11	12
	Christian	25	28
	Others	03	04
	<b>Total</b>	<b>90</b>	<b>100</b>
Marital Status	Married	63	70
	Un Married	27	30
	<b>Total</b>	<b>90</b>	<b>100</b>
Occupation	Government	34	38
	Private	17	19
	Business	21	24
	Profession	18	19
	<b>Total</b>	<b>90</b>	<b>100</b>

**Source:** Primary Data

While analyzing the personal profile, 50 percent of the respondents are having the age group between 26-45 years, 62 Percent of the respondents are Male and 44 percent of the respondents are studied other than the Degree level, 56 percent of the respondents are related with Hindu family, 70 percent of the respondent were got married and 38 percent of the respondents were related with government employees.

#### IV. Customer Preference

Herewith in this chapter analysis the customer preference such as purpose of the visit, status of the travel, factors to motivate for tourist, sources of the information and accommodation facility.

Factor	Particulars	Respondents	Percentage
Purpose of visit	Tour	49	54
	Business	29	24
	Education	11	12
	Office	09	10
	<b>Total</b>	<b>90</b>	<b>100</b>
Travel status	Individual	20	22
	Couple	16	18
	Family	41	45
	Friends	13	15
	<b>Total</b>	<b>90</b>	<b>100</b>
Motivational factor	Broachers	12	13
	Advertisement	10	11
	Personal interest	34	37
	Cultural	26	32
	Interest	06	07
	<b>Total</b>	<b>90</b>	<b>100</b>
Sources of information	Books and hamlet	46	51
	Guide	11	12
	Web page	03	04
	Friends	30	33
	<b>Total</b>	<b>90</b>	<b>100</b>
Accommodation facility	Govt. guest house	03	04
	Private lodge	73	81
	Friends house	14	15
	<b>Total</b>	<b>90</b>	<b>100</b>

**Source:** Primary Data

While analyzing the personal profile, 54 percent of the respondents are having the age purpose of the visit, 45 Percent of the respondents are travelled with their family members, 37 percent of the respondents are related with motivated by personal interest , 51 percent of the respondent were got information from the books and hamlet and 81 percent of the respondents were accommodated with their family members in lodges managed by private sector.

#### V. Facilities Preferences

Herewith in this chapter analysis the customers facility preference such as frequency of the visit, duration of the travel, factors to motivate for tourist by mode of the transport, sources of the information by the selection and accommodation facility related with category of lodge and services offered by agents and guides.

Factor	Particulars	Respondents	Percentage
Frequency of visit	First	72	80
	Repeated	18	20
	<b>Total</b>	<b>90</b>	<b>100</b>
Duration of stay	One day	42	48
	More than one day	48	52
	<b>Total</b>	<b>90</b>	<b>100</b>
Mode of transport	Air	09	10
	Road	36	40
	Railways	45	50
	<b>Total</b>	<b>90</b>	<b>100</b>
Reason for selection	Time	16	18
	Convenience	20	22
	Safety	32	35
	Cost	22	25
	<b>Total</b>	<b>90</b>	<b>100</b>
Category of lodge	Luxury	14	15
	Moderate	56	62
	Economy	40	23

	<b>Total</b>	<b>90</b>	<b>100</b>
Service offered by guide	More satisfied	09	10
	Satisfied	54	60
	Moderate	27	30
	<b>Total</b>	<b>90</b>	<b>100</b>

**Source:** Primary Data

From the above table, 80 percent of the respondents are having the frequency of the visit, 52 Percent of the respondents are travelled with their family members more than one day, 50 percent of the respondents are related with their travel by railways and 40 percent of the respondents covered by railways, 62 percent of the respondent were select moderate level and 60 percent of the respondents were satisfied for service offered by guide and agencies.

### **VI. Findings of The Study**

The following are the important findings of the study:

1. Dominating age group of the respondent is between 26 and 45 years.
2. The gender of the majority respondents are male
3. Most of the respondents are educated
4. The most dominating religion in the domestic tourism is the Hindu religion
5. Among the tourists married people form a sizeable number.
6. Government employees are more in number among domestic the tourists
7. More than half of the tourists visited the study area for purpose of tour.
8. Most of the domestic tourists are visiting the study area along their family members.
9. Appreciable number of tourists is visiting Trichy only because of their personal interest
10. Many of the respondents got the information through books and pamphlets
11. Most of the respondents prefer to stay in private lodges
12. First time visitors are comparatively more in number
13. Most of the respondents stay at Madurai for atleast two days.
14. Significant size of the respondents used railways as their mode of transport.
15. Three fourth of the respondents preferred the medium range lodges for their stay.
16. Most of the domestic tourists are satisfied with the services provided by the travel agents in the study area.
17. Most of the domestic tourists are satisfied with the services provided by the travel guides.

### **VII. Suggestions**

The following are suggestions of the present study: 1. Frequency of bus is so limited and there is no special buses are available for local sightseeing and for shopping. Hence, the local authority should take proper steps to improve this situation. 2. The important inscriptions in temples should be translated in English for the convenience of domestic and foreign tourists. 3. A special training programme to be organized for cycle rickshaw, auto, cable operator and guides.

### **VIII. Conclusion**

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 Trichy 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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