



LEVEL OF STATISFACTION TOWARDS TOURISM FACILITIES AND SERVICES IN MADURAI CITY – AN ANALYSIS

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Abstract

The quality of Hotels in the Madurai district is poor so the government authorities can do regular check up to assure the basic amenities maintained in the hotels. The service of guide is not satisfied. The entertainment facility in Madurai has to be improved by means of exhibitions, parks and cultural events. The problem with travel agency, problem with the guide are highly agreed 17.7 percent and 17.9 per respectively. The attitude of tourists towards tourism facilities and services is 65.83 per cent of mean score average that shows the tourists are satisfied to the certain extent.

Key Words: *Tourism Facilities and Services, ANOVA.*

Introduction

Tourism is a field of human activity known to mankind from time immemorial. Worldwide tourism is ranked second highest revenue-generating industry next to the oil industry. Tamil Nadu is an enchanting and ancient land in the great south of peninsular India. The rich culture as seen from the many temples by means of their trait Dravidian temple architecture style of Gopurams dotting the scenery, the confluence of the three seas, the waterfalls like Courtallam with their therapeutic properties, variety of plants and fauna live make it a tourists ecstasy. Tamilnadu is the hub of tourism. The domestic and foreign tourists prefer this state for its positive attitude towards foreign tourists and national. The tourism policy as tourist friendly will attract more number of tourists to the state. The Ministry of Tourism, Government of Tamilnadu, expect 820.63 lakhs family and 6.37 lakhs overseas tourists by 2020. Madurai district is second largest in population thirty-two districts of the state of Tamil Nadu, in south eastern India. Tourist attraction in Madurai is Kutladampatti falls, Madurai Meenakshiamman temple, Thirumohoor Kalamegaperumal Temple, Alagar Koyil, Theppakulam, Vandiyur, Thirupparankundram Murugan Temple, Thirumalai Nayakar Mahal, 1000 kal Mandapam, Kazimar Periya Pallivasal, Gandhi Museum, Eco Park, Kuruvithurai, Vallaba Perumal Temple, Vaigai Dam (nearby), Anaipatti Anjaneyar Temple, Kodaikanal (nearby) and Suruli falls (nearby).

Boopen (2006) have research on Tourism not only creates jobs but it also encourages growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how many times money spent by a tourist circulates through a country's economy. India as a tourist destination has an immense attraction of its own various angles. It is a land full of mysteries with the grandeur of its untouched mountains, the majesty of its age-old monuments. More number of budget hotels with better amenities along with well trained and well cultured guides should be made available to the tourists folks all along 24 hours services in a descent and a respectable ways.

Reddy (2008) have research on engaged in the identification, selection and evaluation of sustainability indicators for rapid assessment of tourism development in Andaman and Nicobar Islands of India. These indicators are developed and assessed mainly for developed countries and evaluated a feasible bottom-up approach based on local knowledge and have the regenerate metabolism system increased due to significant conservation achievements and development of the eco-environment in the tourism destination ecosystem.

Statement of the Problem

The study has been focused on the certain problems such as lack of facilities provided to the tourists in the form of room rent and other costs, room services, food and trusts of the hotel employees; poor performances and knowledge of the guides are also the major problems while the tourists asking questions with the tour guide due to lack of: knowledge, communication skill, traits, and inter personal relationship; and the bottlenecks of tourism development is the key factor of all the hindrances have met by the tourists during the tour, it also lead to reduce the potentiality of tourism. Hence most of them have revealed as poor connectivity of one tourist place to another therefore the locations are considered to be a remote, the transport provided by the tourism department and the buildings maintained by them are all insecurity. Hence, they are unable to provide a good accommodation.

Objective of the Study: The main objective is to study the attitude of Tourist towards services and facilities provided.

Methodology

The present study attempts to examine the potential of tourism in Madurai district. Considering the nature of the study, the researcher has used well-established interview schedule with the consultations from the expert in tourism. Certain qualitative



aspects related to perceived attitudes relating to the satisfaction process on the tourism facilities are examined through qualitative research methodology. Group discussion with tourists and hotel service providers were made and observation methods in qualitative research methodology were employed to get qualitative inputs. This has helped the researcher to understand intricacies and dynamics of change while designing the interview schedule. The present study is descriptive in nature.

Sampling Methods

The study is confined to the visits planned by individuals, travel agency and the tourism departments have conducted the tour visits in Madurai district. The researcher has used convenient sampling method to identify the tourists. The researcher has identified 385 respondents at different spots. As per the minimum sample requirements, 384 samples are required to analyze the primary data when the population is beyond one lakh. Since the population of the study area, during the period of study, is indefinite, it is assumed that the population is 5000 consequently; the researcher has selected 385 respondents. The primary data have been collected from the tourists by using tools of interview schedule.

Framework of Analysis

The collected data were presented in the simple table and these tables were systematically analysed with the help of simple statistical techniques such as percentage, ANOVA (one-way classification).

Results and Discussions

Tourist Guide Performance

The performance of the guides is most essential factor to make the potential tourism in Madurai. They must have a good knowledge, communication skill, traits, and interpersonal relationship.

Table-1 Tourist Guide Performance

Tourist Guide Performance	Highly satisfied	Satisfied	Neutral	Not satisfied	Highly not satisfied
Knowledge	26(6.80)	46(11.90)	80(20.80)	124(32.20)	109(28.30)
Communication skills	28(7.30)	31(8.10)	84(21.80)	118(30.60)	124(32.20)
Traits	65(16.90)	65(16.90)	86(22.30)	86(22.30)	83(21.60)
Interpersonal relationship	46(11.90)	60(15.60)	84(21.80)	94(24.40)	101(26.20)
Average	41.25(10.71)	50.5(13.12)	83.5(21.69)	105.5(27.40)	104.25(27.08)

Source: Primary Data

From the above table researcher has expressed that 27.4 per cent of them have opined and not satisfied about the performance of guides. They have good traits despite poor knowledge and communication skill. Their interpersonal relationship is also very poor. Hence the tourist may not entertain the people without the communication skill; they need to develop their communications skills.

Satisfaction on Delivery of Information by the Tour Guide

The satisfaction process have confined on enjoying or consumption of goods and services. The information provided by the tour guide and explanation of the previous information relating to Madurai history, city development, current events, shopping facilities, recreation facilities, special sites and landmarks.

Table-2 Satisfaction on Delivery of Information by the Tour Guide

S. No	Particulars	Highly satisfied	Satisfied	Neutral	Not satisfied	Highly not satisfied
1.	History of the Madurai	52(13.50)	58(15.10)	96(24.90)	96(24.90)	83(21.60)
2.	Geography (e.g. pattern of city development)	26(6.80)	45(11.70)	79(20.50)	125(32.50)	110(28.60)
3.	Current events	47(12.20)	60(15.60)	84(21.80)	93(24.20)	101(26.20)
4.	Shopping Facilities	60(15.60)	59(15.30)	86(22.30)	82(21.30)	98(25.50)
5.	Recreation facilities	68(17.70)	64(16.60)	84(21.80)	82(21.30)	87(22.60)
6.	Special sites (eg. Hawa valley)	72(18.70)	56(14.50)	83(21.60)	72(18.70)	102(26.50)
7.	Landmarks (eg. Thirumalai Nayakarmahal)	36 (9.40)	44 (11.40)	91 (23.60)	118 (30.60)	96 (24.90)
Average		51.57 (13.40)	55.14 (14.32)	86.14 (22.37)	95.43 (24.79)	96.71 (25.12)



Source: Primary Data

From the above table researcher has inferred that 25.12 per cent of them have opined and not satisfied about the satisfaction on delivery of information by the tour guides. The respondents have somewhat acknowledged with the history of the Madurai but the guidance relating to the geographical and the pattern of city development not satisfied. Hence the tourists' guides may explain and extent their services to special sites and current events of the Madurai cities.

Table-3 Satisfaction on Delivery of Information by the Tour Guide

Satisfaction on Delivery of Information by the Tour Guide	Self	Travel Agency	Department of Tourism	Total
History of the Madurai	64.96	67.44	63.48	65.19
Geography (e.g. Pattern of city development)	73.78	71.54	71.30	72.88
Current events	65.88	70.51	68.70	67.32
Shopping Facilities	63.87	66.41	68.12	65.14
Recreation facilities	61.93	64.36	64.64	62.91
Special sites (e.g. Hawa valley)	62.02	67.95	66.09	63.95
Landmarks	71.09	68.46	68.41	70.08
Average	66.22	68.10	67.25	66.78

From the above table it is inferred that all the tourists have represented that the satisfaction on delivery of information by the tour guide is 72.88 per cent. It is high level of mean score for the variable: "Geography". But they are negatively represented about the variable "Recreation facilities". All the tourists are responded highly with 'Geographical environment of the Madurai District'. Among the respondents travel agency tourists are responded highly than others. It results that the travel agencies guides are highly given information to tourists. About overall mean value of the satisfaction on guide delivering information factor is 66.78 per cent of mean score average. It comes under moderate level of opinion of the respondents of the study. Hence, individual tourists' arrangements and tourism department can identify an experienced and well deliverable personality for their guidance at the moment of the tour programme.

Attitude of Tourists towards Tourism Facilities and Services

The services provided by the private hotels and the tourism corporation are very essential in the part of potential tourism development in a district. In connection with that the researcher found certain aspects such as maintenance of the restaurant, banking facilities and their services, medical facilities, entertainment facilities, historical-cultural heritage, shopping facilities, accommodation in hotels, guide service, travel agencies services, department of tourism services, availability of flight from Madurai to other places, availability of train from Madurai to other places car hiring facilities, availability of native food, and attitude of Madurai people.

Table-4 Attitude of Tourists towards Tourism Facilities and Services

S. No	Statement	E	G	A	NS	B
1.	Maintenance of the restaurant	73 (19)	60 (15.6)	84 (21.8)	81 (21)	87 (22.6)
2.	Banking Facilities and their services	73 (19)	63 (16.4)	94 (24.4)	78 (20.3)	77 (20)
3.	Medical Facilities	76 (19.7)	63 (16.4)	89 (23.1)	74 (19.2)	83 (21.6)
4.	Entertainment Facilities	72 (18.7)	57 (14.8)	93 (24.2)	80 (20.8)	83 (21.6)
5.	Historical-cultural heritage	76 (19.7)	64 (16.6)	86 (22.3)	76 (19.7)	83 (21.6)
6.	Shopping facilities	72 (18.7)	55 (14.3)	84 (21.8)	73 (19)	101 (26.2)
7.	Accommodation in hotels	51 (13.2)	57 (14.80)	95 (24.7)	97 (25.2)	85 (22.1)
8.	Guide Service	77 (20)	65 (16.90)	87 (22.6)	74 (19.2)	82 (21.3)
9.	Travel agencies services	65 (16.9)	64 (16.6)	86 (22.3)	86 (22.3)	84 (21.8)



10.	Department of Tourism services	29 (7.5)	34 (8.8)	82 (21.3)	117 (30.4)	123 (31.9)
11.	Availability of flight from Madurai to other places	60 (15.60)	59 (15.3)	86 (22.3)	82 (21.3)	98 (25.5)
12.	Availability of train from Madurai to other places	36 (9.4)	44 (11.4)	90 (23.4)	119 (30.90)	96 (24.9)
13.	Car hiring facilities	29 (7.5)	32 (8.30)	83 (21.6)	118 (30.6)	123 (31.9)
14.	Availability of Native Food	47 (12.2)	61 (15.8)	84 (21.8)	91 (23.6)	102 (26.5)
15.	Attitude of Madurai people	29 (7.5)	33 (8.6)	83 (21.6)	117 (30.4)	123 (31.9)
Average		57.67 (14.98)	54.07 (14.04)	87.07 (22.61)	90.87 (23.60)	95.33 (24.76)

Source: Primary Data E-Excellent, G-Good, A-Average, NS-Not Satisfaction, B-Bad

From the above table researcher has expressed that most of the respondents are responded negatively on average of 24.76 per cent highly on bad. 23.6 per cent of them have responded as not satisfied the variables of tourism facilities and services. Among the variables, banking facilities and their services, medical facilities, entertainment facilities, historical-cultural heritage, and travel agencies services are averagely responded. But maintenance of the restaurant, shopping facilities, accommodation in hotels, guide service, department of tourism services, availability of flight from Madurai to other places, availability of train from Madurai to other places car hiring facilities, availability of native food, and attitude of Madurai people are responded as not satisfied and bad. Hence, the services and facilities provided by the private hotels and other sources of accommodations have to maintain in such a way to attract the tourists to stay in Madurai.

Accommodation, Transports and Entertainment Facilities in Madurai

The tourists are mostly expected the services and facilities on tourists spots is mainly with the accommodation, transport and entertainment during the tour. In that juncture, researcher has identified certain factors related to the above aspects. Accommodation is concern classes of hotels and its level of satisfaction are segregated. Transport aspects are consisted undamaged road, convenient local transport, more train facility to north India directly from Madurai, luxury coach for sightseeing, more local/international flights, and availability of low cost taxis are considered to know the satisfaction of tourists. The entertainment facilities are also taken such as: water spats, adventure sports, amusement parks, cultural events, museums, exhibition, cinema halls, and clubs.

Table-5 Accommodation, Transports and Entertainment Facilities in Madurai

S. No	Level of Facilities Prevalled in this Location	Highly satisfied	Satisfied	Neutral	Not satisfied	Highly not satisfied
Accommodation						
1	High Class Hotels	65 (16.9)	65 (16.9)	85 (22.1)	85 (22.1)	85 (22.1)
2	Medium Hotels	36 (9.4)	44 (11.4)	90 (23.4)	119 (30.9)	96 (24.9)
3	Dormitory	75 (19.5)	63 (16.4)	97 (25.2)	65 (16.9)	85 (22.1)
4	Guest House / Tourist Bungalow	68 (17.7)	67 (17.4)	104 (27.0)	75 (19.5)	71 (18.4)
	Average	61 (15.84)	60 (15.52)	94 (24.42)	86 (22.34)	84 (21.88)
Transport Facilities						
1	Undamaged road	74 (19.20)	62 (16.10)	96 (24.90)	66 (17.10)	87 (22.60)
2	Convenient Local Transport	37 (9.60)	44 (11.40)	90 (23.40)	118 (30.60)	96 (24.90)
3	More Train Facility to North India directly from Madurai	28 (7.30)	32 (8.30)	84 (21.80)	118 (30.60)	123 (31.90)



4	Luxury coach for Sight Seeing	47 (12.20)	60 (15.60)	85 (22.10)	93 (24.20)	100 (26.00)
5	More local/International Flights	52 (13.50)	57 (14.80)	96 (24.90)	96 (24.90)	84 (21.80)
6	Availability of low cost Taxis	78 (20.30)	60 (15.60)	93 (24.20)	71 (18.40)	83 (21.60)
	Average	52.67 (13.68)	52.5 (13.64)	90.67 (23.55)	93.67 (24.33)	95.5 (24.81)
Entertainment facilities						
1	Water Spats	79 (20.5)	60 (15.6)	94 (24.4)	67 (17.4)	85 (22.1)
2	Adventure Sports	75 (19.5)	63 (16.4)	96 (24.9)	66 (17.1)	85 (22.1)
3	Amusement Parks	36 (9.4)	43 (11.2)	93 (24.2)	119 (30.9)	94 (24.4)
4	Cultural Events	26 (6.8)	46 (11.9)	80 (20.8)	124 (32.2)	109 (28.3)
5	Museums	81 (21.0)	59 (15.3)	96 (24.9)	64 (16.6)	85 (22.1)
6	Exhibition	26 (6.8)	46 (11.9)	80 (20.8)	124 (32.2)	109 (28.3)
7	Cinema Halls	70 (18.2)	60 (15.6)	96 (24.9)	75 (19.5)	84 (21.8)
8	Clubs	47 (12.2)	60 (15.6)	84 (21.8)	93 (24.2)	101 (26.2)
	Average	55.00 (14.29)	54.63 (14.19)	89.88 (23.34)	91.50 (23.77)	94.00 (24.42)

Source: Primary Data

From the above table researcher has inferred that the respondents are neutrally satisfied on average of 24.42 per cent highly belong to accommodation facilities. In the case of transport and recreation facilities, respondents are averagely highly not satisfied 24.81 per cent and 24.42 per cent respectively. Among the accommodation facilities, dormitory and guest house / tourist bungalow are neutrally satisfied by the respondents. Among the transport facilities, undamaged road, more local/international flights, and availability of low cost taxis are neutrally satisfied with the availability of such services in Madurai. Among the entertainment facilities, water spats, adventure sports, museums and cinema halls are neutrally satisfied. Hence, the accommodation facilities have to improve on the part of medium hotels. Transport is concern, more train facility to north India directly from Madurai and luxury coach for sightseeing should increase to promote the tourists arrival to Madurai. The entertainment facility in Madurai has to be improved by means of exhibitions, parks and cultural events. Therefore, the accommodations, transports and entertainment facilities have to provide in a satisfied manner. It will lead to increase the potentiality of the tourism in Madurai district.

Opinion on Quality of Hotel Services

The researcher has raised questions with the respondents relating to the services like: room service, people at the reception, room rent, location of the hotel, handling complaints, cost of food, transport facilities, food and beverages served, variety of menu, maintenance of rooms and other area, the tendency of staffs working in the hotels, and loyal and trust worthiness of hotel staffs.

Table-6 Opinion on Quality of Hotel Services

Opinion on Quality of Hotel Services	Self	Travel Agency	Department of Tourism	Total
Room service is excellent	73.53	76.41	74.20	74.23
People at the reception are warm and friendly	73.78	71.28	70.43	72.68
Room rent is reasonable	70.84	68.72	68.41	69.97
Location of the hotel is convenient for sight seeing	72.61	67.95	78.26	72.68
Complaints are attended to immediately	66.05	70.26	68.70	67.38
Cost of food is reasonable	73.78	71.28	70.43	72.68



Location of the hotel is nearer to transport facilities	72.61	67.95	78.26	72.68
Food and beverages served are tasty an in good quality	73.53	76.41	74.20	74.23
Variety of menu is available	71.18	69.23	68.41	70.29
Rooms and other area in hotel are kept clean and neat	64.62	67.44	62.61	64.83
Staff is willing to help guests.	71.18	68.46	68.41	70.13
Hotel staff are loyal and trust worthy	65.97	70.51	68.70	67.38
Average	70.81	70.49	70.92	70.76

From the above table it is inferred that all the tourists have represented that the hotel services is 74.23 per cent. It is high level of mean score for the statements: “Room service is excellent” and “Food and beverages served are tasty an in good quality”. But they are negatively represented about the statement “Rooms and other area in hotel are kept clean and neat”. Self tourists agree with: ‘People at the reception are warm and friendly’. But travel agency tourists agree with ‘Room service is excellent’ and “Food and beverages served are tasty an in good quality”. The tourism department tourists are highly responded to ‘Location of the hotel is nearer to transport facilities’. All of them have disappointed to the statement “Rooms and other area in hotel are kept clean and neat”. It results that the tourism department tourists are highly responded than others. About overall mean value of the room facilities factor is 70.76 per cent of mean score average. It comes under high level of opinion of the respondents of the study. Hence, individual tourists’ arrangements and travel agencies can identify good rooms available in the study area.

Conclusion

On studying the opinion on satisfaction of tourists in Madurai City, the 25.12 per cent of respondents have not satisfied on delivery of information by the tour guides. The quality of Hotels in the Madurai district is poor so the government authorities can do regular check up to assure the basic amenities maintained in the hotels. The service of guide is not satisfied. The entertainment facility in Madurai has to be improved by means of exhibitions, parks and cultural events. The attitude of tourists towards tourism facilities and services is 65.83 per cent of mean score average. Most of the responses revealed that the locations are considered to be a remote, the transport provided by the tourism department and the buildings maintained by them are all insecurity. The tourism department should take necessary steps to attract more tourists.

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