



A STUDY ON STAYING HABITS AND SATISFACTION LEVEL OF TOURISTS ON FOOD AND ACCOMODATION FACILITIES WITH SPECIAL REFERENCE TO NILGIRI DISTRICT

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Abstract

Tourism can be represented as a financial and ethnic activity that holds outstanding potential for income and employment generation, foreign exchange earnings and economic growth without much capital investment. It is undertaken for pleasure depending on individual preference. It involves rest and relaxation, sports, cultural exchanges, educational and aesthetic experiences or eating and shopping. It caters to the tourist demand for transportation, accommodation, food, merchandise, entertainment, recreation, health and social contact. It is an economic activity for providing services to the tourists.

The holiday destination may offer natural attraction like natural scene, hills stations, and sporting facilities. The locale, with attraction and amenities is the most important as these are very basic to tourism. Unless these are there, the tourist will not be motivated to go to a particular place. However, since interests and taste of tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world. Tourists' demands are also very much susceptible to changes in fashion. Fashion is an important factor in the demand for various tourist attraction and amenities. The tourists who visit a particular place for its natural beauty may decide to visit some other attractions due to change in fashion.

The purpose of this study was to examine the staying habits and satisfaction of tourists on the food and accommodation facilities. The finds of the study: as regards the satisfaction level of the tourists regarding the Food and Accommodation facilities the tourists are satisfied in all the elements. But at the same time the restaurants should ensure of providing good quality food at reasonable price. . Proper hygiene conditions should also be maintained at restaurants, hotels and cottages. This paper can be concluded that the Nilgiris is a perfect blend of historical, cultural and climatic significance, as well as scenic beauty. Though The Nilgiris attracts plenty of visitors, it is far from being commercially spoilt and still retains its unique hill station charm and pleasant natural ambience.

Key Words: *Tourists, Level of Satisfaction, Food and Accommodation Facilities.*

Introduction

Tourism is one of the evergreen industries which is always keeping itself busy. Tourism is the act of journey for relax purposes and also includes the services which supports this act. Tourism comprises all the activities, services and industries which provide travel experience, accommodation, feeding, shops, entertainments and other services to the tourists or travelers. It is the fast developing industry in today's world and influencing societal, governmental and academic areas. In India tourism industry acts as the instrument of income and contributes to the development of a nation.

In Tamilnadu, Nilgiris District is the exclusive place and attracts more number of tourists. Therefore giving attention to this place is most important and all the governing bodies should concentrate on the development of this area.

Scope of the Study

The main objective of the study is to analyse the preferences, staying habits and satisfaction of tourists on accommodation and food facilities with special referenceto Nilgiri district.The study relates to the tourism industry and the tourists who are visiting Nilgiri district. It covers all the components of tourism industry namely locale, accommodation, cuisine, and other framework facilities and it covers the growth of tourism industry in Nilgiri district. The opinion and the suggestions from the tourist respondents incorporated in this study would provide ground rule for future course of action to be followed in Nilgiri district.

Statement of the Problem

Tourism industry is playing the extensive role in the socio economic advancement of a nation. The dynamic customer preferences make it crucial for the tourism market to establish its products and services in accordance with the changing customer needs and preferences. Indian tourism during the previous years had achieved a lot of development but still had problems regarding the well structured tourism policy, lawlessness, natural calamities, lack of technological advancements, cleanliness and absence of adequate quality hotels and accommodations. Therefore this study mainly focuses on to evaluate the staying habits and satisfaction of tourists on accommodation and food facilities with special reference to Nilgiri Nilgiri district.



Objectives of the Study

The primary objectives of the study are

1. To evaluate the staying habits of tourists visiting the Nilgiri district.
2. To measure the satisfaction level of tourists regarding the food and accommodation facilities available in Nilgiri District.

Hypothesis of the Study

The following Hypothesis were formulated for this study:

1. Ho₁ - There is no significance association between respondents' demographic profile and place of stay.
2. Ho₂ - There is no significance relationship between demographic profile and duration of stay of the respondents.
3. Ho₃ - There is no significant association between duration of stay and place of stay of the respondents.
4. Ho₄ - There is no significant difference between the frequency of visit and the Place of Stay of respondents.
5. Ho₅ - There is no significant difference between the demographic profile of the respondents and their level of satisfaction on food and accommodation facilities.

Methodology and Research Design

Primary data has been collected from the tourists who visited Nilgiri District by an administered interview schedule. Pilot study was carried out with 40 tourists to restructure the Interview schedule in order to extract the reliable details from the tourists. Totally 400 tourists were interviewed as this number of sample was suggested by Yamene (1967) with 95% confidence level. And the purposive sampling method was used for selecting the samples out of the total population. And also the researcher has employed the statistical tools like Analysis of variance, Correspondence diagram and the Chi square Test.

Analysis and Discussion

Relationship between Demographic Profile and Duration of Stay

Although a period of stay at a particular destination is depend on a range of circumstances such as personal situation, budget and weather, it is also an barameter of the capacity of the tourist place to stick on a visitor. This study attempts to measure the relationship between demographic variables and duration of stay of sample respondents. For this purpose analysis of variance is used for testing the relationship between variables.

Ho₁ - There is no significance relationship between demographic profile and duration of stay of the respondents.

Table 1 Relationship Between Demographic Profile And Duration of Stay

Particulars	Groups	Sum of Squares	DF	Mean Square	F	Sig.
Origin of the respondents	Between Groups	4.910	3	1.637	5.400	0.001
	Within Groups	120.027	396	0.303		
Age of the respondents	Between Groups	9.557	3	3.186	4.298	0.005
	Within Groups	293.553	396	0.741		
Gender of the respondents	Between Groups	17.079	3	5.693	5.131	0.002
	Within Groups	439.361	396	1.109		
Educational qualification of the respondents	Between Groups	8.819	3	2.940	2.845	0.037
	Within Groups	409.179	396	1.033		
Occupation of the respondents	Between Groups	51.459	3	17.153	7.118	0.000
	Within Groups	954.291	396	2.410		
Monthly income of the respondents	Between Groups	6.155	3	2.052	0.885	0.449
	Within Groups	918.155	396	2.319		

Source: Primary Data

The above table shows the results of analysis of variance. The relationship between demographic variables and duration stay is measured by the Analysis of Variance in the study area. Among the six demographic variables, native place, age, gender, educational qualification, and occupation of the respondents have a significant relationship with duration of stay at 5 percent level of significance.

Relationship between Demographic Profile and Place of Stay

Here an Analysis of variance is used for analyzing the relationship between respondents' demographic profile and place of stay.



H₀₂ - There is no significance association between respondents' demographic profile and place of stay.

Table 2: Relationship Between Demographic Profile And Place of Stay

Particulars	Groups	Sum of Squares	DF	Mean Square	F	Sig.
Origin of the respondents	Between Groups	2.686	3	0.895	2.900	0.035
	Within Groups	122.252	396	0.309		
Age of the respondents	Between Groups	11.276	3	3.759	5.100	0.002
	Within Groups	291.834	396	0.737		
Gender of the respondents	Between Groups	41.255	3	13.752	13.116	0.000
	Within Groups	415.185	396	1.048		
Educational qualification of the respondents	Between Groups	13.959	3	4.653	4.560	0.004
	Within Groups	404.038	396	1.020		
Occupation of the respondents	Between Groups	15.975	3	5.325	2.130	0.096
	Within Groups	989.775	396	2.499		
Monthly income of the respondents	Between Groups	75.576	3	25.192	11.754	0.000
	Within Groups	848.734	396	2.143		

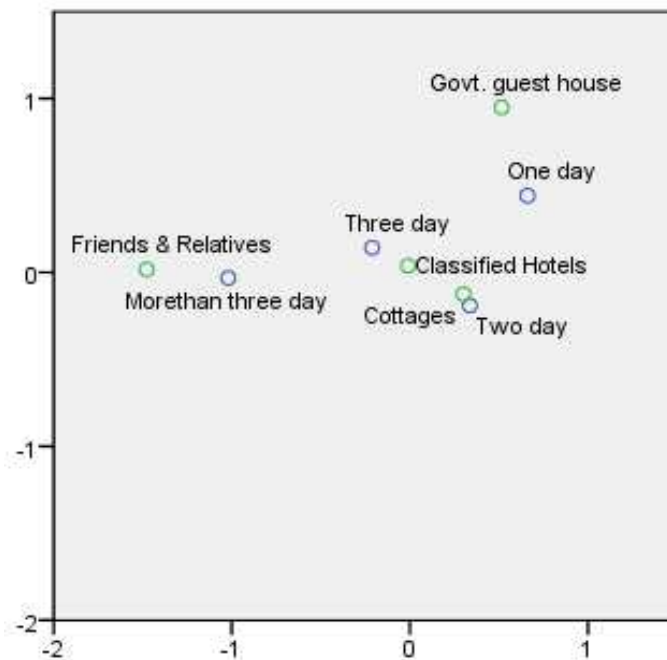
The above table 2 shows the results of analysis of variance. Among the six demographic variables, native place, age, gender, educational qualification and monthly income have a significant relationship with the place of stay in the study area of The Nilgiris at a rate of 5 percent level of significance.

Relationship between Duration of Stay and Place of Stay

The study also analysed the relationship between respondents' duration of stay and place of stay while touring in The Nilgiris.

H₀₃ - There is no significant association between duration of stay and place of stay of the respondents.

Figure 1: Correspondence Diagram for Relationship between Duration of Stay and Place of Stay



The figure 1 depicts that tourists who planned to stay for two days in the study area highly preferred cottages for the accommodation purpose. Tourists those who planned to stay for up to three days preferred classified hotels for staying



followed by tourists who planned the trip for more than three days highly preferred houses of friends and relatives for their stay.

Relationship between Frequency of Visit and Place of Stay

In order to test the significant difference between the respondents’ frequency of visit and place of stay t-test is used.

H₀₄ -There is no significant difference between the frequency of visit and the Place of Stay of respondents.

Table 3: Relationship between Frequency of Visit and Place of Stay

Frequency of visit	N	Mean	S.D	Std. Error Mean	t-value	DF	Sig.
For the first time	160	1.53	0.624	0.049	5.634	398	0.000
More than once	240	2.04	1.016	0.066			

Note: Significant at 5% Level

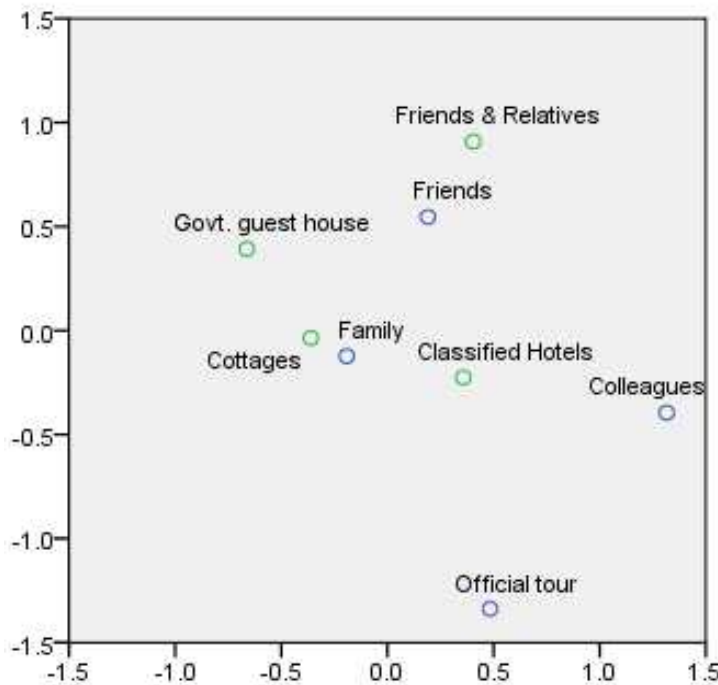
The independent sample t-test results confirm that the frequency of visit and place of stay are have a significant relationship as the p-value is 0.000 .

Relationship between Travelling Group and Place of Stay

An attempt has been made to find whether there is a relationship between respondents’ travelling group and place of stay.

Correspondence diagram has been prepared for this analysis.

Figure 2: Correspondence Diagram for Relationship between Travelling Group and Place of Stay



The figure 2 displays that tourists who visited the study area with their family members highly preferred cottages for accommodation purpose and the tourists who visited The Nilgiris with their friends preferred to stay in the houses of friends and relatives.

Demographic Profile and Respondents’ Level of Satisfaction on Accommodation and Food Facilities

An analysis has been done to find out whether demographic factors have any influence over the satisfaction of tourists on accommodation and food facilities. For this seven statements were identified for measuring the level of satisfaction. For every statement scores were allotted in the order of 5 for ‘Highly Satisfied,’ 4 for ‘Satisfied,’ 3 for ‘Neutral,’ 2 for ‘dissatisfied’ and 1 for highly dissatisfied. The application of the satisfaction is illustrated by taking the case of one of the sample tourists. If the tourist has given his opinion as ‘Highly Satisfied’ for all the 7 statements, his score will be 35. If they say ‘Satisfied’ with all the statements his score will be 28. Accordingly, if all the 7 statements come under the scanner



‘Neutral,’ the total score will be 21. If the selected respondent expresses his ‘dissatisfaction’ with all the 7 statements his score will be 42. The score of the selected respondent will be 7 if he says ‘highly dissatisfied’ with all the 7 statement.

Table 4: Value Table for Measuring the Level of Satisfaction on Accommodation and Food Facilities

Particulars	Value
Sum of score	8857
No. of respondents	400
Mean Score	22.14
Standard Deviation	4.212
Low level	14
High level	23
Medium level	15 to 22

Table 5: Association Between Demographic Profile And Satisfaction Level of The Respondents on Food And Accommodation Facilities

Demographic Profile		Level of Satisfaction			Total	Chi Square Test Result
		Low	Medium	High		
Origin	Tamilnadu	10 (5.6)	90 (50.3)	79 (44.1)	179 (100)	X ² =2.442 DF=4 Sig.=0.655
	Rest of Tamilnadu	8 (3.9)	101 (48.7)	98 (47.3)	207 (100)	
	Foreign	0 (0.0)	9 (64.3)	5 (35.7)	14 (100)	
Age	Below 25 Years	10 (11.1)	42 (46.7)	38 (42.2)	90 (100)	X ² =19.599 DF=6 Sig.=0.003
	25-35 Years	1 (0.5)	97 (51.6)	90 (47.9)	188 (100)	
	36-45 Years	4 (4.5)	48 (54.5)	36 (40.9)	88 (100)	
	Above 45 Years	3 (8.8)	13 (38.2)	18 (52.9)	34 (100)	
Gender	Male	11 (3.5)	155 (17.4)	151 (47.6)	317 (100)	X ² =5.503 DF=2 Sig.=0.064
	Female	7 (8.4)	45 (54.2)	31 (37.3)	83 (100)	
Marital status	Married	11 (4.1)	125 (46.6)	132 (49.3)	268 (100)	X ² =4.629 DF=2 Sig.=0.099
	Unmarried	7 (5.3)	75 (56.8)	50 (37.9)	132 (100)	
Occupation	Student	1 (2.2)	23 (51.1)	21 (46.7)	45 (100)	X ² =41.688 DF=12 Sig.=0.000
	Business	10 (6.9)	70 (48.6)	64 (44.4)	144 (100)	
	Employee	1 (0.9)	57 (50.4)	55 (48.7)	113 (100)	
	Professional	0 (0.0)	39 (55.7)	31 (44.3)	70 (100)	
	Agriculturalist	3 (25)	9 (75)	0 (0.0)	12 (100)	
	Others	3 (18.8)	2 (12.5)	11 (68.8)	16 (100)	



Monthly income	Below Rs.10000	2 (2.5)	35 (43.8)	43 (53.8)	80 (100)	X ² =11.658 DF=8 Sig.=0.167
	Rs.10001- Rs.20000	4 (11.1)	20 (55.6)	12 (33.3)	36 (100)	
	Rs.20001- Rs.30000	3 (2.9)	57 (54.3)	45 (42.9)	105 (100)	
	Rs.30001- Rs.40000	0 (0.0)	20 (55.6)	16 (44.4)	36 (100)	
	Above Rs.40000	9 (6.3)	68 (47.6)	66 (46.2)	143 (100)	

Source: Primary Data

The sample respondents who scored below 14 are considered as respondents with low satisfaction. The respondents who scored above 23 have a high level of satisfaction and those who secured between 15 to 22 are treated as respondents with medium level of satisfaction.

Findings and Summary

1. There is no association between origin of the respondents and their level of satisfaction on food and accommodation facilities as the p value is more than 0.05 and it accepts the null hypothesis.
2. As the p-value is less than 0.05 in the Chi-square analysis result, the null hypothesis is rejected and it is concluded that there is a significant association between two variables i.e., age of the respondents and their level of satisfaction on accommodation and food facilities.
3. The p-value as per Chi-square test result is more than 0.05 and so the null hypothesis is rejected and it is concluded that the two variables namely gender of the respondents and their satisfaction level on accommodation and food facilities does not have any association between them.
4. As the p-value is less than 0.05 the null hypothesis is rejected and it is concluded that the occupation of the respondents is significantly associated with the satisfaction level on the accommodation and food facilities available in the study area.
5. The Chi-square results confirm the significant association between respondents' monthly income and level of satisfaction regarding accommodation and food facilities by rejecting the null hypothesis.

The period of stay of the tourists at a particular destination or tourist place expresses the value, the capacity of the place to hold the tourist and also the peace of mind and experience they gathered at the place. As far as our study is concerned most of the demographic factors are having the association with the duration and the place of stay. So the district administration should always keep in mind that they have to give importance on regulating the hotels and cottages which are mass in numbers and accommodating the lots of tourists.

As regards the satisfaction level of the tourists regarding the Food and Accommodation facilities the tourists are satisfied in all the elements. But at the same time the restaurants should ensure of providing good quality food at reasonable price. Proper hygiene conditions should also be maintained at restaurants, hotels and cottages.

The Nilgiris is a perfect blend of historical, cultural and climatic significance, as well as scenic beauty. Though The Nilgiris attracts plenty of visitors, it is far from being commercially spoilt and still retains its unique hill station charm and pleasant natural ambience.

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