



## FACTORS INFLUENCING THE TOURISTS TO VISIT UDHAGAMANDALAM

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### **Abstract**

*The present study is undertaken to explore the factors influencing tourist to visit Udhagamandalam. Tourism plays a pivotal role in the development of economy of both developing and developed countries. Growth of tourism industry is faster than manufacturing and any other industry as well as foreign exchange earnings. The tourists travel either for pleasure or family reasons or health or business purposes from one country to another or within the country. The research was conducted with 100 tourists visiting Udhagamandalam. This article is focused on factors influencing the tourists to visit Udhagamandalam.*

**Key Words:** *Factors Influencing Tourists, Demographic Consideration, Promote Tourist Opinion Of Domestic Tourists.*

### **Introduction**

From the provenience of human life, travel has fascinated human beings. Travel and tourism have been one of the important social activities of human beings. The term tourism has a plenty of definitions given by different researchers. A perfect explanatory definition came from Roday et al. (2009) tourism as “a temporary short term movement of people to destinations outside the place where they normally live and work and includes the activities they indulge in at the destination as well as all facilities and services especially created to meet their needs.”

Tourism plays a pivotal role in the development of economy of both developing and developed countries. Growth of tourism industry is faster than any other industry as well as foreign exchange earnings. Tourism is now well recognized as an export oriented industry, It has a great potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity. Tourism making it possible with its strong backward and forward linkages with other segments of the economy, like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc... Tourism helps in preserving the nature's beauty, cultural heritage, tradition of soil and strengthens the national integration and universal brotherhood.

Every hill station is an excellent place to visit. The Nilgiris District is one of the hilly districts and it celebrated as summer asylum for the domestic as well as foreign, which in turn accelerates the economic development of the district to a considerable extent and increases the earning capacity of the people in the district. Udhagamandalam generally called as Ooty, capital of the district, is the queen of hill stations in India. The Nilgiris has 30 tourist places, which attract tourists from other parts of the state and country, of which the famous places are Botanical Garden, boat house, the Rose Garden and the Doddabetta peak in Udhagamandalam. Sim's park, Kateri falls, Pasture Institute, Dolphin's nose and Lamb's rock are the Important Tourist sports in Coonoor. In Kotagiri block Kodanadu view point and St. Catherine's falls are the two main tourist attractions. In Gudalur block the main tourist attraction in Mudumalai wild Life Sanctuary and Natural forest wealth are the key factors for the beauty of the district.

### **Literature Review**

**Brahmankar (1998)** has found that the major factors which attract tourists to India include beautiful natural scenery, attractive customs and way of life, wildlife sanctuaries, backwaters and rivers, mountains, beautiful creations of man, traditional art and dance forms and typical festivals. The negative features include red tape in ticketing, checking, language difficulties, poor communication facilities, lack of personal safety, unsanitary conditions, difficulties in transport and traffic, unsatisfactory accommodation, beggars and tipping, problems in meeting people, over charging by taxi drivers and private transport operators.

**Braun O. L., etl, (1999)** stated that the choice for or against a destination is influenced by the factors such as attractiveness (e.g. nature, landscape, places of cultural interest), available facilities (of importance to tourists, such as accommodations) and accessibility (e.g. good means of transportation); and also climate and weather are important factors in choice of destination.

**Nicolau, Mas (2005)** analyzes a multistage tourist choice process: taking a vacation, visiting foreign vs. domestic destinations, taking multi- vs. single-destination vacations. „The empirical application carried out on the sample reaches the following conclusions: the dimensions which appear to have an effect on the decision to take a vacation are income,



household size, age, active occupational situation, being a student, size of the city of origin, and opinion of taking a vacation.”

**Nicolau, Mas (2006)** believe that distance or prices, as reasons to choose a tourist destination, interact with tourists personal motivations. In „Sequential choice behavior: Going on vacation and type of destination” paper, authors „proposes a multistage decision process to the choice of tourist destination types (going on vacation, coastal character, and urban character of the destination) as these choice sets are more idiosyncratic to tourists who prefer a specific type of tourist destination”

**Anikumar K. (2009)** in his reports on “Impact of Negative Factors of Tourism on Tourists” Pointed out that the negative factors which directly affected the tourists, three major factors such as 1. Over pricing 2. Hosts exploitation, on tourists 3.Littering are found to be making a high impact on the foreign tourists and he concluded that tourists will avoid their further visits (or) discourage other tourists from visiting the tourists centers of Kerala and may even tend to cutting down of their period of stay in the tourist centres.

**Lyons, Mayor, Tol (2009)** analyzed, based on questionnaires distributed during 2000-2006, motivational variables when Irish tourists in choosing holiday destinations. „Destination characteristics such as temperature, GDP and length of coastline at the destination country are all attractive factors that positively influence the likelihood of choosing a given destination”.

**Nagar (2010)** examined the influence of destination personality and image on tourist loyalty. She conducted the study on tourists visiting hill stations in northern India and selected Places in Jammu and Kashmir as the sampling area. She concluded that destination personality has a positive impact on tourist loyalty.

**Vasanthi, S (2012)** highlighted that Natural beauty of the Nilgiris draws tourists away from the crowded and polluted towns and cities. The study exhibits that majority of the young tourists who love to visit the Nilgiris Hills for its beautiful climate.

**Sellech et al, (2013)** highlighted that tourists make decisions based on for example tourism attractions in the country, beautiful scenery, customs and culture, hospitality service providers including tour guides, hotel and restaurant staff, the quality of food and the friendliness of local people toward foreign tourists. These criteria are also the criteria of satisfaction with the visit of the country, which was confirmed by research in Malaysia

### **Statement of the Problem**

Attractions are important element of the tourism industry because they are the stimulating force for tourism. It can be classified in to two categories I) Natural attraction II) Manmade attractions. Udhagamandalam is a beautiful hill station having both natural and manmade attractions which drawing attention of tourist from all the corners of the world for its Scenic nature, Beautiful Mountains and Greenery views. Tourists travel either for pleasure or family reasons or health or business purposes from one country to another or within the country. The travel decision of the tourist is highly influenced by the attractiveness of a tourism destination. It encourages people to visit and spend time at the destination. Without the attractiveness, tourism does not exist and there could be little or no need for tourist amenities and services. It is only when people are attracted to a destination that amenities and services. So, the researcher interested to find out what are the factors attracting the people to visit Udhagamandalam. Based on the above discussion the researcher has raised the following research question;

- What are the factors that influencing the tourists to visit Udhagamandalam?

### **Study Objective**

To analyze the factors influences the tourists to visit Udhagamandalam.

### **Sampling Plan and Tool**

The study is based on primary data. The researcher collected the primary data from tourists visiting various places of Udhagamandalam. For the collection of primary data, 100 tourists were selected through convenient sampling method. The data were collected by using well structured interview schedule. To analyze the socio economic factors simple percentage method adopted, and Factor analysis used to find out factors influencing tourists to visit Udhagamandalam.

### **Area and Period of Study**

The study is undertaken in important tourism attractions (Botanical garden, Rose Garden, Boat house, Thread garden, Ooty Lake, Doddabetta Peak, Pykara dam & Water Falls) of Udhagamandalam. The period of study ranges from April 2016 to May 2016.



### Scope of the Study

This study is undertaken to analyze the factors influencing tourist to visit Udhagamandalam. The primary scope present study is mainly based on the opinion of domestic tourists. It enables us to understand the factors influencing tourist to visit Udhagamandalam. In short, the study covers only socio economic status and factors influencing tourists visiting Udhagamandalam.

### Analysis and Interpretation

**Table 1: Demographic Consideration of the Respondents**

<b>1.Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	65	65.0
Female	35	35.0
Total	100	100.0
<b>2.Age</b>	<b>Frequency</b>	<b>Percentage</b>
below 20	12	12.0
21-30	39	39.0
31-40	38	38.0
Above 50	11	11.0
Total	100	100.0
<b>3. Marital status</b>	<b>Frequency</b>	<b>Percentage</b>
Married	64	64.0
Unmarried	36	36.0
Total	100	100.0
<b>4. No of members in family</b>	<b>Frequency</b>	<b>Percentage</b>
Up to 3	22	22.0
4 to 5	70	70.0
Above 5	8	8.0
Total	100	100.0
<b>5. Educational qualification</b>	<b>Frequency</b>	<b>Percentage</b>
No formal education	4	4.0
Up to high school	10	10.0
Diploma education	12	12.0
Under Graduate	26	26.0
Post Graduate	41	41.0
Above PG	7	7.0
Total	100	100.0
<b>5. Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Business	8	8.0
Government employee	37	37.0
Private employee	16	16.0
Students	23	23.0
Agriculturist	10	10.0
Professionals	6	6.0
Total	100	100.0
<b>6. Annual income</b>	<b>Frequency</b>	<b>Percentage</b>
Less than Rs.1,00,000	16	16.0
Rs.1,00,001-5,00,000	28	28.0
Rs.5,00,001-10,00,000	52	52.0
Above Rs.10, 00,000	4	4.0
Total	100	100.0

Source: Primary data

The gender distribution of the respondents was, with 65% male respondents and 35% female respondents. The major age group of the tourists was 21to 30 years 39%, followed by 31to 40 years 38%, below 20 years and above 50 years were 12% and 11% respectively. The marital status of the respondents was, with 64% married respondents and 34% unmarried



respondents. Most of the tourists (70%) reported that their family consists of 4 to 5 members, followed by up to 3 members 22% and above 5 members are 8%. In terms of education qualification, almost 41% of the tourists were Post Graduates, 26% of the tourists were Under Graduates, 12% of tourists had a Diploma Education, 10% of the respondents had a Higher secondary school education, almost 7% of the respondents were above the Post graduate level and 4% of the respondents falling under the group of having no formal education. In terms of occupation, almost 37% of the tourists were Government employees, 23% of the tourists were students, 16% of tourists were employed in private sectors, 10% of the respondents were agriculturists, 8% of the respondents were engaged them in business and 6% of the respondents were belongs to the group of professionals. With regard to annual household income of tourists, the major group tourist had annual household income of Rs 5 lakhs – Rs 10 lakhs 52%, followed by Rs 1 lakh – Rs 5 lakhs 28%, 16% of the respondents annual household income was less than Rs 1 lakh and 4% of the respondents visiting Udhagamandalam earning more than Rs 10 lakhs per annum.

## Factor Analysis

**Table 2: Factors Influencing Tourists (Factor Analysis Results)**  
**Rotated Component Matrix<sup>a</sup>**

Item No	Factors Influencing	Factor 1	Factor 2	Factor 3	Factor 4
2	Botanical garden	.851			
9	Safety and security	.814			
1	Climate	.781			
4	Variety of attractions	.761			
10	Positive word of mouth	.740			
13	Cleanliness	.665			
7	Low cost Tourism		.825		
14	Boating		.742		
6	Easy accessibility		.706		
12	Availability of hotels & resorts		.679		
15	Shopping		.542		
11	Motivation of family			.808	
3	Waterfalls & Dams			.691	
8	Adventure/ sports activities			.633	
16	Medical treatment				.692
17	Motivations of tour operators				.685
Eigen values		5.047	2.970	1.695	1.402
Percentage of total variance		31.543	18.563	10.591	8.765
Cumulative percentage of variance		31.543	50.106	60.697	69.462
<b>KMO and Bartlett's Test</b>					
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.654	
Bartlett's Test of Sphericity Approx. Chi-Square				974.068	
Cronbach's Alpha				0.822	

In order to determine the factors influencing, Factor Analysis on 17 items was performed (Table - 2). Principal Component Analysis with a Varimax Rotation and Eigen value equal to or more than 1 (Kinnear and Taylor, 1987) were used for the present study. In order to get clear factorial design, 1 item with factor loadings of less than 0.50 were dropped and loadings equal to or above 0.50 were retained. The dropped question was: horse race and gambling. Hence, the factor analysis on the 16 influencing items showed 4 factors with 16 variables and explained 69.46% Variance. In line with the objectives, the present study seeks to find out the factor influencing tourists in the selection of holiday destination. The suitability of factor analysis was validated with the help of Kaiser-Meyer-Olkin measure of sampling adequacy was 0.654, above the recommended value of .6, and Bartlett's test of sphericity was significant ( $\chi^2$  - 974.068,  $p < 0.000$ ).



Further from the examination of the factor loadings, it is understood that items 2 (0.851), 9 (0.814), 1 (0.781), 4 (0.761), 10 (0.740) and 13 (0.665) with first factor, items 7 (0.825), 14 (0.742), 6 (0.706), 12 (0.679) and 15 (0.542) with second factor, items 11 (0.808), 3 (0.691) and 8 (0.633) with third factor, and 16 (0.692) and 17 (0.685) with fourth factor are highly loaded (have high correlations) compared to factor loadings in respective of those items with other remaining factors.

From item's highest loading with each factor, it is understood that the first influencing factor is highly characterize by Botanical garden, safety and security, climate, variety of attractions, positive word of mouth and cleanliness; second factor by low cost of tourism, boating, Easy accessibility, availability of hotels and resorts and shopping possibilities; third factor by motivation of family, waterfalls & dams and adventure/ sports activities and fourth factor by medical treatment and motivation of tour operators.

### Suggestion

Natural beauty is the treasure of every hill station. To promote tourism in Udhagamandalam, the Government should concentrate more on preservation of the natural beauty of the destination. Package tours should be marketed; it will give new platforms for business opportunities.

### Conclusion

Natural beauty and people friendly approaches of Udhagamandalam keep tourist passionate towards this Queen of Hill Stations in South India. It attracts tourist throughout the year for its richness in flora and fauna. The unique climate of the destination in all seasons is an impulse, which makes people to visit again and again. People and authorities were very much impressed by the economic benefits get into from the tourism activities. There is no doubt it's a mesmerizing destination because of its diverse attractions, facilities, services, amenities and environment. The results of the study provide greater insight into factors influencing tourists to visit Udhagamandalam. The travel decision of the tourist is highly influenced by the Botanical garden, safety and security, Climate, variety of attractions and positive word of mouth.

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