



SATISFACTION OF TOURISTS REGARDING THE TOURIST SPOTS WITH SPECIAL REFERENCE TO NILGIRI DISTRICT

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Abstract

Tourism is the act of travel for leisure purposes and also refers to the provision of services in support of this act. It is a composition of activities, services and industries that deliver a travel experience, transportation, accommodation, eating, drinking, establishments, shops, entertainment, activity facilities and other hospitality services available for individual or groups travelling away from home.

The development of tourism as an industry had to wait for long time until the early 20th century. Today, tourism has become a white collar, environment - friendly industry and one of the largest and fastest growing industries employing the largest number of labour force. The present study is to identify the relationship between demographic factors (Marital Status and Monthly Income) and tourist spots in Nilgiri District. The researcher has collected data from primary as well as secondary sources. The first hand data has been collected from 400 sample respondents by using the purposive sampling method has used to select the respondents. The data collection period ranges from April 2016 to June 2016.

It is observed from the study that the Chi-square results confirm that marital status and monthly income of the respondents and their level of satisfaction on the factors of picnic spots are highly associated as the significance value is less than 0.05. This study has concluded that as for as the tourism marketing of Nilgiri District is concerned tourist/picnic spots (temple, seashore, heritage places etc.), is satisfying the expectation of the tourists in Indian and overseas.

Key Words: *Tourism, Marketing, Level of Satisfaction and Tourist Spots.*

Introduction

In India, Tourism industry has emerged as an instrument of income, employment generation, poverty alleviation and sustainable human development. Tourism industry contributes maximum to the national GDP and to the employment generation during all the years in India. The department of tourism is co-ordinating in providing and maintaining basic amenities in all the important tourist centers in the state through the respective department. Tourism is not a single business but it involves many industries and a whole range of complex activities. In order to have a comprehensive practical programme and to derive the desired fruits of its implementation evaluation of various factors and elements in the tourism industry in India has to be made. Now-a-days tourism industry faces several problems like lack of transport facilities, poor accommodation facilities, lack of safety and security, cultural, environmental issues, poor quality food, lack of shopping facilities, lack of communication network etc. Among the several constraints and limitation to the growth of tourism, lack of transport and accommodation facilities hold a lot of importance. Barring a few exceptions, the entire tourist resorts are not properly connected with these facilities as a result the various nice tourist spots are not visited by the tourists. In this context, the present study focuses its attention on the satisfaction of tourist regarding tourism marketing in Tamil Nadu with a special reference to Nilgiri District.

Statement of the Problem

There has been an opinion that if the district needs to attract more tourists then it must offer better food, accommodation, transport, safety and security facilities and easy accessing of markets. Considering these aspects an attempt has been made to understand the visitor's satisfaction on the picnic spots in Nilgiri District

Review of Literature

Sunanda (2012) in their study on "Marketing tourism destination with a strategic planning approach: Case Study of Andhra Pradesh" estimated the total number of domestic tourists by different purposes of travel and estimated the magnitude and patterns of tourist expenditure. The responsibility of management of the destination product has traditionally been transferred from individual companies to a destination. Management should be aware not only of the needs and wants of the active demand but also of the potential markets they can attract. It then can develop the optimization of benefits and adapt their marketing mix to their target markets.

Paunvoc (2014) his work has identified the components of tourist satisfaction on the level of destination using primary research data. Using secondary sources to identify related marketing concepts to tourist satisfaction : service quality, destination loyalty and image, and their relation to tourist satisfaction. The Total sample was 1500 respondents on the



following locations in Serbia: belgrade, novi Sad, Zlatibor, Guca, Kopaonik, fruska Gora, Zaslavica, Vrdnik, erdevik, Sremska Mitrovica, divcibare, Valjevo, banja Vrujci, Sokobanja, Vrnjacka banja, banja Koviljaca, niska banja, nis, Subotica, Vrsac, Palicko jezero, belocrkvanska jezera, Srebrno jezero, ecka, Skorenovac. The researcher has found that tourist satisfaction mediates the effect of service quality on destination loyalty. It was concluded that factors like cleanliness, safety/security, transportation, and hospitality of population, nature, professionalism of service, culture and attraction all influences greatly tourist satisfaction.

Bernadette and Stephen (2014) has conducted an indebth study on genuine needs of foreign tourists by identifying their perceptions and levels of satisfaction with the services and facilities (attributes) provided by the Indian tourism industry. The study was used mainly primary data and the convenience sample method was used to select sample size of 340 tourists. It was found that out of 340 respondents, nearly 69 percent were male; 60 percent were married, 98 percent were aged between 20 and 50, nearly 48 percent were post graduates, 48 percent were college students; 3 percent were high School; 1 percent was junior college student. The result also suggested that 15 percent of the respondents held a professional position; 30 percent a Senior Executive position; 29 percent held Junior Executive position; 3 percent were Entrepreneurs; 4 percent were students.

Objectives of the Study

1. To identify the marital status of the respondents and their level of satisfaction on the factors of picnic spots in Nilgiri District.
2. To study the monthly income of the respondents and their level of satisfaction on the factors of picnic spots in Nilgiri District.

Methodology and Research Design

For the purpose of the study, the researcher has collected data from primary as well as secondary sources.

The visitors who are come by all the way to various tourist places of Nilgiri district of Tamilnadu acted as the sample frame and population of the present study. In this process, adequate care has been taken to include tourists belonging to different states of India and different countries of the World.

The first hand data has been collected from 400 sample respondents by using the purposive sampling method has used to select the respondents. The data collection period ranges from April 2016 to June 2016.

Results and Discussion

Marital Status of the Respondents and Level of Satisfaction on the Factors of Picnic Spots

H_0 - There is no relationship between the marital status of the respondents and their level of satisfaction about the factors of picnic spots.

Table No.1: Marital Status and Level of Satisfaction on the Factors of Picnic Spots

Status	Level of Satisfaction			Total	Chi-square Test
	Low	Medium	High		
Married	6 (2.23)	132 (49.3)	130 (48.5)	268 (100)	$X^2=1.748$ DF=2 Sig.=0.417
Unmarried	4 (3)	73 (55.3)	55 (41.7)	132 (100)	
Total	10 (2.5)	205 (51.3)	185 (46.3)	400 (100)	

Source: Primary Data, Parenthesis denote Percentage

The table no.1 shows that out of 268 respondents, who are married, a minority of 2.2% has a low level of satisfaction, 49.3% have a medium level of satisfaction and 48.5% have their high level of satisfaction regarding the factors of picnic spots.

Among the 132 unmarried respondents, only 3% have low level of satisfaction, 55.3% exhibit a medium level of satisfaction and 41.7% are highly satisfied.

The Chi-square analysis does not find any association between the marital status of the respondents and their level of satisfaction on the factors of picnic spots because the level of significance is more than the accepted level of 0.05 and it accepts the above null hypothesis.



Monthly Income and Level of Satisfaction in on the Factors of Picnic Spots

The income earned by a tourist from his main occupation is termed as family income and it influences the satisfaction during the visit to tourist places. Income status of the respondents and their level of satisfaction is analysed in the following table.

H_0 - There is no relationship between the monthly income of the respondents and their level of satisfaction on the factors of picnic spots.

Table No.2: Monthly Income and Level of Satisfaction on the Factors of Picnic Spots

Income	Level of Satisfaction			Total	Chi-square Test
	Low	Medium	High		
Below Rs.10000	1 (1.3)	24 (30)	55 (68.7)	80 (100)	$X^2=33.460$ DF=8 Sig.=0.000
Rs.10001-Rs.20000	1 (2.8)	22 (61.1)	13 (36.1)	36 (100)	
Rs.20001-Rs.30000	5 (4.8)	68 (64.8)	32 (30.4)	105 (100)	
Rs.30001-Rs.40000	0 (0.0)	14 (38.9)	22 (61.1)	36 (100)	
Above Rs.40000	3 (2.1)	77 (53.8)	63 (44.1)	143 (100)	
Total	10 (2.5)	205 (51.3)	185 (46.3)	400 (100)	

Source: Primary Data, Parenthesis denote Percentage

The above table clearly depicts that among the 80 respondents only one respondent (1.3%) exhibit low level of satisfaction , 30% have medium and 68.7% have high level of satisfaction in this connection. Regarding the Rs.10001 - Rs.20000 category, a minority of 2.8% have low level, 61.1% have medium level and 36.1% have high level of satisfaction.

Out of 105 respondents who are in the income group of Rs.20001 - Rs.30000, 4% have low level, 64.8% have medium level and 30.4% have high level of satisfaction.

Among the 36 respondents whose income level is Rs.30001 - Rs.40000 no one has a low level of satisfaction while 38.9% have medium and majority of 61.1% have high level of satisfaction. While we consider the category of respondents who earn more than Rs.40000, minority of 2.1% have low level, conversely 53.8% have medium and 44.1% of them have high level of satisfaction.

The Chi-square results confirm that monthly income of the respondents and their level of satisfaction on the factors of picnic spots are highly associated as the significance value is less than 0.05.

Summary and Conclusion

1. It is find that age of the respondents a larger number (50 per cent) of are in the age group of 25-35 years and majority of the respondents (79 per cent) are men as male tourists usually travel far and wide unhesitant and they are fearless.
2. It is identified that majority of our respondents are married and they constitute 67 per cent of total respondents and it is also observed that more than half of the respondents are well-educated as 57.5 per cent are graduates.
3. The Chi-square analysis does not find any association between the marital status of the respondents and their level of satisfaction on the factors of picnic spots because the level of significance is more than the accepted level of 0.05 and it accepts the above null hypothesis.
4. The Chi-square results confirm that monthly income of the respondents and their level of satisfaction on the factors of picnic spots are highly associated as the significance value is less than 0.05.

It is concluded that as for as the tourism marketing of Nilgiri District is concerned tourist/picnic spots (temple, seashore, heritage places etc.), is satisfying the expectation of the tourists. But also certain problems which are common in all the tourist destinations prevail in district. A pragmatic tourism promotion effort with the participation of all associated people will certainly remove these problems and to attract to potential tourist in this district.



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