



A STUDY ON SATISFACTION LEVEL OF TOURISTS ON NILGIRI PRODUCTS WITH SPECIAL REFERENCE TO NILGIRI DISTRICT

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Abstract

In Tamil Nadu especially Nilgiri district is unique place and a best tourist point. Therefore, the government, private agencies and local authorities may take required steps to develop these places for promoting tourism industry, which will generate employment, enhance foreign exchange reserve and reduce poverty. Tourism industry has the capacity to transform certain apparent goods/services that are economically useless into marketable attraction.

The purpose of this study was to examine the satisfaction of tourists on Nilgiri Products quality and availability. The study is based on both primary and secondary data. The secondary data with regard operational performance and forms of business were collected from the Annual Reports of tourism marketing, Books, Journals and daily news papers etc.

The findings of the study: as regards the satisfaction level of the tourists regarding the Nilgiri Products, the tourists are satisfied in all the elements in the availability of products. But at the same time the Nilgiri products should ensure of providing good quality products at reasonable price. Proper hygiene conditions should also be maintained at sales counter and packaging of products. The major findings: it is found that there is a strong association between occupation of the respondents and their satisfaction level on Nilgiri products.

This paper can be concluded that from the chi-square test results it is revealed that, the null hypothesis is rejected and it is confirmed that occupation of the respondents and their satisfaction level on Nilgiri products have significant association. It is also identified that origin of the respondent, gender of the respondent and level of satisfaction on Nilgiri products are not have significant association.

Key Words: *Tourists, Level of Satisfaction, Products or Goods, Nilgiri District.*

Introduction

Tourism is one of the rapidly growing industries in the present day world, influencing societal, governmental and academic circles. Emerging trend of tourism opens door for many, especially in the developing world. Tourism industry needing comparatively lesser import content can bear promise to the countries and regions of the world, which are otherwise economically backward to afford large scale investment in other capital intensive industrial sectors. As a service industry, tourism has a flexible character, having capability of accommodating people skilled, semi-skilled and unskilled. Tourism is an ever expanding service industry with latent vast growth potential and has, therefore, become one of the crucial concerns of not only the nation but also of international community as a whole. In fact, it has come up as a decisive link in gearing up the pace of socio-economic development world over, thereby it has come to weigh significantly in the growth strategies of the developed countries and also the developing ones. It is being perceived as an important instrument of economic development. Most of these countries have sought the answer in development through the tourist recreation industry by exploiting their historic-societal-cultural and environmental resources.

Emergence of tourism as a leading growth industry is a part of a gradual process involving the displacement of manufacture from its dominant position and the transition to a service oriented economy. Tourism is basically a service industry and is an amalgamation of both tangible and intangible components like accessibility, amenities, attraction, accommodation and activities. The socio-economic implications of tourism includes enhancement of domestic and foreign exchange growth, employment generation, cultural assimilation and support to the local people.

Review of Literature

Viji (2014) in her work depicts the socio economic and environmental impact of ecotourism in India and suggests suitable measures to strengthen tourism based on nature tourism. The study was fully based on secondary data collected from websites, books and journals. This research work revealed that at present a small percentage of income generated percolates to the local people. Attention should be given so that the majority of the income from tourism is retained with the local people. Only then will the local people get an impetus to conserve the environment.

Sandee and Vinod (2014) their study investigates the socio-cultural and sociological effects of contact between tourists from developed nations on the host of a developing country. The study was mainly conceptual in nature, a review paper and based



on available literature on tourism impacts. It expresses that the change in social tradition is not dangerous for the existence of a culture because of tourism; the real hazard lies in the erosion of power of communities to manage the boundaries for the type of tourism development. If there is a proper share of community involvement at different level of tourism development and people retain control, original social tradition and norms will be less affected and the negative impacts of culture tourism will be reduced. On the other side if there is not community involvement in management, policy making and decision making the control will be completely out of the hands of local people, outside will increasingly dictate tourism and tourism will kill tourism itself.

Objectives of the Study

The primary objectives of the study are

1. To identify the profile of tourists in Nilgiri District.
2. To measure the satisfaction level of tourists regarding the Nilgiri products available in Nilgiri District.

Hypothesis of the Study

The following Hypothesis were formulated for this study:

1. H_{01} - There is no association between native place of the respondents and their level of satisfaction on Nilgiri products.
2. H_{02} - There is no relationship between gender of the respondents and their level of satisfaction on Nilgiri products.
3. H_{03} - There is no relationship between occupation of the respondents and their level of satisfaction on Nilgiri Products.

Methodology and Research design

This study based on both primary and secondary data. 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. The secondary data has been collected from various journals, books, magazines and annual report of tourism industry in India. And the purposive sampling method was used for selecting the samples out of the total population. And also the researcher has employed the statistical tool of Chi square Test.

Analysis and Discussion

Relationship between Demographic Profile and Respondents' Level of Satisfaction on Nilgiri Products

It is compulsory to analyse the satisfaction level of respondents on Nilgiri Products as it has the world level recognition for which ten statements were identified for measuring the level of satisfaction. For every statement scores were allotted, 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 10 statements, his score will be 50. If they say 'Satisfied' with all the statements his score will be 40. Accordingly, if all the 10 statements come under the scanner 'Neutral,' the total score will be 30. If the selected respondent expresses his 'dissatisfaction' with all the 10 statements his score will be 20. The score of the selected respondent will be 10 if he says 'highly dissatisfied' with all the 10 statement.

Hypothesis was framed and was tested using Chi-square test to measure the satisfaction level. In the results of Chi-square test if the p-value is less than 0.05, the null hypothesis should be rejected and it should be concluded that there is an association between two variables.

Table No.1: Value Table for Measuring the Level of Satisfaction on Nilgiri Products

Particulars	Value
Sum of score	15882
No. of respondents	400
Mean Score	39.56
Standard Deviation	5.247
Low level	29
High level	40
Medium level	30 to 39



The sample respondents who scored below 29 are considered as respondents with low satisfaction. The respondents who scored above 40 have a high level of satisfaction and those who secured between 30 to 39 are treated as respondents with medium level of satisfaction.

Origin of the Respondents and Level of Satisfaction on Nilgiri Products

H₀₁ - There is no association between native place of the respondents and their level of satisfaction on Nilgiri products.

Table No.2: Association between Origin of the Respondents and Level of Satisfaction on Nilgiri Products

Origin of the respondents	Level of Satisfaction			Total	Chi-square Test
	Low	Medium	High		
Tamil Nadu	13 (7.3)	63 (35.2)	103 (57.5)	179 (100)	X ² =2.031 DF=4 Sig.=0.730
Rest of Tamil Nadu	10 (4.8)	77 (37.2)	120 (58)	207 (100)	
Foreign	0 (0.0)	5 (35.7)	9 (64.3)	14 (100)	
Total	23 (5.75)	145 (36.25)	232 (58)	400 (100)	

Source: Primary Data, Parenthesis denote Percentage

It can be seen from the above table no.2 that, among the 179 respondents of Tamil Nadu 7.3% have the low level satisfaction, 35.2% have a medium level of satisfaction and 57.5 % have higher satisfaction level.

In the case of respondents from the rest of Tamil Nadu, 4.8% have low level satisfaction, 37.2% have medium grade of satisfaction and 58% have high satisfaction level.

With regards the foreign respondents no one has low level of satisfaction, 35.7% have medium level of satisfaction and 64.3% made their high satisfaction level.

From the Chi-square test results, the null hypothesis is accepted and it is concluded that there is no association between origin of the respondents and their level of satisfaction on Nilgiri products.

Gender of the Respondents and Level of Satisfaction on Nilgiri Products

H₀₂ - There is no relationship between gender of the respondents and their level of satisfaction on Nilgiri products.

Table No.3: Association Between Gender And Level of Satisfaction on Nilgiri Products

Gender	Level of Satisfaction			Total	Chi-square Test
	Low	Medium	High		
Male	20 (6.3)	108 (34.1)	189 (59.6)	317 (100)	X ² =3.527 DF=2 Sig.=0.171
Female	3 (3.6)	37 (44.6)	43 (51.8)	83 (100)	
Total	23 (5.75)	145 (36.25)	232 (58)	400 (100)	

Source: Primary Data, Parenthesis denote Percentage

It can be seen from the above table that out of 317 male respondents, 6.3% have low level of satisfaction regarding the products. But conversely 34.1 % have a medium level of satisfaction and 59.6% have a high level of satisfaction.

In the case of female respondents 3.6% have the low level of satisfaction, 44.6% have a medium level of satisfaction and 51.8% have high level satisfaction in this connection.



As the p-value is more than 0.05 the null hypothesis is accepted and it is concluded that there is no association between gender of the respondents and their level of satisfaction on Nilgiri products.

Occupation of the Respondents and Level of Satisfaction on Nilgiri Products

H₀₃ - There is no relationship between occupation of the respondents and their level of satisfaction on Nilgiri Products.

Table No.4: Association between Occupation and Level of Satisfaction on Nilgiri Products

Occupation	Level of Satisfaction			Total	Chi-square Test
	Low	Medium	High		
Student	0 (0.0)	20 (44.4)	25 (55.6)	45 (100)	X ² =51.681 DF=12 Sig.=0.000
Business	8 (5.6)	44 (30.6)	92 (63.8)	144 (100)	
Employee	12 (10.6)	45 (39.8)	56 (49.6)	113 (100)	
Professional	3 (4.3)	20 (28.6)	47 (67.1)	70 (100)	
Agriculturalist	0 (0.0)	6 (50)	6 (50)	12 (100)	
Others	0 (0.0)	10 (62.5)	6 (37.5)	16 (100)	
Total	23 (5.75)	145 (36.25)	232 (58)	400 (100)	

Source: Primary Data, Parenthesis denote Percentage

The above table demonstrates that out of 45 student respondents, no one has low level satisfaction, 44.4% have medium and 55.6% have a high level of satisfaction.

Counting at the business people 5.6% has low level satisfaction, 30.6% have medium and 63.8% hold a high degree of satisfaction.

As regards the employee category, out of 113 respondents, a minority of 10.6% has a low level satisfaction, conversely 39.8% hold the medium level satisfaction and 58.4% hold a high level of satisfaction.

Among the 70 professional respondents, few of 4.3% have the low level satisfaction, whereas 28.6% have medium and 67.1% have a high level of satisfaction.

Out of 12 agriculturalists nobody has the low level satisfaction, 50% have medium and 50% have a high level of satisfaction.

While considering the others group no one has low level satisfaction, 62.5% have medium and 37.5% have a high level of satisfaction.

From the results of Chi-square analysis the null hypothesis is rejected and it is found that there is a strong association between occupation of the respondents and their satisfaction level on Nilgiri products.

Summary and Conclusion

1. It is identified that the null hypothesis is accepted and it is concluded that there is no association between origin of the respondents and their level of satisfaction on Nilgiri products.
2. It is observed that there is no association between gender of the respondents and their level of satisfaction on Nilgiri products.
3. It is observed that from the results of Chi-square analysis the null hypothesis is rejected and it is found that there is a strong association between occupation of the respondents and their satisfaction level on Nilgiri products.

This paper can be concluded that from the chi-square test results it is revealed that, the null hypothesis is rejected and it is confirmed that occupation of the respondents and their satisfaction level on Nilgiri products have significant association. It is



also identified that origin of the respondent, gender of the respondent and level of satisfaction on Nilgiri products are not have significant association.

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