

Attitude of the Tourists towards Tourism Facilities in Madurai District

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ABSTRACT

The early history of tourism is the story of the development of mobility of man. Both in the pre-historic era and later, man searched for things he wanted and he travelled for food, shelter or just for curiosity. In a tourism industry, the satisfaction of the tourists are significant as this sector brings more contribution to our national economy. The tourists are satisfied when they have comfortable transportation facility; quality of the food, more tourist places, etc. Hence, an attempt has been made to study the attitude of the respondents towards tourism facilities in Madurai district. The scope of the study is confined to study accommodation, transport facilities and entertainment facilities in tourist places in Madurai district. The present study is based on both primary and secondary data. The primary data has been collected randomly from 385 respondents who visited Madurai. The secondary data has been collected from books, journals and websites. The primary data has been analyzed by using percentage analysis and mean score analysis. On the basis of findings of the study, some suggestions have been provided.

Keywords:

World Travel and Tourism Council, GDP, Tourism Industry, Tourists, Tourism and pilgrims.

INTRODUCTION

The early history of tourism is the story of the development of mobility of man. Both in the pre-historic era and later, man searched for things he wanted and he travelled for food, shelter or just for curiosity. 'Attitude' is an abstract concept; it cannot be directly measured in quantitative terms. There is no fixed value or score which will help to measure the attitude. But the attitude can be measured indirectly with the help of scaling technique. The level of attitude

may vary from one tourist to another and from time to time. A comprehensive study has been made to highlight the level of attitude, the variation in the levels of attitude and their relative importance to each component identified for measuring the level of attitude. The level of attitude assists to change the behaviour pattern of the tourists.

STATEMENT OF THE PROBLEM

In a tourism industry, the satisfaction of the tourists are significant, as this sector contributes more to our national economy. The tourists are satisfied, when they have comfortable transportation facility, quality of the food, more tourist places, etc., Hence, an attempt has been made to study the attitude of the respondents towards tourism facilities in Madurai district.

SCOPE OF THE STUDY

The scope of the study is confined to study accommodation, transport facilities and entertainment facilities in Madurai district.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To study the demographic profile of the respondents
2. to analyse the attitude of the respondents towards accommodation, transport facilities and entertainment facilities in Madurai district and
3. to give suggestions to improve the tourism facilities on the basis of findings of the study.

RESEARCH METHODOLOGY

The present study is based on both primary and secondary data. The primary data have been collected randomly from 385 respondents who visited Madurai. The secondary data have been collected from books, journals and websites. The primary data have been analysed by using percentage analysis and mean score analysis.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic profile influence the way of living pattern of the society. The desires, tastes, preferences and habits change according to the demographic profile. Hence, demographic profile of the respondents have been studied. In this section, the demographic variables such as

gender, age, marital status, education, occupation, monthly income and companion to visit Madurai are taken into account and are illustrated in Table 1.

TABLE 1
Demographic Profile of the Respondents

Demographic Profile	Classifications	Frequency	Percentage
Gender	Male	256	66.50
	Female	129	33.50
Age (in years)	Below 35	89	23.10
	35-50	124	32.20
	Above 50	172	44.70
Marital Status	Married	236	61.30
	Unmarried	109	28.31
	Widowed	32	8.31
	Transgender	8	2.08
Educational Qualification	HSC	163	42.34
	Undergraduates	125	32.50
	Postgraduates	86	22.30
	Professional degree	11	02.86
Occupation	Govt. Employees	94	24.42
	Private employees	260	67.53
	Businessmen	31	08.05
Monthly Income of the family (in Rs.)	Below 25,000	211	54.8
	25,000-50,000	51	13.2
	Above 50,000	123	31.9
Companion to Visit	Single	72	18.7

	Family	236	61.3
	Package	77	20.0

Source: Primary data

Table 1 represents the demographic profile of the study. Out of 385 respondents. 66.50 per cent tourists belong to male and the remaining 33.50 are female. About 44.70 per cent respondents are above 50 years of age, 32.2 per cent belong to the age group of 35-40 years and 23.10 per cent falls under the age group of below 35 years

The marital status indicates that out of 385 respondents, 236 (61.30 per cent) are married, 109 (28.31 per cent) are unmarried, 32 (8.31 per cent) are divorced/widowers and the remaining 8(2.08 per cent) are transgender. About 163 respondents (42.34 per cent) studied upto higher secondary level, 86 (22.3 per cent) are upto post - graduates and 125 (32.50 per cent) are undergraduate level of education and the remaining 11 (2.86 per cent) are professional degree holders. The occupation of the respondents indicates that 67.53 per cent are private employees 24.4 per cent are government employees and 8.05 per cent are businessman. Monthly income wise classification of the respondents shows that 54.80 per cent has earned a monthly income of below Rs. 25000, about 13.20 per cent has earned between Rs. 25,000 and RS. 50,000. Regarding companion to visit , 236 (61.30 per cent) has visited Madurai with family, 77 (20 per cent) under package and 72 (18.70 per cent) have visited individually.

ACCOMMODATION, TRANSPORTS AND ENTERTAINMENT FACILITIES IN MADURAI DISTRICT

The tourists mostly expected the services and facilities like the accommodation, transport and entertainment during the tour. In that juncture, researcher has identified certain factors related to the above aspects. Accommodation is concerned with the classes of hotels and its level of satisfaction. Transport aspects consisted with undamaged road, convenient local transport, more train facilities to north India directly from Madurai, luxury coach for sightseeing, more local/international flights, and availability of low cost taxis. The entertainment facilities include water sports, adventure sports, amusement parks, cultural events, museums, exhibition, cinema halls, and clubs. Table 2 depicts the attitude of the respondents towards accommodation, transports and entertainment facilities in the tourists spots in Madurai District.

TABLE 2
Attitude of the Tourists towards Accommodation, Transports and
Entertainment Facilities in the Tourist spots in Madurai District

Sl. No	Level of facilities prevailed in this location	Highly satisfied	Satisfied	Neutral	Dis satisfied	Highly dissatisfied
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)
Transport Facilities						
5.	Undamaged road	74 (19.20)	62 (16.10)	96 (24.90)	66 (17.10)	87 (22.60)
6.	Convenient Local Transport	37 (9.60)	44 (11.40)	90 (23.40)	118 (30.60)	96 (24.90)
7.	More Train Facility to North India directly from Madurai	28 (7.30)	32 (8.30)	84 (21.80)	118 (30.60)	123 (31.90)
8.	Luxury coach for Sight Seeing	47 (12.20)	60 (15.60)	85 (22.10)	93 (24.20)	100 (26.00)
9.	More local/International Flights	52 (13.50)	57 (14.80)	96 (24.90)	96 (24.90)	84 (21.80)
10.	Availability of low cost Taxis	78 (20.30)	60 (15.60)	93 (24.20)	71 (18.40)	83 (21.60)
Entertainment facilities						
11.	Water Sports	79	60	94	67	85

		(20.5)	(15.6)	(24.4)	(17.4)	(22.1)
12.	Adventure Sports	75 (19.5)	63 (16.4)	96 (24.9)	66 (17.1)	85 (22.1)
13.	Amusement Parks	36 (9.4)	43 (11.2)	93 (24.2)	119 (30.9)	94 (24.4)
14.	Cultural Events	26 (6.8)	46 (11.9)	80 (20.8)	124 (32.2)	109 (28.3)
15.	Museums	81 (21.0)	59 (15.3)	96 (24.9)	64 (16.6)	85 (22.1)
16.	Exhibition	26 (6.8)	46 (11.9)	80 (20.8)	124 (32.2)	109 (28.3)
17.	Cinema Halls	70 (18.2)	60 (15.6)	96 (24.9)	75 (19.5)	84 (21.8)
18.	Clubs	47 (12.2)	60 (15.6)	84 (21.8)	93 (24.2)	101 (26.2)

Source: Primary Data

(Figures in Parenthesis are percentages)

Opinion of the Respondents towards Accommodation, Transports and Entertainment Facilities in the Tourists spots in Madurai District – Mean Score Analysis

Mean score analysis has been used to analyse the opinion of the respondents about accommodation, transport facilities and entertainment facilities. Table 4.18 displays the results of mean score analysis.

TABLE 4.3

Opinion of the Respondents towards Accommodation, Transports and Entertainment Facilities in the Tourists spots in Madurai District – Mean Score Analysis

Facilities prevailed in this location	Highly satisfied	Satisfied	Neutral	Dis satisfied	Highly dissatisfied	Total score	Mean score
Accommodation							
High Class Hotels	325	260	255	170	85	1095	2.84

Medium Hotels	180	176	270	238	96	960	2.49
Dormitory	375	252	291	130	85	1133	2.94
Guest House / Tourist Bungalow	340	268	312	150	71	1141	2.96
Transport Facilities							
Undamaged road	370	248	288	132	87	1125	2.92
Convenient Local Transport	185	176	270	236	96	963	2.50
More Train Facility to North India directly from Madurai	140	128	252	236	123	879	2.28
Luxury coach for Sight Seeing	235	240	255	186	100	1016	2.64
More local/International Flights	260	228	288	192	84	1052	2.73
Availability of low cost Taxis	390	240	279	142	83	1134	2.95
Entertainment Facilities							
Water Sports	395	240	282	134	85	1136	2.95
Adventure Sports	375	252	288	132	85	1132	2.94
Amusement Parks	180	172	279	238	94	963	2.50
Cultural Events	130	184	240	248	109	911	2.37
Museums	405	236	288	128	85	1142	2.97
Exhibition	130	184	240	248	109	911	2.37
Cinema Halls	350	240	288	150	84	1112	2.89
Clubs	235	240	252	186	101	1014	2.63

Source: Primary data

Opinion about Accommodation – Mean Score Analysis

Most of the respondents are highly satisfied with ‘Guest house/Tourist Bungalow’ with the mean score of 2.96 followed by ‘Dormitory’ 2.94. High class hotels and medium hotels received a score of 2.84 and 2.49 respectively.

Opinion about Transport Facilities – Mean Score Analysis

Most of the respondents are highly satisfied with ‘Availability of low cost Taxies’ with the mean score of 2.95 followed by ‘Undamaged road’ (2.92). More local/international flights and luxury coach for sight seeing received a score of 2.73 and 2.64 respectively. Convenient local transport got a score of 2.50. The least score is obtained. ‘More train facility to North India directly from Madurai’ with 2.28score.

Opinion about Entertainment Facilities

Most of the respondents are highly satisfied with ‘Museums’ with the mean score of 2.97 followed by ‘Water sports’ 2.95. ‘Adventure sports’ got a score of 2.94. ‘Cinema halls’ and ‘Clubs’ obtained a score of 2.89 and 2.63 respectively. ‘Amusement parks’ got a mean score of 2.50. The least score is obtained by two facilities ‘Cultural events’ and ‘Exhibition’ with 2.37 score each.

SUGGESTIONS

On the basis of findings of the study, some suggestions are made.

- As Madurai is a most important tourist district, Government may arrange more train facilities between North India and Madurai.
- High class and medium class hotels have to improve their facilities, as it is preferred by most of the tourists for stay.
- Cultural events and exhibitions may be arranged by tourism department in Madurai district.

CONCLUSION

Tourism sector is a most momentous one which contributes an amazingpercent of returns to the economy of our nation. Even though there are a lot of tourist spots in our nation, Madurai is a most visited place for both local and foreign people. If the hotels and lodges improve their facilities, it will attract more number of tourists. By arranging more transportation facilities, the arrival of tourists will also increase. If Tourism department allots a large amount of funds to

Madurai district, it will arrange more basic facilities to the tourists and yield more revenue to the society and the nation.

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