A Study on the Behaviour of Tourists Visiting Nagappattinam District

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Abstract—India is a country of immense diversity, the communication of several belief, universal truth seeker’s path and a land of deep spirituality. Being a country of devote. India is noted with innumerable pilgrimage sites. Tourism is an inherently social phenomenon. Tourists travel with others and experience places and cultures through interacting with both familiar and unfamiliar. Tourist behavior is an extremely important and complex aspects to be studied as it unpredictable and relative and nature. Various models are identified to product it to its nearest possibilities. This journal presents a thorough tour of the social psychological processes which underpin contemporary travel. The fascinating phenomenon of tourist behavior deals with topics such as motivation, destination choice, travellers’ on site experiences, satisfaction and learning.

Keywords—Tourist Behavior, Tourism, Cultural Tourism, Heritage Tourism and Pilgrimage

I. INTRODUCTION

“Travel is more than seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living”- Miriam Beard (American historian, archivist and educationist). The Tourism industry is a global phenomenon. It is big business and will continue to grow. Tourism is alive with dynamic growth, new activities, new destinations, new technology, new markets and rapid changes. Tourism is travel for recreational, leisure or business purposes. The World Tourism Organisation defines tourists as people who “travel to and stay in places outside their usual environment for more than twenty four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”

International tourism recovered strongly in 2010 (www.unwto.org).International tourist arrivals were up by almost 7% to 935 million, following the 4% decline of 2009—the year hardest hit by the global economic crisis. The vast majority of destinations worldwide posted positive figures; France, topped the chart. Growth is expected to continue for the tourism sector in 2011, but at a slower pace. UNWTO forecasts international tourist arrivals to grow at 4% to 5% in 2011, a rate slightly above the long-term average. Developing countries benefit a great deal from tourism industry. Tourism in today's world is no more a luxury or mere sight seeing. Even the most common man can attain the status of a tourist. This has been made possible by the recent advances in transportation and information technology, which has enabled tourists to reach even the remotest parts of the earth by spending much less. Similarly the emphasis is gradually shifting from sightseeing to experiencing different cultures, life styles and environments. Tourism in today's world is no more a luxury or mere sight seeing. Even the most common man can attain the status of a tourist. This has been made possible by the recent advances in transportation and information technology, which has enabled tourists to reach even the remotest parts of the earth by spending much less.

There is a mingling of cultures, which has positive effects. Tourism is a huge global industry. If commercial travel is included, it is perhaps the world’s largest. It is a major component of many local and national economies. It has been seen as an agent for peace, an agent of social disruption, a means for transferring money from richer to poorer nations, a form of neocolonialism, a mechanism to find conservation, or a Trojan horse which infiltrates destructive industrial development into the world’s few remaining wilderness.

A key component in most tourism is change; a change in scenery in tastes, in lifestyle, in surroundings, in companions; a change from the work a day, for recreation in its literal sense. Tourism helps to break prejudices, barriers and suspicions that exist between nations. In the long run the most important contribution of tourism is enriching mutual understanding among people, their varied cultures and lifestyles.

Tourism-both domestic and international – is taking place on such a large scale that it has become a major world economic activity. Tourism is also described as an ‘Industry’, often termed as a smokeless industry or an industry without the chimneys. There are some countries in the world which earn more foreign exchange from international tourism than any other major exports. Tourism industry is constantly in search of new products to satisfy a demand that is increasingly selective, fickle, fashion prone and sophisticated.

The global market trends pertaining to tourism forecast that the demand for ecotourism and nature-based holidays is expected to double and even triple in the next two decades. There is a notable and booming interest in adventure tourism and Meetings, Incentives, Conferences or Conventions, Exhibitions or Events (MICE) tourism. Consumer trends in tourism are gradually changing and require an appropriate response in terms of both policy formulation and investment. Current global tourism market trends indicate that long haul travel will grow faster than intra-regional travel. A growth of 24 percent is expected by 2020.
People with less time for leisure are likely to take more frequent but shorter trips nearer home, opening up opportunities for ‘neighbouring country’ tourism. The experienced traveler wants authentic, off-the-beaten-track vacations in remote and less well known places as against luxurious five star vacations, leading to an interest in rural and ethnic tourism. The increase in the number of people with lots of money but little leisure time has resulted in a growing emphasis on rest and relaxation, and ‘wellness’ and ‘health’ holidays. The elderly population in key tourism-generating markets has shown a preference for cultural tourism against sun and sand vacations. There is notable and increasing interest in spiritualism. The demand for ecotourism and nature based holidays is expected to double and even triple in the next 20 years.

1.1. Nagapattinam District

Nagapattinam district is a coastal district of Tamil Nadu state in southern India. Nagapattinam district was carved out by bifurcating the erstwhile composite Thanjavur district on October 19, 1991. The town of Nagapattinam is the district headquarters.

Nagapattinam is derived from Nagar, referring to people from Sri Lanka who settled here, and pattinam referring to town. The town was also called Cholakula Vallipattinam during the Chola period, when it was one of the important ports. Ptolemy refers to Nagapatnam as Nikam and mentions it as one of the most important trade centres of the ancient Tamil country.

This view is doubtful as there is no contemporary evidence to prove the existence of the town as a metropolis in the name of “Nikama” or “Nikam”. Nagapattinam was referred to by early writers and the Portuguese as “the city of Coromandel”. Appar and Tirugnanasambandar, the 7th-century saint poets refer to the city as Nagai in their verses in Tevaram. The town was originally called “Nagai”, the word Pattinam was attached during the Chola era when the town emerged as an important port.

II. REVIEW OF LITERATURE

N. Kreiner and N. Kliot (2000)6 in their article titled, “Pilgrimage Tourism in the Holy Land: The Behavioural Characteristics of Christian Pilgrims” have viewed that there is a significant difference between pilgrims” and tourists” behaviour towards any religious site in spite of the fact that both had three common elements like discretionary income, leisure time and social sanctions.

A. Mehta and R.S.Arora(2000)7 in their article titled, “Tourism Industry in Punjab-An Appraisal of Promotional Activities” have highlighted that the share of advertisement expenditure to total management expenses has decreased. Further, published material of the tourism department is incomplete, unattractive and insufficient for foreign tourists. The study has recommended that the state government must adopt a standardized form of media for the promotion of tourism industry in Punjab.

R.Mishra(2000) in his thesis entitled “Pilgrimage Tourism - A Case Study of Brajmandal” has stated that with the increased mobility of urban class, more and more people are undertaking weekend trips. The study has also highlighted the main problems regarding poor infrastructure and facilities such as accommodation, quality food, shopping areas, public convenience, and communication and cheating and misguiding etc, faced by.

Lalith Chandralal(2010) in his article entitled, “Impacts of Tourism and Community Attitudes towards Tourism: A Case Study in Sri Lanka” has pointed out that majority of the local residents hold tourism as a positive effect on the local community.

Ahmed Paud Mat Som, AzizanMarzuki and JamilJusoh(2011) in their article entitled, “A Critical Analysis of Tourist Satisfaction and Destination Loyalty” have pointed out that tourism destinations must ponder over the image factor as this will affect tourists” satisfaction and their recommendation for future tourists to visit the place or skip it over.

VikasGautam(2012) in his article on “An Empirical Investigation of Consumers Preference about Tourism Services in Indian Context with Special Reference to the State of Himachal Pradesh” has explained that tourists attribute the highest importance to security, value for money and provision for information. Conversely, they give less importance to complaint responses, choice offered and mode of access.

Ravi Bhushan Kumar(2014) in his article entitled, “Pilgrimage Tourism in Kurukshetra (Haryana): A Sustainable Development Approach” has said that tourism is one of the biggest and fastest-growing economic sectors in the global economy and has significant environmental, cultural, social, and economic effects, both positive and negative.

Jan Meller Jensen and Anne-MetteHjalager(2013) in their article entitled, “The Role of Demographics and Travel Motivation in Travellers’ Use of the Internet before, during, and after a Trip” have discussed that this paper explores travellers' use of the internet before, during and after a trip.

Saurabh Kumar Dixit(2014) in his article entitled, “Community Attitude towards Tourism Development: Study of Meghalaya, India” has said that the impacts of tourism have been reasonably well researched, particularly from the environmental and economic perspectives.

Sheeba Julius(2015) in her article titled ”A study on Tourism Industry with special reference to religious tourism in Nagapattinam district” concluded that the district has wide scope of tourism promotional activities.

III. STATEMENT OF PROBLEM

A more promising and larger area of tourism is domestic tourism. Domestic Tourism is therefore culturally reinforcing and integrative. It would be examined how far cultural tourism promote cultural values in Tamil Nadu, its languages, social practices and life style; and how cultural tourism effectively resists the threats of modernization and globalization. Cultural interaction is of deep and profound interests to cultural
tourists all over the world. The South Indian states are a classic example of promoting ‘Unity in diversity’. The role of cultural tourism in keeping cultural unity and national and emotional integration would be the main focus of this study.

Domestic tourism is oriented more towards religious pilgrimages combined with sightseeing and leisure. Nagappatinam district has number of temples, churches, mosques and durgas and there is a prevalence of cultural and religious harmony which made the tourism to flourish. Hence it is necessary to do an intensive analysis on the role of religious and cultural destinations in making the tourism vibrant in Nagappattinam district. As a result of growth of tourism in the district, the local community will get benefit a lot by engaging themselves in tourism industry. Hence it is decided by the researcher to choose this vibrant topic for further development of tourism in this region.

IV. RESEARCH GAP

A substantial volume of literature both at the micro and macro levels can be seen on the subject of tourism. The literature survey has helped to understand and appreciate the earlier studies conducted in the field of tourism and it has provided a broad framework for various aspects of tour, travel, tourism, developmental, recreational and hospitality already found in the tourism industry.

A study on the social impacts of tourism based on the opinion of local and foreign tourist and economic perspectives based on the opinion of local community is really missing. And studies on importance of tourism in the study region are also almost scanty. To fill this research gap, in the rural and urban areas of Nagappatinam District, this vibrant topic has been chosen for study.

V. OBJECTIVES OF THE STUDY

1. To study about the evolution of tourism industry in India.
2. To understand about the emerging trends and practices of tourism management in Nagappatinam district.
3. To analyse the behaviour of the tourists during their visit to Nagappattinam district.
4. To suggest ways and measures to promote tourism in Nagappatinam District

5. (1). Secondary Objectives:
   ✓ To investigate the quality of the service availed by the tourists in Nagappatinam district
   ✓ To explore the major issues and challenges faced by the tourists in Nagappattinam district
   ✓ To identify the perception of local community on the impact tourism towards the economic development in the district.

VI. SCOPE OF THE STUDY

This study attempts to explore the tourism development in Nagappatinam district. This study tries to examine the behavior of the tourists who are visiting various places in Nagappatinam district and also tries to examine the contribution of tourism in the economic development of the host community in various places of Nagappatinam district. This outcome of this study is very useful for the development of tourism industry as well as the economic development of the study region.

VII. RESEARCH METHODOLOGY

The research methodology used consists of four major components, namely research design, sampling design, data collection, data analysis and interpretation.

7.1. Research Design

The study is based on both primary and secondary data. Required secondary data regarding gold price and its movement analysis were collected from Journals, Websites and from the dealers of fitness equipments. To ascertain the tourists behavior in Nagappattinam district, opinion was collected from the domestic & foreign tourists as well as Local community selected respondent with the help of a structured Questionnaire, which forms the primary data.

7.2. Sampling Design

The respondents are tourists who visited various places of Nagappatinam district. Quota sampling method has been adopted and he sample respondents are selected based on the quota of tourist (domestic and foreign) and host community.

7.3. Sample size

Respondents were picked from the various tourism destinations in Nagappatinam district. 300 tourist respondents were collected in which 200 from domestic tourists and 100 from foreign tourists. Besides 100 host community people were contacted in various tourist places to gather information.

7.4. Data Collection

The study involved a field survey by using a close-ended structured questionnaire. The preliminary questionnaire was first pre-tested by undertaking a pilot survey of around 50 tourist and 25 local community members. The questionnaire was redesigned by incorporating that the changes suggested and a tentative questionnaire was arrived at by modifying again. The final questionnaire was administered through personal interview.

7.5. Data Analysis

In this study, the data were analysed by using statistical methods like Mean, Standard deviation, Chi-square test, Factor Analysis, McNemer test, Garatte ranking method, Anova, Rank Correlation method and Simple percentage analysis. Chi-square test is used to find out the significance of Demographic characteristics of the tourist towards their tourism practices. The various statistical tools used in the study were as follows:

IJSRCSAMS

Volume 7, Issue 5 (September 2018)
Mean, Median, Quartiles and Standard Deviation

Mean score were used to find out the respondents overall perception of investors towards gold investment. Median was used to classify the level of influence into good and not so good. Quartiles show the distribution of influence scores of the respondent.

Analysis of Variance (ANOVA)

The basic principle of ANOVA16 is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between the samples. Two-way ANOVA technique is used when the data are classified on the basis of two factors.

Rank Correlation

A Rank Correlation17 is the relationship between different ranking of the same set of items. A rank correlation coefficient measure the degree of similarity between two ranking, and can be used to assess its significance.

T-test

One of the applications of the t-test is to verify the statistical significance of the difference between the means of two independent samples.

Chi-Square Analysis

The chi-square test is applied

i) To find out the relationship between the family income of the respondents and the amount of importance assigned to price while buying the fitness equipment.

ii) To find out the relationship between the educational qualification of the respondents and the influencing factors to purchase the fitness equipments.

iii) To find out the association between the age, educational qualification and physical fitness of the respondents and their level of satisfaction towards fitness exercises.

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\text{Chi-square } = \sum \frac{(O - E)^2}{E}
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Where, O is the observed frequency

E is the expected frequency

The table value of chi-square is found out by \((r - 1) (c - 1)\) degree of freedom at 5 per cent level of significance whereas \(r\) denotes number of rows in the contingency table and \(c\) denotes the number of columns in the contingency table. T-test has been used to study the statistical significance of the difference in brand equity components between car owner and potential car buyer.

7.6. Methodology

The primary and secondary data have been collected through various sources. Quota sampling method was followed and the respondents were divided into tourists( domestic and foreign) and local community. To collect the primary data, two different sets of questionnaires were prepared for tourists as well as local community people. Respondents were picked from the various tourism destinations in Nagapatinam district.300 tourist respondents were collected in which 200 from domestic tourists and 100 from foreign tourists. Besides 100 host communities were contacted in various places to gather information. It has been supplemented with the information gathered through informal discussion with sample respondents as well as from the officials of tourism promotion agencies.

The following conceptual framework has been framed for analyzing the opinion of the tourists and host community for the development of tourism in the study region.

VIII. MAJOR FINDINGS:

✓ Nagappattinam district has been an emerging tourist spot due to its magnificently diverse religious tourist potential and rich cultural heritage.

✓ Irrespective of education and occupation, all people engaged themselves in tourism.

✓ Majority of the respondents opined that the purpose of visit is purely pilgrimage.

✓ Majority of the respondents preferred taxi for the purpose of visiting various places than the other modes of transportation.

✓ Majority of the respondents were dissatisfied with the facilities provided by the hotels in various places of Nagappattinam district.

✓ There was a service gap between the tourist expectation and the actual quality of service. Majority of the tourists felt that the tourist spot were not clean and the road facilities and transport facilities were not maintained well.

✓ Majority of the foreign tourists were facing communication problems due to the lack of tourist guides.

✓ Tourists come here for pilgrimage centers of various religions and to enjoy the coastal climate of the area. The commercial activity around tourist spot is promoted by the local community, local markets and thereby income is generated for local people.

IX. MAJOR SUGGESTIONS

✓ The Government, Tourism promoters and Local authorities are suggested to do the following things to enhance the tourism in Nagappattinam district.

✓ Adequate steps to be taken by the Local authorities for sanitation facilities and hygiene in bus stations, coastal areas and railway stations.
Information about road direction at junction points, hotels, lodges and tourist spot can be displayed with the help of sign board for the benefit of the tourist.

Tourists information centers can be established at tourist spots for guiding and helping the tourists.

More number of ATMs can be placed at various tourist spots to satisfy the needs of the tourist and to develop the commercial trade.

Government should provide basic facilities like a special website should be started for the centers of tourist attraction in the internet regarding Nagappattinam district.

The government should come forward to facilitate the growth of travel convenience in the district to assist the foreign and domestic tourists thus enabling them to gain easy access to the tourist spots here.

Airport facilities maybe arranged to attract to domestic and international tourists.

Biodegradable toilets may be established at various tourist places.

X. CONCLUSION

The study titled “A study on the behavior of tourists visiting Nagappatinam District” involved extensive travelling in and around Nagappattinam district. The researcher interviewed 480 tourists (both domestic and international). It is found by the researcher that some basic amenities like sanitary, hygienic, transport, road and water facilities were not up to the level of expectation of the tourist and hence necessary steps should be taken to fulfill the lacunas. In general, Nagappatinnam district has enormous the potential to attract tourists which will generate employment opportunities economic status of the people.

XI. SCOPE FOR FURTHER RESEARCH

- Additionally, the researcher used only one instrument that is questionnaire survey. Thus, the researcher suggests that, the qualitative method of in-depth interview is more suitable to measure their level of tourists’ satisfaction.
- A study can be conducted on the revisit intention behavior amongst the domestic and international tourists.
- A further study can be done to assess the impact of online tour planners like makemytrip.com, goibibo.com etc in the tourism industry.

BIBLIOGRAPHY


