

A STUDY ON SOCIO ECONOMIC VARIABLES AND THE OBJECTIVES OF FOREIGN TOURIST TOUR PROGRAMS WITH REFERENCE TO TAMIL NADU

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ABSTRACT

The goal of the paper is to examine the many socioeconomic dimensions pertaining to international visitors. Since India is a nation with a wide range of interests and a rich history, visitors frequently visit us. For business, medical care, tourism, and other reasons, people from other countries travel to India. The purpose of the research study is to examine the many issues that foreign visitors to our nation encounter. The survey will help analyse and comprehend visitor expectations and learn about their suggestions for raising the standard of travel to India. The essay also examines the fundamental components of visitor perceptions according to categories like age, sex, marital status, income levels, and so forth. In order to provide a clearer image of tourism from the viewpoint of foreign visitors and to learn what they think about the nation and its people, the data collected are combined, analysed, and evaluated.

INTRODUCTION

Tourism is one of the most powerful industries contributing to the economic growths of the nation. It is also one of the instigators to promote, preserve and propagate developments across countries as well as communities. There has been a rampant progress in the demand and usage of internet services globally. The economy of India depends heavily on tourism, which is expanding quickly. The Global Travel and Tourism Council estimated that in 2021, tourism would contribute 5.8% of India's GDP, or \$170 billion, and sustain 32.1 million employment. Despite the fact that these numbers were lower than those prior to the epidemic, the nation's economy saw a major increase in 2021 following a sharp decline in 2020. By 2031, the industry is expected to increase at an average annual rate of 7.8%, reaching \$33.8 lakh crore (US\$420 billion), or 7.2% of GDP.

Since the invention of the internet, one can choose the destination, the spending limit, the availability of transportation, and any other important information. It is absolutely apparent that

the number of tourism packages are picked, the agencies selected and any essential decision taken are through the aid of the internet. It is well known that international visitors have more access to internet services than do visitors from India. So, the understanding of the numerous tourist destinations has changed as a result of the foreigners. The purpose of the article is to examine the many socioeconomic, demographic, and other significant elements that affect the number of international visitors to Tamilnadu.

NEED OF THE STUDY

The researcher decided to concentrate on the tourist sector because of its rapid growth. With the help of socioeconomic segregation, the tourists might be segregated into groups according to their socioeconomic class, sex, and degree of education. This is because visitors from a variety of professions, including businesspeople, students, and others, are grouped in order to understand their preferences and areas of interest in order to get to a precise conclusion. This makes it easier to examine the many concerns and expectations that visitors have in order to fully comprehend their points of view.

OBJECTIVES OF THE STUDY

- To analyse the opinion of foreign tourists regarding their purpose of visit.
- To compare and analyse the socio economic backgrounds and the purpose of the tour
- To offer feasible suggestions based on the study.

REVIEW OF LITERATURE

Suresh Babu .V (2018) in his study elucidate that The Indian economy's tourist industry is currently experiencing rapid expansion. This sector has grown and become one of the country's most important service industries. The tourism business provides a low-cost means to obtain foreign currency. Because of its tremendous growth potential, it increases the entire economy's growth rate. Furthermore, it serves as an essential industry under some circumstances, boosting industrial diversification as well as enhancing regional development in backward areas. Tourism industry is the wide range of constituent and world second largest industry. So the researcher has selected survey consist of 300 tourist, who were on visit of tourism places in Madurai district. The researcher has palmed to survey domestic as well as foreign tourists. The main objectives are to study the socio economic back ground of tourism and the theoretical view of tourism industry in Madurai District. The purposes of visit of majority of the respondents are in religious aspect and own interest is an important motivation to visit this tourism places. Religious aspect is more attract of the tourists on tourism and majority of the tourist give their opinion about factors of tourism is excellent and fulfill all the expectation of the tourists

Nithya and Neelakanthan .R (2022) The present paper analyze about the Coastal and marine tourism includes those recreational activities tourism of Nagapattinam district with various dimensions.. The number of Foreign Tourist Arrivals (FTAs) in India during 2018

increased to 10.56million as compared to 10.04 million in 2017. The study is based on both primary and secondary data.50 tourist respondents were collected in which domestic tourists and foreign tourists. In this study, the data were analysed by using statistical methods like Chi-square test, Factor Analysis method and Simple percentage analysis by the help of SPSS. Based on the research, the findings are the breakdown of gender was 50.7% male and 49.3% female. 47.3% of respondents are below 25 age group and 38% of people are 26 to 40 age group. It indicates young people willing to go tours and especially coastal areas. the main purpose of the research is 36.7% of the respondents prefer to visit Environment related tourist places. 21.3 percent of the respondents visit tourist places with their business work. 19.3% of respondents interested to visit recreation purpose and 6.7% of respondents visit as a educational tour. In the Study area Positive economic development is identified. Economy is one of the major factors determining the visiting tourist places.

METHODOLOGY

The purpose of the current study is to comprehend the perspectives of foreign visitors to Tamilnadu. 384 people make up the study's sample. The primary data is gathered using an interview-based approach with a scheduled questionnaire. Books, electronic resources, digital resources, and journals are used to obtain secondary data. To better grasp the subject of study and to identify any knowledge gaps, reviews of the literature are read. The associated research reviews served as inspiration for the creation of the interview schedule.

DATA COLLECTION

By visiting nearly 10 tourist destinations around Tamilnadu, the researcher used a non-random sampling strategy to gather data. A scheduled questionnaire was filled out by visiting the 384-person sample size's top tourist attractions. The information is gathered at a practical period that is convenient for the researcher, taking into account the season and the peak tourist season. The inferences have been drawn and evaluated based on the data that have been gathered. The researcher needed to use his own time and spent close to six months gathering the required data.

SAMPLE DESIGN

The non random sampling technique was used to select the 384-person choose sample size. The researcher must prejudge the places to visit by calculating the amount of visitors frequenting at a given time and during a particular season, hence judgmental sampling was chosen. The time of data collection was left to the discretion of the researcher because the number of data obtained mostly relied on the frequency of tourists visiting the place.

LIMITATION OF THE STUDY

All research must include limitations as a necessary component. It is apparent that there are only 384 tourists, and the researcher has only chosen a few locations that are popular with tourists. For data collecting, the researcher does not visit the other tourist attractions. Only six months are allotted for data collection. Finally, only locations within Tamilnadu and even then, only carefully chosen locations were chosen for the tour. Other states in India are not covered by the study. These are the restrictions that the researcher in this study found.

ANALYSIS AND INTERPRETATION

The present study aims to analyse and interpret the socioeconomic variables of the foreign tourists visiting Tamilnadu. A sample size of 384 is taken for study and the inferences are given for reference and understanding.

Socio Economic Status and Purpose of Tour Programme

Table 1

Gender and Purpose of Tour Programme

S. No	Purpose	Gender			Total
		Male	Female	Third Gender	
1	Religious / Pilgrimage	24 (53.33)	20 (44.44)	1 (2.22)	45 (100)
2	Business / Professional	27 (60.00)	14 (31.11)	4 (8.89)	45 (100)
3	Educational tour	19 (45.24)	22 (52.38)	1 (2.38)	42 (100)
4	Vacation,Leisure and Recreation	39 (48.75)	38 (47.50)	3 (3.75)	80 (100)
5	Social (visiting friends and relatives,marriages etc.,)	24 (51.06)	22 (46.81)	1 (2.13)	47 (100)
6	Health / Medical / Wellness	35 (68.63)	16 (31.37)	-	51 (100)
7	Visiting Historical Monuments and tourist places	21 (50.00)	19 (45.24)	2 (4.76)	42 (100)
8	Others please specify	22 (68.75)	10 (31.25)	-	32 (100)

Total	211 (54.95)	161 (41.93)	12 (3.12)	384 (100)
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Source: Primary Data

From the table one can find that the sex of the respondents also plays a significant role in influencing their tour patterns. One finds that 39 males and 38 females, which is a majority of them, choose to visit tourist places for vacation and leisure. 35 males and 16 females have responded to visit Tamilnadu for medical expenses. The least is the ones who visit for the purpose of education which comes to 19 males for 22 females.

Table 2

Age and Purpose of Tour Programme of Foreign Tourist in Tamil Nadu

S. No	Purpose	Age				Total
		Up to 25 years	26-40 years	41-60 years	Above 61 years	
1	Religious / Pilgrimage	5 (11.11)	13 (28.89)	20 (44.44)	7 (15.56)	45 (100)
2	Business / Professional	10 (22.22)	14 (31.11)	15 (33.33)	6 (13.33)	45 (100)
3	Educational tour	3 (7.14)	12 (28.57)	16 (38.10)	11 (26.19)	42 (100)
4	Vacation, Leisure and Recreation	17 (21.25)	27 (33.75)	23 (28.75)	13 (16.25)	80 (100)
5	Social (visiting friends and relatives, marriages etc.,)	6 (12.77)	12 (25.53)	17 (36.17)	12 (25.53)	47 (100)
6	Health / Medical / Wellness	12 (23.53)	15 (29.41)	17 (33.33)	7 (13.73)	51 (100)
7	Visiting Historical Monuments and tourist places	8 (19.05)	15 (35.71)	10 (23.81)	9 (21.43)	42 (100)
8	Others please specify	8 (25.00)	9 (28.13)	10 (31.25)	5 (15.63)	32 (100)
Total		69 (17.97)	117 (30.47)	128 (33.33)	70 (18.23)	384 (100)

Source: Primary Data

The table 2 shows that most of the respondents which is from the age of 26 to 40 chose to tour for the purpose of vacation and leisure. The educational tour is taken by the ones above 60 years. When visiting a place for the historical interest, the ones from the ages of 41 to 60 years.

The ones from the ages of 25 to 40 do not take a tour for the purpose of education. The ones from 41 to 60 are the highest when it comes to other personal purposes.

Table 3

Marital Status and Purpose of Tour Programme of Foreign Tourist in Tamil Nadu

S. No	Purpose	Marital Status			Total
		Married	Unmarried	Others	
1	Religious / Pilgrimage	28 (62.22)	12 (26.67)	5 (11.11)	45 (100)
2	Business / Professional	32 (71.11)	11 (24.44)	2 (4.44)	45 (100)
3	Educational tour	26 (61.90)	13 (30.95)	3 (7.14)	42 (100)
4	Vacation, Leisure and Recreation	42 (52.50)	32 (40.00)	6 (7.50)	80 (100)
5	Social (visiting friends and relatives, marriages etc.,)	26 (55.32)	18 (38.30)	3 (6.38)	47 (100)
6	Health / Medical / Wellness	28 (54.90)	22 (43.14)	1 (1.96)	51 (100)
7	Visiting Historical Monuments and tourist places	27 (64.29)	11 (26.19)	4 (9.52)	42 (100)
8	Others please specify	21 (65.62)	10 (31.25)	1 (3.12)	32 (100)
Total		230 (59.90)	129 (33.59)	25 6.51)	384 (100)

Source: Primary Data

When one relates the marital status and the purpose of the tour, one finds that the married people are more interested to visit the places of interest for the purpose of leisure and entertainment which is 42 percentage. The unmarried are also equally interested to visit places of interest to enjoy and relax. Business professionals that too who are married show greater interest in going or visiting places. The least are the ones who are unmarried which is ten percentage who visit these places for other purposes.

Table 4

Educational Background and Purpose of Tour Programme of Foreign Tourist in Tamil Nadu

S. No	Purpose	Academic Qualification				Total
		Up to school level	Graduates	Professionals	others	
1	Religious / Pilgrimage	6 (13.33)	16 (35.56)	17 (37.78)	6 (13.33)	45 (100)
2	Business / Professional	6 (13.33)	15 (33.33)	19 (42.22)	5 (11.11)	45 (100)
3	Educational tour	5 (11.90)	13 (30.95)	17 (40.48)	7 (16.67)	42 (100)
4	Vacation, Leisure and Recreation	9 (11.25)	33 (41.25)	27 (33.75)	11 (13.75)	80 (100)
5	Social (visiting friends and relatives, marriages etc.)	7 (14.89)	14 (29.79)	16 (34.04)	10 (21.28)	47 (100)
6	Health / Medical / Wellness	3 (5.88)	15 (29.41)	28 (54.90)	5 (9.80)	51 (100)
7	Visiting Historical Monuments and tourist places	5 (11.90)	14 (33.33)	14 (33.33)	9 (21.43)	42 (100)
8	Others please specify	5 (15.63)	13 (40.63)	11 (34.38)	3 (9.38)	32 (100)
Total		46 (11.98)	133 (34.64)	149 (38.80)	56 (14.58)	384 (100)

Source: Primary Data

Education background and the purpose of the tour are analysed in the table. This table shows that business professionals take the maximum advantage of going for tours the highest being touring for recreation which is followed by visiting places for medical expenses. A fourteen percentage of graduates visit Tamilnadu for marriages and other events. The lowest being three percentage for the ones who visit Tamilnadu for other purposes. These three percentage constitute the ones who don't have a specified educational qualification.

Table 5

Occupational Status and Purpose of Tour Programme of Foreign Tourist in Tamil Nadu

S. No	Purposes	Occupational Group								Total
		OS1	OS2	OS3	OS4	OS5	OS6	OS7	OS8	
1	P1	4 (8.89)	7 (15.56)	13 (28.89)	4 (8.89)	4 (8.89)	5 (11.11)	6 (13.33)	2 (4.44)	45 (100)
2	P2	4 (8.89)	8 (17.78)	11 (24.44)	6 (13.33)	3 (6.67)	9 (20.00)	2 (4.44)	2 (4.44)	45 (100)
3	P3	4 (9.52)	12 (28.57)	10 (23.81)	2 (4.76)	4 (9.52)	9 (21.43)	1 (2.38)	-	42 (100)
4	P4	7 (8.75)	17 (21.25)	21 (26.25)	6 (7.50)	13 (16.25)	8 (10.00)	5 (6.25)	3 (3.75)	80 (100)
5	P5	7 (14.89)	9 (19.15)	13 (27.66)	3 (6.38)	3 (6.38)	7 (14.89)	4 (8.51)	1 (2.13)	47 (100)
6	P6	6 (11.76)	8 (15.69)	11 (21.57)	9 (17.65)	4 (7.84)	7 (13.73)	3 (5.88)	3 (5.88)	51 (100)
7	P7	6 (14.29)	7 (16.67)	4 (9.52)	4 (9.52)	3 (7.14)	9 (21.43)	6 (14.29)	3 (7.14)	42 (100)
8	P8	1 (3.13)	5 (15.63)	11 (34.38)	2 (6.25)	2 (6.25)	4 (12.50)	5 (15.63)	2 (6.25)	32 (100)
Total		39 (10.16)	73 (19.01)	94 (24.48)	36 (9.38)	36 (9.38)	58 (15.10)	32 (8.33)	16 (4.17)	384 (100)

Source: Primary Data

OS1 - Government Employee, OS2- Private Employee, OS3 – Businessman, OS4 – Retired Person, OS5 – Agriculturist, OS6 – Professional, OS7 – Housewife, OS8 – Others.

P1 - Religious / Pilgrimage, P2 - Business / Professional, P3 - Educational tour, P4 - Vacation, Leisure and Recreation, P5 - Social (visiting friends and relatives, marriages etc.), P6 - Health / Medical / Wellness, P7 - Visiting Historical Monuments and tourist places, P8 - Others please specify

Table 5 analyses the respondents' occupations as well as the tour's objective. This table demonstrates that business professionals make the most of travelling, with religious and pilgrimage travel ranking first, followed by travel for medical purposes. More than 27% of business travellers come to Tamil Nadu for social (seeing friends and relatives, weddings, etc.) reasons. The smallest number is thirty-two foreign visitors who travel to Tamilnadu for other reasons.

Table 6

Monthly Income and Purpose of Tour Programme of Foreign Tourist in Tamil Nadu

S. No	Purpose	Monthly Income in US Dollars						Total
		Less than 2000	2001 to 4000	4001 to 6000	6001 to 8000	8001 to 10000	More than 10001	
1	Religious / Pilgrimage	1 (2.22)	8 (17.78)	11 (24.44)	13 (28.89)	9 (20.00)	3 (6.67)	45 (100)
2	Business / Professional	1 (2.22)	8 (17.78)	16 (35.56)	10 (22.22)	5 (11.11)	5 (11.11)	45 (100)
3	Educational tour	1 (2.38)	9 (21.43)	15 (35.71)	7 (16.67)	6 (14.29)	4 (9.52)	42 (100)
4	Vacation, Leisure and Recreation	6 (7.50)	13 (16.25)	20 (25.00)	23 (28.75)	10 (12.50)	8 (10.00)	80 (100)
5	Social (visiting friends and relatives, marriages etc.,)	3 (6.38)	2 (4.26)	18 (38.30)	13 (27.66)	6 (12.77)	5 (10.64)	47 (100)
6	Health / Medical / Wellness	4 (7.84)	10 (19.61)	14 (27.45)	7 (13.73)	11 (21.57)	5 (9.80)	51 (100)
7	Visiting Historical Monuments and tourist places	1 (2.38)	5 (11.90)	9 (21.43)	13 (30.95)	8 (19.05)	6 (14.29)	42 (100)
8	Others please specify	2 (6.25)	6 (18.75)	7 (21.88)	7 (21.88)	7 (21.88)	3 (9.38)	32 (100)
Total		19 (4.95)	61 (15.89)	110 (28.65)	93 (24.22)	62 (16.15)	39 (10.16)	384 (100)

Source: Primary Data

Table 6 analyses monthly income as well as the tour's goal. According to Table 6, those with monthly incomes between 2001 and 4000 US dollars benefit the most from taking trips by seeing historical monuments, which is followed by educational tour destinations and business purposes.

Suggestions from the Findings of the Study

The majority of male visitors come to India for health, medical, and wellness reasons. Therefore, it is necessary to better publicise the amenities offered by large hospitals, inform the Indian high commissions abroad about medical tourism as a possible source of income and goodwill, and more. Create public-private partnerships between hospitals that provide medical care, as there are a number of public hospitals where the standard of care is on par with that provided by private hospitals.

It implies that in addition to the trustworthy and reasonably priced medical facilities provided to international visitors, medical tourists also need support services including assistance with visa and travel preparations, lodging for companions, meals, and language barriers. Currently, these are managed by numerous distinct departments and ministries, with a few big, expensive ones. Hence, all of these services should be offered by hospitals under one roof.

One of the main reasons that international tourists come to India is for vacation, leisure, and entertainment. Making accessibility simple is crucial for the success of any tourist locations. For a particular tourist site, it is crucial to construct good roads and access points. For both domestic and international tourists, travelling should be convenient.

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