

## Examine the Socio Economic Status of Foreign Tourist in Tamil Nadu

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### ABSTRACT

Tourism is a worldwide phenomenon since humans have always been nomads as a result of evolution. The purpose of the paper is to investigate the many socioeconomic aspects of foreign visitors. Visitors commonly come to India because it has a diverse population with a lengthy history. People from other nations visit India for a variety of purposes, including business, healthcare, tourism, and other travel. The paper 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

One of the key sectors driving the nation's economic expansion is the tourism industry. It is also one of the driving forces behind the promotion, preservation, and dissemination of

developments throughout nations and communities. Globally, the demand for and use of internet services has increased dramatically. Since the invention of the internet, one can choose the destination, the spending limit, the availability of transportation, and any other important information. There is no denying that the internet is used to choose the various travel packages, the travel companies, and other significant decisions. 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 study is to examine the many socioeconomic, demographic, and other significant elements that affect the number of international visitors to Tamil Nadu.

### **NEED OF THE STUDY**

Since the tourism sector is experiencing tremendous growth, the researcher sought to focus on it. The tourists could be divided into groups based on their socioeconomic status, sex, and level of education with the aid of socioeconomic segregation. This is due to the fact that tourists from a variety of occupations, such as businesspeople, students, and others, are sorted out to learn about their preferences and areas of interest so that a precise conclusion can be drawn. This aids in examining the many expectations and issues that visitors encounter so that an overall comprehension of their perspectives may be met.

### **OBJECTIVES OF THE STUDY**

- To examine the socio economic status of foreign tourists visit in Tamil Nadu

### **REVIEW OF LITERATURE**

Jeyakumar.S & Rajaram.S (2016) conducted their study from the perspective of a tourist. In an effort to analyse the issues with pilgrimage tourism in Tamil Nadu, attention is given to the numerous pilgrimage sites and the attitudes of visitors towards these issues. The Hindu temples in Tamil Nadu are the only ones included in this study. Regarding pilgrimage tourism in Tamil Nadu, this study also contrasts domestic and foreign visitors. Ten pilgrimage tourist destinations have been chosen for the study's purposes using a lottery system. The researcher employed the purposive sampling approach to gather primary data for this study. 300 overseas tourists and 800 domestic tourists participated in the poll. The strong positive benefits of the pilgrimage season on income, employment, the high level of living of inhabitants, and growth in Tamil Nadu are revealed by pilgrimage tourism.

Jeyakumar.S. and Rajaram.S. (2020) in their research "A Study on Socio Economic Variables and Promotion of Pilgrimage Tourism in Tamil Nadu." All religions practise pilgrimage, which is a highly common kind of tourism in India. Also, all major world religions have countless places to visit in India, which is a single nation. The number of religious tourism attractions in India is almost infinite, despite the fact that the country is home to several pilgrimage sites for all religions due to its secular nature and the Hindu majority being a religious majority.

Kavaratzis and Ashworth (2008) examined the relationship between tourism and place branding, using a case study of the city of Amsterdam. The study found that positive reviews of local amenities and attractions were associated with stronger place branding, indicating that tourism can be an important tool for promoting a positive image of a destination.

Suresh Babu.V. (2018) in his study explains how the tourist sector in India is now growing quickly. One of the most significant service businesses in the nation, this industry has grown and developed. An affordable way to get foreign cash is through the tourism industry. The rate of growth of the total economy is accelerated by its enormous growth potential. In addition, it occasionally performs the function of a crucial industry, promoting industrial diversification and advancing regional development in underdeveloped areas. As a result, the researcher chose a sample size of 300 tourists who had recently visited Madurai district tourist attractions.

Zhang and Huang (2018) analyzed foreign tourist reviews of rural tourism destinations in China, using a combination of sentiment analysis and regression analysis. The study found that positive reviews were associated with higher levels of tourist satisfaction and repeat visits, indicating that tourism can have a positive impact on local economies.

## METHODOLOGY

The present study aims to understand the perceptions of foreign tourists visiting Tamilnadu. A sample of 384 is chosen for the study. The primary data is collected through a scheduled through a questionnaire sought by an interview method. The secondary data are gathered through books, electronic resources, web resources and Journals. Reviews of Literatures are perused to gain understanding about the study area and also analyse the research gaps. The interview schedule prepared has had its cues taken from the related research reviews.

## DATA COLLECTION

The researcher has done a non-random sampling method to collect data by visiting close

to ten tourist places across Tamilnadu. The sample size being 384, a scheduled questionnaire was filled by visiting the select places of tourist interests. The data is collected through a feasible time convenient to the researcher keeping in mind the season and the time of maximum inflow of the tourists. Based on the data collected, the inferences have been made and studied. It took the researcher close to six months to collect the specified data which is dependent of his free time.

### **SAMPLE DESIGN**

The select sample size of 384 has been chosen using the random sampling technique. The judgemental sampling has been chosen because the researcher has to prejudge the places of visit by computing the number of tourists frequenting at a specified time and a specific season. The time of data collection was left to the discretion of the researcher because the volume of data collected largely depends on the frequency of tourists visiting the place.

### **LIMITATION OF THE STUDY**

Limitations become an integral section of any research. One can find that the number of tourists number only to 384 and that too the researcher has chosen only select places where tourists frequent. The rest of the tourist places are not visited by the researcher for data collection. The time frame is only six months to gather data. Finally, the places chosen for touring are only from Tamilnadu that too only select places of tourist interests across Tamilnadu. The study does not include other states in India. These are the limitations observed by the researcher in this study.

**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.

The goal of the study is to examine how different socioeconomic factors, including as respondents' ages, monthly incomes, professions, and sexes, affect international visitors' visits to Tamilnadu. To better understand the effects of these visitors arriving to tour Tamilnadu, these variables are analysed.

**TABLE 1****SEX AND AGE OF THE RESPONDENTS**

S.No	AGE/GENDER	MALE	FEMALE	THIRD GENDER	TOTAL
1	Up to 25 years	44 (63.77%)	22 (31.88%)	3 (4.35%)	69 (100%)
2	26-40 years	53 (45.30%)	61 (52.14%)	3 (2.56%)	117 (100%)
3	41-60 years	82 (64.06%)	41 (32.03%)	5 (3.91%)	128 (100%)
4	Above 61 years	32 (45.71%)	37 (52.86%)	1 (1.43%)	70 (100%)
	Total	211 (54.95%)	161 (41.93%)	12 (3.13)	384 (100%)

Source: Primary Data

A respondent's sex and age are directly proportional to their choice of tourist places. The table 1 shows that the ones who are between 41 and 60 years have a maximum turnout in visiting the places of interest which is 82 tourist under male category. The next category is the ones who are between 26 and 40 years which is 61 tourist under female category. On the whole, age, sex is a favourable factor in deciding the respondents' choice of visiting places for tour.

TABLE 2

## AGE AND MARITAL STATUS OF THE RESPONDENS

S.NO	AGE / MARITAL STATUS	MARITAL STATUS			TOTAL
		MARRIED	UNMARRIED	OTHERS	
1	Up to 25 years	39 (56.25%)	26 (37.68%)	4 (5.80%)	69 (100%)
2	26-40 years	64 (54.70%)	40 (34.19%)	13 (11.11%)	117 (100%)
3	41-60 years	84 (65.62%)	38 (29.69%)	6 (4.69%)	128 (100%)
4	Above 61 years	43 (61.43%)	25 (35.71%)	2 (2.86%)	70 (100%)
	Total	230 (59.9%)	129 (33.6%)	25 (6.5%)	384 (100%)

Source: Primary Data

The marital status of a respondent is also an important criterion in deciding his touring behaviour whether or not he wants to go to a place with spouse or all alone. The table 2 gives a mixed view of the respondents because, the married and unmarried respondents are willing to go on a tour and explore the places. One finds that a majority of the respondents go out on a tour after marriage that too between the ages of 41 and 60 years, the second category of married

respondents are between the ages of 26 and 40 years who wish to tour. One finds that age is one of the factors that decide the attitude of touring among the respondents. The ones older than sixty and upto 25 years prefer to stay at home than go out for tour.

Age and type of family members are put together to have a proper synchrony between the tools and tables. The three different criterion taken for analyses are the nuclear, joint and cohabitation

TABLE 3

## AGE AND TYPE OF FAMILY OF THE RESPONDENTS

S.NO	AGE	TPES OF FAMILY			TOTAL
		JOINT	NUCLEAR	COHABITATION	
1	Up to 25 years	25 (36.23%)	36 (52.17%)	8 (11.59%)	69 (100%)
2	26-40 years	37 (31.62%)	72 (61.54%)	8 (6.84%)	117 (100%)
3	41-60 years	43 (33.59%)	77 (60.16%)	8 (6.25%)	128 (100%)
4	Above 61 years	26 (37.14%)	37 (52.86%)	7 (10.00%)	70 (100%)
	<b>Total</b>	131 (34.11%)	222 (57.81%)	31 (8.07%)	384 (100%)

Source: Primary Data

With respect to age and the type of family, there is a clear sign of people having a high turn out between the ages of 41 and 60 years, 33.59 percent of the people from the joint family, followed by 60.16 percent of the nuclear family show signs of progression while only



6.25percent have a turn out among the framework of cohabitation. The ones above sixty and below 25 years of age do not have much inclination towards the study.

Age group and size of the family also constitute an important segment for interpretation. The table shows the age group corresponding to the size of the family as a collective unit. The segmentation forms the ones ranging from a single member of a family to six members as the maximum size.

TABLE 4

## AGE GROUP AND SIZE OF FAMILY OF THE RESPONDENTS

S.NO	Age Group	Size of Family						Total
		Single	2 members	3 members	4 members	5 members	6 members above	
1	Up to 25 years	6 (8.70%)	11 (15.94%)	27 (39.13%)	14 (20.29%)	9 (13.04%)	2 (2.90%)	69 (100%)
2	26-40 years	4 (3.42%)	15 (12.82%)	43 (36.75%)	31 (26.50%)	14 (11.97%)	10 (8.55%)	117 (100%)
3	41-60 years	6 (4.69%)	21 (16.41%)	52 (40.63%)	27 (21.09%)	18 (14.06%)	4 (3.13%)	128 (100%)
4	Above 61 years	5 (7.14%)	16 (22.86%)	30 (42.86%)	16 (22.86%)	2 (2.86%)	1 (1.43%)	70 (100%)
	Total	21 (5.47%)	63 (16.41%)	152 (39.58%)	88 (22.92%)	43 (11.20%)	17 (4.43%)	384 (100%)

Source: Primary Data

One can find from the table that three member family size amount to 40.63 percent followed by 36.75 percent at the second highest. A variation can be seen with the family size of four members where 26.50 percent contribute from the ages of 26 to 40 years, while only 21.09

percent come into the category of 41 to 60 years. The lowest can be age in a family of six members whose age goes above sixty years.

Age group and academic qualifications also play a pivotal role in this study. The table 4 has an inclusion of data ranging from school level to non academic and non professional scale. The inferences are drawn in correspondence to the thought process of a respondent in education corresponding to his age so that objective results are arrived.

TABLE 5

## AGE GROUP AND ACADEMIC QUALIFICATION OF THE RESPONDENTS

S.No	AGE GROUP	ACADEMIC QUALIFICATION				Total
		Up to school level	Graduate	Professional	Others	
1	Up to 25 years	9 (13.04%)	24 (34.78%)	28 (40.58%)	8 (11.59%)	69 (100%)
2	26-40 years	10 (8.55%)	45 (38.46%)	48 (41.03%)	14 (11.97%)	117 (100%)
3	41-60 years	19 (14.84%)	45 (35.16%)	42 (32.81%)	22 (17.19%)	128 (100%)
4	Above 61 years	8 (11.43%)	19 (27.14%)	31 (44.29%)	12 (17.14%)	70 (100%)
	Total	46 (11.98%)	133 (34.64%)	149 (38.80%)	56 (14.58%)	384 (100%)

Source: Primary Data

The table 5 shows that professionals from the ages of 26 to 40 have a higher ratio in turn out which is, 41.03 percent followed by the graduates of the same age which is 38.46percent. On the other hand, the scenario is reversed when graduates have a more turn out between the age of

26 and 40 years and between 41 and 60 years which is 38.46 percent and 35.16 percent. The ones more than 61 years of age are professionals to the maximum.

TABLE 6

## AGE AND OCCUPATIONAL GROUP OF THE RESPONDENTS

S.No	Age Group	Occupational Group								Total
		Government Employee	Private Employee	Businessman	Retired person	Agriculturist	Professional	Housewife	Others	
1	Up to 25 years	7 (10.14%)	11 (15.94%)	17 (24.64%)	4 (5.80%)	8 (11.59%)	8 (11.59%)	8 (11.59%)	6 (8.70%)	69 (100%)
2	26-40 years	15 (12.82%)	19 (16.24%)	29 (24.79%)	10 (8.55%)	11 (9.40%)	19 (16.24%)	12 (10.26%)	2 (1.71%)	117 (100%)
3	41-60 years	11 (8.59%)	23 (17.97%)	39 (30.47%)	10 (7.81%)	9 (7.03%)	23 (17.97%)	8 (6.25%)	5 (3.91%)	128 (100%)
4	Above 61 years	6 (8.57%)	20 (28.57%)	9 (12.86%)	12 (17.14%)	8 (11.43%)	8 (11.43%)	4 (5.71%)	3 (4.29%)	70 (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

The table 6 shows that the ones between 41 and 60 comprise almost 30.47 percent of the overall population. The ones under this age group are the businessmen. Probably the businessmen have ample time to look at apart from the business time and this is followed by the ones in business from 26 to 40 years.

TABLE 7

## AGE AND MONTHLY INCOME OF THE RESPONDENTS

S.No	Age Group	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	Up to 25 years	3 (4.35%)	11 (15.94%)	19 (27.54%)	18 (26.09)	11 (15.94%)	7 (10.14%)	69 (100%)
2	26-40 years	8 (6.84%)	22 (18.80%)	40 (34.19%)	24 (20.51%)	14 (11.97%)	9 (7.69%)	117 (100%)
3	41-60 years	6 (4.69%)	19 (14.84%)	28 (21.88%)	34 (26.56%)	25 (19.53%)	16 (12.50%)	128 (100%)
4	Above 61 years	2 (2.86%)	9 (12.86%)	23 (32.86%)	17 (24.29%)	12 (17.14%)	7 (10.00%)	70 (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

The ones from the ages of 26 and 40 years from the maximum number of respondents which come to 34.19 under the group of income 4001 to 6000 and the next highest can be found from the ages of 41 and 60 under the 6001 to 8000 income group. This shows that the ones who earn a mediocre income spend more on touring than the ones who earn more.

### FINDINGS AND SUGGESTIONS

Based on the study, it can be concluded that age, sex, marital status, family size, profession, and income are important factors in determining the respondents' choice of tourist places and their touring behavior.

- ❖ The data suggests that the ones between the ages of 41 and 60 have the highest turnout in visiting places of interest, followed by the ones between 26 and 40 years of age. The preference for travel purposes and age distribution can differ based on gender. For example, the Health/Medical/Wellness category seems to be more popular among male travelers than female travelers, while the Vacation, Leisure, and Recreation category appears to be more popular among female travelers than male travelers.
- ❖ Marital status is also an important criterion in deciding touring behavior. The majority of the respondents go out on a tour after marriage, particularly between the ages of 41 and 60 years. Family size also plays a role, with a higher percentage of joint and nuclear families showing a propensity for touring than cohabiting ones.
- ❖ Profession and income are other factors that influence the respondents' touring behavior. For example, professionals and graduates have a higher turnout than others, and the ones who earn a mediocre income tend to spend more on touring than those who earn more.

Overall, the study suggests that age, sex, marital status, family size, profession, and income should be considered when developing tourism marketing strategies and designing tourism packages to attract tourists. For example, tour operators could tailor their packages to cater to the preferences of different age groups and genders or offer special discounts for families or professionals.

A socio-economic analysis of foreign tourist reviews can provide valuable insights into the economic and social impacts of tourism on a destination. Such an analysis may consider a range

of factors, including the types of tourist attractions and amenities that are reviewed, the overall sentiment of the reviews, and the demographic characteristics of the reviewers.

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