

PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN TAMILNADU

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ABSTRACT:

Tourism is known as an important global service sector regulated by supply and demand rules. It has advanced as a parallel to general development. Not only does it influence the economic systems of society, but it also has deep-rooted impacts on societal norms and moral values. The influence of tourism has spread to many sectors of the economy. The rise of global tourism has occurred in an increasingly leisure-oriented culture because of its economic convenience and the human population. That is why more and more businesses are active in the highly qualified travel, lodging and catering industry for visitors around the world.

Keywords: Quality Perspective, Tourism Service, Tourists, Service Quality

1. INTRODUCTION:

Tourism is no longer a pleasure ride, but a promising industry with a flow of human interactions that is frequent and reoriented. It seems that the entire spectrum of trade and travel activities have merged adventure with the tourism aspect. After the Second World War, tourism was accepted as a means of economic growth and was viewed as a renewable resource. The government has recognized the tourism industry as a market sector, not just a passive one that generates economic benefits. Proponents of tourist expansion see tourism as a harbinger of economic growth and a modifier of socio-economic inequality, while critics have highlighted different social strains caused by tourist creation, such as the distortion of indigenous cultural expressions, the conversion of small farmers into wage labour due to high land costs and associated land alienation, perpetual.

2. Need for the study:

This study recognizes the significance of the standard of service and the need for informative studies covering the field. Tourism combines many of the aspects of knowledge or culture, such as globalization, mobility and the richness of information. Economically, tourism has a huge effect on both the local and global markets. In order to put together people who belong to various cultural and social economic backgrounds, it has a great social contribution. Before visiting the tourist spots, there are many items to be considered by tourists, such as neatness, good maintenance of the site, basic infrastructure, communication facilities and transport, as everything is necessary to attract a tourist.

3. Review of Literature

Collier and Bienstock (2006) extended service quality research on “e-service quality to include both Website interactivity and outcome quality. Unlike the previous studies, this study used a formative model instead of a factor model including three second-order dimensions to conceptualize e-service quality.”

Mervyn S. Jackson, & Robert J. Inbakaran (2006), Previous research has focused both on the types of impacts on the residents and the segmentation of the host community. Most of these studies have used attitudes as the clustering base. Although the resultant cluster groups have been able to discriminate community groups who either support or oppose future tourism development, these groups are difficult to identify in the community and the influence these attitudes have on the behaviour of residents remains unknown.”

Edith E. Szivas, Tony Willis (2006) reviews the literature on “loyalty in consumer behaviour with particular emphasis on the difficulties of interpreting repeat purchasing in terms of loyalty. Problems of conceptual definition and measurement are examined in the context of tourism. A case is made for seeing the concept of loyalty as a process rather than as a state. In this respect two approaches related to information processing are suggested as possible research approaches.”

Christopher Gan, (2010) examines “that there is a conceptual gap in the marketing literature, as to date there has been no published empirical research on service quality, value, customer satisfaction, or behavioral intentions that has focused on the motel industry. This study seeks to fill this conceptual gap by identifying the dimensions of service quality and empirically examining the interrelationships among the service quality dimensions, service quality, value, customer satisfaction, and behavioral intentions. A hierarchical model is used as a framework to synthesize the effects of quality, value, and satisfaction on the behavioral intentions of motel

customers. Statistical support is found for 3 primary dimensions and 10 sub dimensions of service quality for motels.”

4. Objectives of the Study

The main aim of this study is to identify the relationship among various dimensions and measure its service quality among tourists

5. Research Methodology

5.1 Type of Research

The present study is exploratory in nature. The researcher detects the connection among the dimensions and its service quality among the tourists

5.2 Type of Data

Primary data is collected using a structured Interview Schedule. The secondary data were fetched from the books, journals, magazines and from the published sources.

5.3 Sampling Method and Data Collection Tool:

The present study is made based on the convenient sampling method.

5.4 Tools for Analysis:

Multiple regressions were used to have a thorough analysis regarding the study point. The data is presented using the Univariate and Bivariate tables.

6. Analysis and Interpretation

Model Summary for the Multiple Regression Model to estimate the satisfaction from Places

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	F	Sig.
1	.435 ^a	.189	.151	.41146	5.015	0.00 ^a

a. Predictors: (Constant), Yoga, Meditation centre, Ashrams, etc, Places of worship-Temple, Mosques, Churches, Parks, lakes, Hill stations, etc., Health care-Hospitals, spa,, Fitness, Massage Centers, Heritage site, monuments, Building, palaces, Scenic spots

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.167	.193		6.038	.000
	Heritage site, monuments, palaces	.175	.075	.216	2.343	.021**
	Parks, lakes, Hill stations, etc.,	-.093	.089	-.087	-1.044	.298
	Places of worship-Temple, Mosques, Churches	.070	.042	.170	1.691	.093
	Scenic spots	-.184	.054	-.329	-3.408	.001**
	Health care-Hospitals, spa,, Fitness, Massage Centers	-.017	.054	-.027	-.319	.750
	Yoga, Meditation centre, Ashrams, etc	.150	.046	.298	3.280	.001**

a. Dependent Variable: I. Place (Destination)

The value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case of place. A value of 0.435 indicates a normal level of prediction. The R² value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.185 this shows that our independent variables explain 18.5% of the variability of our dependent variable satisfaction towards places. The F-ratio F = 5.015, p < .05 shows that the independent variables statistically significantly predict the dependent variable.

The above table shows that the places such as Parks, lakes, Hill stations, etc., Places of worship-Temple, Mosques, Churches and Health care-Hospitals, spa,, Fitness, Massage Centers are not significant in the estimation of satisfaction towards place as their significance level is more than 0.05.

Model Summary for the Multiple Regression Model to estimate the satisfaction from Products

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.419 ^a	.176	.150	.69958	6.973	0.000 ^a

a. Predictors: (Constant), Physical Attractions, Restaurants, pubs, menus, etc, Shops, Retail Outlets, Mall’s, etc., Accommodation – Hotels, cottages, etc.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.489	.241		6.176	.000
	Accommodation – Hotels, cottages, etc.	-.296	.073	-.395	-4.036	.000**
	Restaurants, pubs, menus, etc	.031	.104	.031	.298	.766
	Shops, Retail Outlets, Mall’s, etc.,	.230	.066	.314	3.481	.001**
	Physical Attractions	.105	.074	.114	1.414	.160

a. Dependent Variable: II. Product (Tangibles)

The value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case of place. A value of 0.419 indicates a normal level of prediction. The R² value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.176 this shows that our independent variables explain 17.6% of the variability of our dependent variable satisfaction towards products. The F-ratio F = 6.973, p < .05 shows that the independent variables statistically significantly predict the dependent variable.

7. FINDINGS

The products such as Restaurants, pubs, menus, etc, and Physical Attractions are not significant in the estimation of satisfaction towards products. the physical evidences such as

Basic infrastructure facilities and Rest rooms, Cash counters, Information's Centre etc., are not significant in the estimation of satisfaction towards physical evidences. The peoples such as Tour operators, Tourists, Local People and Experts, Specialist (Doctors) are not significant in the estimation of satisfaction towards peoples.

The process such as Pollution free environment and Police station, fire station are not significant in the estimation of satisfaction towards process. The promotion such as Advertising & Publicity about the Destination, Sales Promotion & personal sallying efforts, Television, Internet, E-transmission, etc..., and Word of mouth communication about the destination are not significant in the estimation of satisfaction towards promotion. The promotion such as in and around surrounding of the tourist destination about the destination satisfaction are not significant in the estimation of satisfaction towards destination satisfaction.

8. SUGGESTIONS

In order to encourage and improve tourism, new potential places and priorities for the development and provision of infrastructure and basic facilities at all such locations have been established by the state government and local administration in accordance with the urgent needs and requirements of tourists. The arrangements and availability of hotels and cottages in the vicinity of any tourist spot were not sufficient and not evaluated. It is therefore proposed that the appropriate number of cottages and restaurants should be created to accommodate domestic and international tourists.

9. CONCLUSION

It is concluded that three important things are the basis of any tourism growth, namely attractions, accommodation and other tourist facilities and services. It should draw natural, cultural and special types of features and activities relating to these attractions to the tourist site. Proper accommodation should be provided for hotels, motels and guesthouses, etc.

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