



A STUDY ON TOURISTS ATTITUDE TOWARDS TOURISM IN MADURAI CITY

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ABSTRACT:

Tourism is the largest and fastest growing industry across the world. It is a source of revenue and employment. It also gives the opportunity for people to understand the culture, civilization and religious aspects of a country. There are many countries whose main source of revenue is tourism. The main finding of thesis is that tourism helps improves education attainment and has positive impact on health, infrasture and the environment in developing countries. Tourism challenges corruption in developing countries. Since the dawn of civilization man has been an ardent traveler with main motivation either to expand trade, to conquer new places or go on pilgrimage. In the contemporary world travel is known as "Tourism". This study obtains the case study of tourism in Madurai city. The significant feature of tourism industry is that it employs a large number of people and generates employment opportunities, particularly in remote and backward areas. It also contributes to the economic development of an area and a country as a whole. Due to the increase of both domestic and foreign tourist arrivals to India, the Indian planners have given high priority to the expansion of infrastructural facilities. Tourism istravel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country.

KEYWORDS:

PILGRIMAGE, TOURISM, CIVILIZATION.

INTRODUCTION

Now-a-days tourism plays an important role in the economy of most countries of the world including India. India was a late starter in this field and the Indian Government did not realize its economic significance till the 1970's. Now, tourism has been given the status of an Export industry by the Ministry of Tourism and the Planning Commission. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. The significant feature of tourism industry is that it employs a large number of people and generates employment opportunities, particularly in remote and backward areas. It also contributes to the economic development of an area and a country as a whole. Due to the increase of both domestic and foreign tourist arrivals to India, the Indian planners have given high priority to the expansion of infrastructural facilities. Tourism is an important socio- economic activity. It provides enormous scope for economic development of a particular area. According to Ziffer (1989), "Tourism involves travelling to relatively undisturbed or uncontaminated natural areas

with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas." In India, temple towns, historical monuments and sea beaches were traditionally sought as tourist attractions. But now the fabric of tourism is changing rapidly as nature, heritage, and recreational destinations are gaining more importance. In this background, eco-tourism has of late become a top attraction for the tourists. The importance of tourism to economic development has been recognized widely duets contribution to the balance of payments, GDP and employment. In last few years, Indian tourism industry has been growing at a rapid pace and it has vast potential for generating employment and earning large amount of foreign exchange. Tourism activities are considered to be one of the major sources of economic growth. It can be regarded as a mechanism of generating employment as well as income in both formal and informal sectors (Khalil, 2007). Travel and tourism is the world's largest industry and job creator across national and regional economies (Aliquah, 2010).

STATEMENT OF THE PROBLEM:

The problems faced by the domestic tourists of the tourism promotional agencies are also taken into consideration for this study. Hence the present study focus on the attitude of domestic tourist in Madurai district. It also focuses the various monuments, festivals and attractive places of Madurai District.

REVIEW OF LITERATURE:

P C Sinha (2012) in his book titled "Tourism Transport and Travel Management" focuses on various crucial issues regarding modern international tourism. It analyses problems relating to transportation of tourists. It considers various issues relating to demand and motivation for tourism travel management. The book studied in detail the various modes of transport like, rail, road, water and air transport and their problems. Stimulus response model of buyer behaviour is applied in this study to analyze the factors influencing the personal interest of tourists. The socio cultural factors which influence the tourist behaviour are studied in detail. Primary and secondary data are used. Statistical methods like correlation, regression, etc are applied for analyzing the data. Interview cum questionnaire schedule is used for collecting primary data.

The book titled "Tourism and Economics" by Saurabh Kumar Dixit (2015) provides purposeful literature on demand, supply, implications and impact of economics on tourism industry. Tourist seeking to maximize the benefits he expects from travel experience. Firms providing tourist goods and services seek to maximize profits. The community trying to utilize the tourist expenditure in their area. Tourism provides a large employment opportunity to the economy. This will increase the income of the host country. The book analyses the impact of tourism in the economics concludes that tourism can contribute to poverty alleviation through the creation of employment and changes in the existing employment practices. Tourism can create jobs, which benefit the poor where specific measures are there among the poor. Primary and secondary data are used for analysis. Samples are selected by using multistage stratified random sample method. Statistical methods like averages, indifference curve, regression, etc are reported as conclusion.

The book titled "Tourism Research Policy and Regulations" by P C Sinha (2005) focuses on various crucial issues pertaining to modern international tourism like tourism research, tourism education, tourism marketing, tourism policy, etc. This work provides a detailed analysis on the ways and means for the sustainable development of tourism. This book gives an attempt to cultivate global interest towards integrated development of October 2015. He has used two approaches in this study, i.e., Political economy approach and functional economy approach. The political approach examines economic dependency of backward countries on the developed countries and very often the impact is found totally negative. As per the functional approach, he divide the

tourism process into three elements, dynamic phase – movement to and from destinations, static phase of stay and consequential element of considering socio economic and physical impact on environment. The study concludes that the tourism can play important role in the development of country. It provides a variety of opportunities for the development of industries and thereby the economic development of the society. Issue identification and planning strategies in the sphere of travel and tourism is well covered and described in detail. The primary and secondary data are used in the study. Statistical methods like chi square test, regression, variance analysis, etc are applied in analyzing the data.

OBJECTIVES OF THE STUDY:

The followings are the main objectives of the present study. The followings are the main objectives of the present study.

- To find profile of tourism industry in Madurai city.
- To study the various monuments, festivals and attractive places of Madurai District.
- To analyze the attitudes of tourists towards tourism infrastructure facilities.
- To offer suitable suggestions based upon the findings of the present study.

SCOPE OF THE STUDY:

The study is confined to problems and prospects of religious tourism with special reference to Madurai city.

METHODOLOGY:

The study has been conducted in Madurai district, in Tamil Nadu. The sample respondents comprised of both tourists and different socio-economic status of the society. The empirical data has been collected to understand the potential for rural tourism to evaluate its positive and negative impact of the society especially in the area of environment, economy socio and cultural field.

- Primary data will be collected from the 100 respondents by giving them a detailed questionnaire.
- The secondary Data will be collected from different sources like books, journals, research papers, articles, reports and unpublished records.

SAMPLING DESIGN:

The study was concerned with study on tourist's attitude towards tourism in Madurai city. The researcher obtains the list of respondents in Madurai city. A sample size taken up for the study is limited to 100 respondents in Madurai city. However much care was taken that all type of tourists of respondents. It is covered by using convenient sampling. The sample respondents are to be selected proportionately from the block of Madurai city.

ANALYSIS AND INTERPRETATION:

The analysis and interpretation of the sample respondents based on demographic factor, challenges and satisfaction

level towards tourist’s attitude in tourism.

CLASSIFICATION OF EDUCATIONAL QUALIFICATION:

In this title an attempt has been made to study the demographic profile of sample respondents. The following pages deal with survey results.

TABLE 1

PROFILE OF EDUCATIONAL QUALIFICATION

Educational Qualification	Educational Qualification	Percentage
HighSchool	7	7
Under Graduate	33	33
Post Graduate	38	38
Diploma	1	1
Professional Degree	21	21
TOTAL	100	100

Source: Primary data

INFERENCE:

From the above table it can be seen that 7 of respondents Educational Qualification are High School. 33 of respondents Educational Qualification are Under Graduate, 38 of respondents Educational Qualification are Post Graduate, 1 of respondents Educational Qualification are Diploma, 21 of respondents Educational Qualification are Professional Degree, This indicates that majority of the respondents are Post Graduate.

TABLE 2

CLASSIFICATION OF PROFILE ON PURPOSE OF VISIT

Purpose of Visit	No of Respondent	Percentage
Business	15	15
Temple	41	41
Pooja	8	8
Cultural Festival	19	19
Purchase	6	6
TradeFairs	11	11
Total	100	100

Source: Primary data

INFERENCE:

From the above table it can be seen that 15 of respondents are business purpose to visit, 41 of respondents are

Temple purpose to visit, 8 of respondents are Pooja purpose to visit, 19 of respondents are Cultural Festival purpose to visit, 6 of respondents are Purchase purpose to visit, 11 of respondents are Trade fairs purpose to visit, This indicates that majority of the respondents are Visit Temple Purpose.

SUMMARY OF FINDINGS:

1. Thirty nine percentage of the respondents are in the age group between up to 20 years.
2. Sixty percentage of the respondents are 21-35 and one percentage of respondents are above 40.
3. Fifty four percentage of respondents are male.
4. Seventy two percentage of the toursitswere UG / PG and Diploma holders.
5. Fourty one of the respondents were coming for visiting the temple visit / pilgrimage purpose.

CONCLUSION:

Tourism industry is one which gives remarkable rate of revenue to the economy of our nation. Even though there are a lot of tourist spots in Tamil Nadu, Madurai is a most important tourist spot both local people and foreign people. If the tourism department allots a large amount of funds to Madurai district, it will arrange more basic facilities to the pilgrims and yield more revenue to the nation, especially to Tamil Nadu.

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