

A Study on Tourism and Hospitality Development in Yercaud Hill

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ABSTRACT

Yercaud, a hill station at the salem district Tamilnadu is known for its natural heritages, very rare and scarce plants and animals of India. The hill consists of a span of 1515 metres land is known for the varied of natural beauty. The salubrious climate is its added attraction. It varies from moderate to quite cool. Winter starts in September and ends in January. In winter, the mountains are covered with mist. Temperatures range from 12 ° C to 24 ° C in winter and 16 ° C to 30 ° C in summer. The average rainfall is 1500-2000 mm. The entire hill is popularly addressed as yercaud. Yercaud town is situated total extent of Yercaud Taluk is 382.67 km, including reserve forest. It is 50 km from salem. The 19th century British settlers in Salem found Yercaud. Salem District Governor Kak Burn introduced the fruits of coffee and apples. Yercaud, known as Ooty of the Poor, is a paradise for the middle class people. There is an increasing number of tourists coming to Yercaud, where the shade of the trees, the breeze and the impact of the sun obscures the sun.

1. INTRODUCTION

Yercaud, which is around 383 sq. Km and is surrounded by beautiful natural cliffs, is a popular tourist attraction. There are also parks for children to enjoy. You can take a bath in the Killiyoor Falls here. The Yercaud Lake is filled with water that gives the water to the lake. The Mount Temple is one of the oldest and most famous shrines located at an altitude of 5342 ft above sea level. From the pakoda tip, the lower part of the area looks beautiful.

Tourists are of the opinion that travelling at a very low cost can be a source of happiness.

Keywords: Tourism, Hotels information, tourist sightseeing.

2. OBJECTIVES OF THE STUDY

The objective of this Survey is to obtain information on Marketing Strategies adopted in yercaud Hotels

- To know hotels and Non Branded Budget hotels provides comfort at affordable price in among teenage group and others.
- To study about Budget hotels and Non Branded Budget hotels

METHODOLOGY

These parameter acts as potential pointer to indicate not only their influence in the present time but in terms of future also. As the present study dependent upon primary data as well as secondary sources. Primary data was collected through percentage from residents. A total of 100 residents were interviewed through questionnaires to test the hypothesis.

3. REVIEW OF LITERATURE

The hotels and resorts in yercaud hill to need more hotels in chain group of hotels are essential in yercaud tour visitors are like to take a choice of various hotels like international standard hotels looking to grow for tourist from foreigners. Tourists take into account the various factors

in terms of facilities, local attractions, falls, wild animals, tracking and more etc., before choosing their destination. Local attractions, accessibility, facilities are some of the factors that generate tourist flow to a particular location. The facilities may deter the tourists from travelling to enjoy the attractions of yercaud hill. Tourists on destination by many tourists have focused on the relationship between satisfaction to the customer as well as the quality of their various standard class hotel, budget hotels, and deluxe hotels. The hotels have various features like to improve the quality of rooms, banquets, coffee shop, restaurant and bar, an attractiveness of a tourist destination can be viewed as consisting of unique food festivals, bam fire and candle light or theme dinners for new married couples. This can be improving the customer statisification and tourism development. The tourist can be Attractions are the major factors, which ensure the flow of tourists to a specific destination take place in hills of yercaud. The tourist facilities are those elements in hotels.

4. DATA AND ANALYSIS

Branded Budget hotels and Non Branded Budget hotels provides comfort at affordable price in yercaud

OPTIONS	COUNT	PERCENTAGE
Yes	56	22.4%
Mostly	114	45.6%
Sometimes	57	22.8%
No	23	9.2%

TABLE NO 1

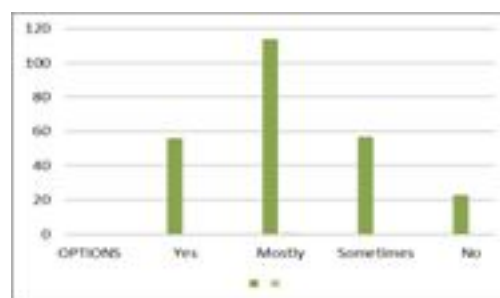


FIG NO 1

The occupancy of Branded Budget hotels and Non Branded Budget hotels has gone up in recent times due to the increase in domestic travellers?

OPTIONS	COUNT	PERCENTAGE
Yes	114	45.6%
Mostly	78	31.2%

Sometimes	39	15.6%
No	19	7.6%

TABLE NO 2

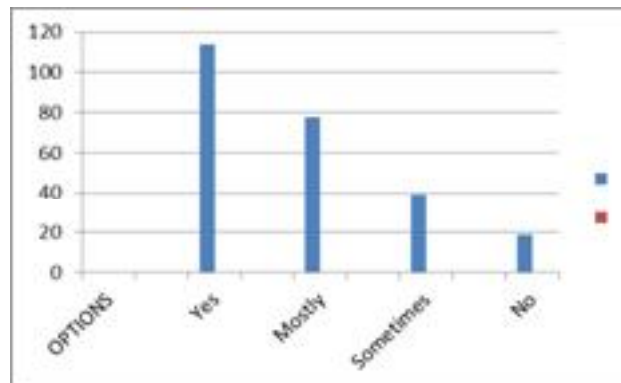


FIG NO 2

Branded and Non Branded Budget Hotels bridges gap between Luxury hotels & substandard hotels?

OPTIONS	COUNT	PERCENTAGE
Yes	92	36.8%
Mostly	107	42.8%
Sometimes	38	15.2%
No	13	5.2%

TABLE NO 3

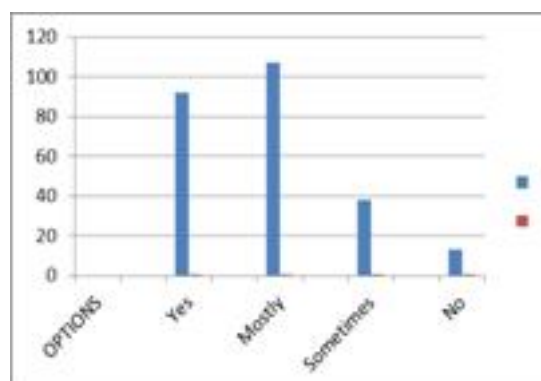


FIG NO 3

Customer commitment and trust enhances business relationships in hotel?

OPTIONS	COUNT	PERCENTAGE
Strongly agree	99	39.6%
Agree	83	33.2%
Strongly disagree	47	18.8%
Disagree	21	8.4%

TABLE NO 4

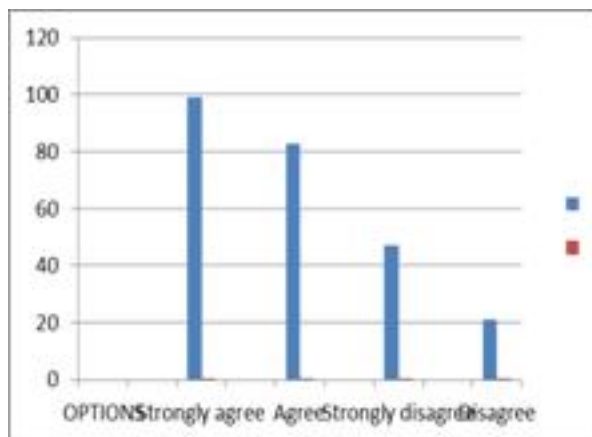


FIG NO 4

Formal Relationship Management improves the efficiency of the marketing in hotel?

OPTIONS	COUNT	PERCENTAGE
Yes	103	41.2%
Mostly	83	33.2%
Sometimes	38	15.2%
No	26	10.4%

TABLE NO 5

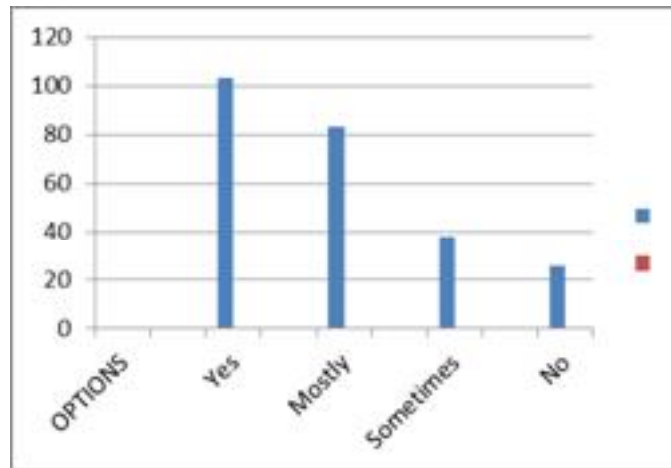


FIG NO 5

Customer relationship marketing in most important in our organisation?

OPTIONS	COUNT	PERCENTAGE
Yes	130	52%
No	32	12.8%
Not sure	88	35.2%

TABLE NO 6

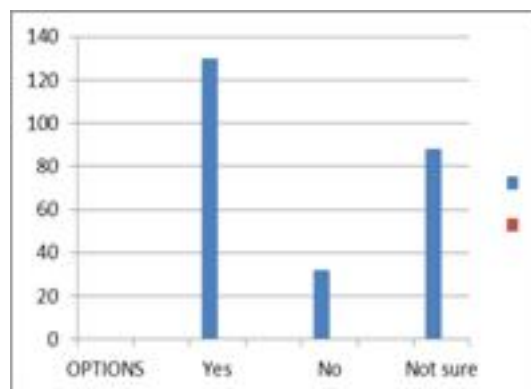


FIG NO 6

5. FINDINGS AND SUGGESTIONS

- The tourist from abroad to need chain group of hotels.
- Tourist from outbound travellers creates the foreign exchange.
- Tourist from north India, we know about their cultures and food habits.
- Tourist gives the business to local person.
- The tourist must follow the ecological procedures and systems.
- Tourist must be following the rules and regulations of local purification.
- The tourism can improve the facilities of the all basic amenities in yercaud.
- The tourist can able to know their local tourism products.
- The tourist can get the organic fruits and vegetables in yercaud.

- The state government to improve the safety and security measures of travellers.

6. CONCLUSION

In yercaud hill tourist can give most of the hotels can give the good facilities and amenities according to climate condition towards the foreigners can improve the quality of accommodation & food and beverage providing by various chain hotels and restaurants according to the cuisine and need of tourist. Through this study the tourist enjoying the nature of beauty of yercaud hills and culture of tourism explore their categories of hotels can accommodate. In This data will help the tourism marketing and percentages of annual report of visitor's analysis percentage. These are developing visitors may vary and result in tourist. While the state government is taking a lot of necessary actions to develop the tourism development and destinations of more visitors to arrive the yercaud and keep the hospitality industry to develop the ministry of tourism, Local community and visitors are also should take the responsibility to promote them to the next level. Innovative ideas and effective destination and places takes conservation practices may result in increase of number of tourist and promotion of foreign money exchange.

7. REFERENCES

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