

IMPACT OF TOURISM CENTERS IN TIRUNELVELI DISTRICT

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ABSTRACT

Tourism is a huge global industry if commercial travel is included in it, it is perhaps the world largest it is a major component of many local and national economics. To find out the problems faced by the visitors at various tourist spots in Tirunelveli District. A sample of 150 respondents is selected based on convenient it sampling needed. A structured interview schedule has been used. The design of the study shall pave the way for further innovative and initiation in this direction and score the high values, optimalities and success.

Keywords: Tourism, industry, travel, safety, experience, adventure.

1. INTRODUCTION

Humans have travelled since time immemorial. In fact, travel was part and parcel of human life, Food, water, safety or acquisitions of resources were the early travel motivation. The idea of travel for pleasure or exploration was emerged thereafter. Today, tourism can be described as leisure time used for travelling and seeking desired experiences. Travel is clearly governed by motives to get some rest from the increasingly stressful life, and also to see something new. It is seldom enough just to travel somewhere to try relaxing by doing nothing. People do need activities, new experiences and adventures to be able to disconnect from work and duties. The phenomenon of tourism is not limited to any internal or external area but it is universal. It acts as a soul of life spreading everywhere around the world and belong to all those who seek for pleasure, rest and refreshment. Tourism is now a major area of concern to academics, government, industry and public at large. Tourism is significant not just because of the enormous impact it has on people's lives and on the places in which they live, but it is significant because of its size, in terms of the number of people travelling, employment and income generation both in the home/host economics.

Tourism is a huge global industry if commercial travel is included in it, it is perhaps the world largest it is a major component of many local and national economics. It is a major social phenomenon in richer nations, and a major social force between nations and between people. It has been as an agent for peace, and agent of social disruption, a means for transferring money from richer to poor nations, a form of neo-colonialism, a mechanism to fund conservation, or a Trojan horse which infiltrates destruction of industrial development into the world's few remaining wildernesses. A key component in most tourism is change in scenery, in tastes, in life styles, in surroundings, in companions, a change from the workdays, for recreation in its literal sense. As the world population becomes increasingly urbanized, and day to day access to natural environments increasingly rate for most people, this demand for change has made nature tourism an increasingly important component of the global tourism industry, and one which continues to grow.

In the last fifty years, tourism has been adversely affected by a wide range of problems such as natural disasters, serious social conflicts, wars, economic crisis and terrorism. The September 11, 2001 terrorist attacks in the United States of America has a serious impact than any other crisis in recent years and its spill over effects on other areas is unpredictable. This has generated hesitation and fear of travelling by airplanes in some countries, and an atmosphere of uncertainty. This was further worsened by the weak International economics scenario and a fall in the level of confidence among consumers and investors. Tourism is a dynamic factor of social progress and a great vehicle of knowledge and ideas, which fosters goodwill among people around the world and also within the country. Rising disposable incomes, tremendous strides in aviation, surface transportation, communication services and industry have all contributed to a phenomenal growth of tourism as an industry all over the world. India has an impressive heritage, culture, art and history which many other countries in the world do not have. Hence tourism has become a potential revenue earning avenue to tap foreign exchange. Many foreigners visit India exclusively to learn many things from Indian heritage, Indian temples, churches, mosques, rivers and riverbeds, seashores, flora, fauna, waterfalls, structures, buildings and the like. They have become amazing sites for the tourists. Tourism has rightly been regarded as a dynamic industry promising rich towards at the global level. It has essentially been described as a global, smokeless and labour intensive leisure industry of winning valuable social and economic gains creditably well. In the twenty first century tourism has reached up to space. Time is not too far to carry tourists to the moon and the planets by India. Humanity is facing new challenges so much, so there are opportunities too. With its close ties to the natural, social and cultural environment, travel and tourism has a significant responsibility and role to play, not only in global dialogue, but more importantly in implementing solutions which will lead to a better use of our limited resources.

2. STATEMENT OF THE PROBLEM

Tirunelveli District is a beautiful place with a huge variety of tourist centres. These tourist centres remain unidentified by large number of tourists. In this district nature themes relate to flora, fauna, parks, scenic beauty, geology, and marine environments available in a modest way. Apart from the cultural themes including music, dance, fine arts, drama, architecture, handicrafts, and archaeology traditional lifestyles are also available here. The most important problem of tourism industry is competition and innovation of promotional strategies. Many factors hamper the growth of the tourism industry in India. Moreover, the profile and problems of tourism vary. These need a serious and focused study and suitable solutions. Tourism in Tirunelveli District is not fully explored and the deficiencies and problems are not properly assessed. An in-depth study on the tourism issues and problems in the district will help to promote tourism industry. So, the present topic titled, “As Study on Tourism Centres with Special Reference to Tirunelveli District” has been selected.

3. OBJECTIVES OF THE STUDY

The study has the following objectives:

- To identify the various tourist spots in Tirunelveli District.
- To analyse the factors influencing the tourist visitors arriving at the Tirunelveli District tourist spots.
- To study the attitude of the tourist visitors towards tourist spots.
- To study the satisfaction level of the tourist visitors.

- To find out the problems faced by the visitors at various tourist spots in Tirunelveli District.
- To offer suitable suggestions based on the findings of the study.

4. SCOPE OF THE STUDY

The study relates to the tourism industry and the attitude of tourists who are visiting places in Tirunelveli District. It covers all the components of tourism industry namely location, accommodation, transport and other infrastructural facilities and it covers the growth of tourism industry in Tirunelveli District. It also covers the opinion of business people and tourists in the study area. The approach to the study has been made from the point of view of visitors both domestic and international.

METHODOLOGY OF THE STUDY

A sample of 150 respondents is selected based on convenient it sampling needed. A structured interview schedule has been used.

SAMPLE DESIGN

The present study is based on both primary and secondary data. The researcher has collected the primary data from visitors tourist spots in Tirunelveli District. For the collection of primary data, 150 visitors from Tirunelveli District were selected based on convenient sampling method. They were met at their hotels or guest houses where they were residing. A well structured interview schedule was adopted to collect the primary data. The interview schedules contain relevant questions pertinent to the study, keeping in view the objectives of the study. The researcher interacted informally with the visitors in order to elucidate the relevant information and opinions from them.

5. TOOLS FOR ANALYSIS

Interview schedule used in this study has been structured by the researcher herself. The variables to be studied have been identified in the preliminary interview with some selected tourists, and officials of the Government tourism promotional agencies. The researcher interviewed some visitors at Tirunelveli District. The data collected are analysed by using appropriate statistical tools like percentage analysis and Garrets ranking method and ANOVA Test.

TABLE NO 1
SEX-WISE CLASSIFICATION OF RESPONDENTS

SL.NO	SEX OF THE RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Male	80	53.3
2	Female	70	46.7
	Total	150	100.00

Source: Primary Data.

Table 1 shows that among 150 respondents 53.3 per cent are male 46.7 per cent are female. The male Respondents feel safe during their tour period, so they are interest in going to other places for visit as well. The composition of the respondents selected for the study indicates that majority of the respondents in Tirunelveli District (53.35) are male.

TABLE NO 2
AGE-WISE CLASSIFICATION OF RESPONDENTS

SL.NO	AGE OF THE RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Below 20 years	28	18.7
2	21 to 40 years	65	43.4
3	41 to 60 years	46	30.6
4	Above 60 years	11	7.3
	Total	150	100.00

Source: Primary Data.

Table 2 clearly shows that majority of the respondents 43.4 per cent are in the age group of 21 to 40 years, 30.6 per cent of the respondents are in the age group of 41 to 60 years, 18.7 per cent of the respondents are in the age group of below 20 years and 7.3 per cent of the respondents are in the age group of above 60 years. Maximum respondents visiting In Tirunelveli district belongs to the age group 21 to 40 years (43.4%) followed by the age group of 41 to 60 years.

TABLE NO 3
NATIONALITY-WISE CLASSIFICATION OF RESPONDENTS

SL.NO	NATIONALITY-WISE	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Indian	137	91.3
2	Foreigner	13	8.6
	Total	150	100.00

Source: Primary Data.

Table 3 clearly reveals that in Tirunelveli District, 91.3 per cent of the respondents are Indian respondents and the remaining 8.6 per cent of the respondents are foreign respondents.

TABLE NO 4
RESPONDENTS QUALIFICATION ON THE BASIS OF EDUCATIONAL QUALIFICATION

SL.NO	EDUCATIONAL QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Illiterate	7	4.6
2	Less than X standard	12	8
3	X Standard	19	12.6
4	Higher Secondary	25	16.6
5	Degree and postgraduate	57	38
6	Professionals	30	20
	Total	150	100.00

Source: Primary Data.

Table 4 reveals that out of 150 respondents in Tirunelveli District, majority of the 38 per cent of them are degree and postgraduate level, 20 per cent of them are professional level of education, 16.6 per cent of them are higher secondary level education, 12.6 per cent of them have Xth standard

level of education, 8 per cent of them are less than Xth Std level of education and 4.6 per cent of them are illiterate. Most of the respondents visiting Tirunelveli District are having degree and post graduate level of education.

TABLE NO 5
OCCUPATIONAL STATUS-WISE CLASSIFICATION OF RESPONDENTS

SL.NO	LEVEL OF CLASSES HANDLING	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Businessmen	20	13.4
2	Self- employed	23	15.4
3	Politicians	16	10.6
4	Government Employees	27	18
5	Private Employees	39	26
6	Agriculture	9	6
7	Professionals	11	7.4
8	Others	5	3
	Total	150	100.00

Source: Primary Data.

Table 5 shows that among the 150 respondents selected 13.4 per cent are businessmen, 15.4 per cent are self employed, 10.6 per cent are politicians, 18 per cent are government employees, 26 per cent are private employees, 6 per cent are agriculturists, 7.4 per cent are professionals and 3 per cent are others namely students and employed.

TABLE NO 6
MONTHLY INCOME-WISE CLASSIFICATION OF RESPONDENTS

SL.NO.	MONTHLY INCOME	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Below 10,000	5	3.3
2	10000 to 15000	15	10
3	15000 to 20000	30	20
4	20000 to 25000	34	22.7
5	Above 25000	66	44
	Total	150	100.00

Source: Primary Data.

Table 6 reveals that among 150 respondents selected for investigation in Tirunelveli District, 3.3 per cent have monthly income of below 10000, 10 per cent have monthly income of 10000 to 15000, 20 per cent have monthly income of 15000 to 20000, 22.7 per cent have monthly income of 20000 to 25000 and 44 per cent of the respondents income are above 25000.

**TABLE NO 7
TRAVELLING STYLE OF THE RESPONDENTS**

SL.NO	TRAVELLING STYLE	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Single	40	26.6
2	Family	68	45.4
3	Friends	29	19.3
4	Officials	13	8.7
	Total	150	100.00

Source: Primary Data.

Table 7 shows that majority of the respondents 45.4 per cent have visited with their family, 26.6 per cent have visited alone, 19.3 per cent have visited with their friends and 8.7 per cent have visited along with officials.

**TABLE NO 8
RESPONDENTS PURPOSE OF VISIT TO VARIOUS SPOTS IN TIRUNELVELI DISTRICT**

SL.NO	PURPOSE OF VISIT	NUMBER OF RESPONDENTS	PERCENTAGE TO TOTAL
1	Pilgrimage	20	13.3
2	Relaxation	12	8
3	Business	10	6.7
4	Medical features	7	4.7
5	To spend holidays	35	23.3
6	Education	8	5.3
7	Sight seeing	58	38.7
	Total	150	100.00

Source: Primary Data.

Table 8 shows that 38.7 per cent of the respondents have visited the tourist spots for sightseeing 23.3 per cent have visited to spend their holidays, 13.3 per cent for pilgrimage, 8 per cent for relaxation and 6.7 per cent for business purpose. Maximum respondents have visited for sightseeing.

TABLE PROBLEMS FACED BY THE VISITORS IN THE VISITING PLACES IN TIRUNELVELI DISTRICT

Visitors faced different problems in the visiting places. The major problems are water contamination, poor electrification, poor canteen facilities, lack of entertainment facilities, less frequency of bus services, dirty surroundings, poor maintenance of resting sheds And nuisance of beggars. In order to find out which of these problems are most faced by the visitors in the visiting places in Tirunelveli District, the information have been collected from the visitors.

Problems Faced by the Visitors

**TABLE NO 9
PROBLEMS FACED BY THE VISITORS**

	Rank								Total
Problems faced by the visitors	1	2	3	4	5	6	7	8	Total
Water Contamination	5	3	8	59	28	12	28	7	150
Poor Electrification	19	24	18	29	25	9	17	9	150
Poor Canteen Facilities	19	24	18	29	25	9	17	9	150
Lack of Entertainment Facilities	39	15	19	9	12	19	26	11	150
Less frequency of Bus Services	24	23	25	16	18	22	47	35	150
Dirty Surroundings	24	23	25	16	18	22	47	35	150
Poor Maintenance of Resting Sheds	28	27	30	10	28	32	12	35	150
Nuisance of Beggars	11	19	12	10	36	16	20	30	150
Garret' Table Value	80	67	60	53	47	40	32	20	

Source: Primary Data.

**TABLE NO 10
PROBLEMS FACED BY THE VISITORS IN THE VISITING PLACES IN TIRUNELVELI
DISTRICT – GARRET RANKING METHOD**

SL. NO	NAME OF THE IMPORTANT TOURIST SPOT	TOTAL SCORE	AVERAGE	RANK
1	Water Contamination	17118	48.91	VI
2	Poor Electrification	17244	49.27	IV
3	Poor Canteen Facilities	17724	50.64	III
4	Lack of Entertainment Facilities	16702	47.72	VII
5	Less frequency of Bus Services	15382	43.95	VIII
6	Dirty Surroundings	18357	52.45	II
7	Poor Maintenance of Resting Sheds	19127	54.65	I
8	Nuisance of Beggars	17143	48.98	V

Source: Primary Data.

It is clear from above Table 10 that Garret Ranking value depicts poor maintenance of resting sheds is given first rank, dirty surroundings as second, poor canteen facilities, are ranked as third in Tirunelveli District. It is further clear from the table that the sample visitors had given the last rank to less frequency of bus services.

8. FINDINGS

- About one third 53.3 per cent of respondents are male.
- One third (43.4%) belongs to the age group of 21 to 40 years.
- About 26 per cent of the respondents are private employees,
- Two – thirds (59.3%) of the respondents are married Two-thirds 5.3 per cent of the respondents have visited the place only one time.
- One-third (33.4%) of the respondents have visited for sightseeing.
- By using garret ranking technique for the respondents opinion about various tourist spots shows that courtallam is given first rank and manimuthur is placed in second rank and papanasam has been ranked as third.
- By using garrets ranking method it was found that poor maintenance of resting sheds is ranked as first, followed by dirty surrounding, poor canteen facilities are ranked as second and third ranks respectively.

6. SUGGESTIONS

The researcher has suggested that necessary steps to improve the facilities like accommodation, hotels, transportation and shopping facilities steps should be taken for the maintenance of visitors resting places, and to have clean surroundings. To attract more tourists, promotional steps should be taken by giving advertisements. More number of public tour operators may be appointed to promote tourism in Tirunelveli District.

7. CONCLUSION

A study on Tourism Centers with Special Reference to Tirunelveli District” has been analysed and interpreted in a humble manner. The design of the study shall pave the way for further innovative and initiation in this direction and score the high values, optimalities and success.

8. REFERENCE

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