

Growth Of Tourism Industry In Tirunelveli District

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Abstract

Tourism is a highly labour intensive industry offering employment to both the semi-skilled and unskilled human beings. It is a major source of income and employment for individuals. This aspect of provision of employment becomes more important in a developing country where the level of unemployment and under-employment tends to be high. In addition to providing employment to a large number of people, tourism can be the instrument of regional development aimed at achieving an equitable balance between major industrial areas and the rest of the country. Tourism enables the wealth earned in one part of the country to be transferred to another part of the country.

Key words: Tourism, Employment, Under-employment and Regional Development.

Introduction

Tourism is seen as an engine of development and a catalyst to economic prosperity of a country. Tourism refreshes the mind, brings happiness, relaxation, enjoyment and gives new experience etc., to the tourists. Tourism ensures an all-round growth through economic multiplier effect which percolates to various stake-holding sectors like the airlines, railways, surface transport, cruises, hotels, tele-communication etc. Tourism is commonly referred to as travel to another place within or outside the country. The United Nations World Tourism Organization (UNWTO) defines Tourists as people “travelling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes.” Tourism is an integral part of life now. With improved connectivity, quality roads and easy access to tourist attractions, e-booking etc., have made travel easier. Monotony of work, stressful lifestyle and desire to explore new places have necessitated travel and tourism.

OBJECTIVES OF THE STUDY

1. To find out the demographic features of tourist visiting the study area.
2. To examine the factors and facilities which influence the development of tourism in Tirunelveli District.

SAMPLING METHOD

Tourists visiting Tirunelveli District are the population for this study. In this research study convenient sampling has been followed. Accordingly, a total of 400 tourists visiting to this district have been selected as total sample size. Out of which 200 were domestic tourists and 200 were foreign tourists. Information were elicited from all 400 sample tourists.

SOURCES OF DATA

This research study is based on empirical evidence. Necessary primary and secondary data were collected systematically. To collect the relevant primary data, well-structured and pre-tested schedules were duly employed. In addition, a few personal discussions and conversations were conducted to fish out the facts and processed them promptly. The primary data pertain to the infrastructure facilities such as attraction, accessibility, accommodation and amenities were collected from the sample tourists through pre-structured interview schedule carefully designed after a pilot study made by the researcher.

Secondary data were collected from newspapers, journals, periodicals, published statistical report on tourism by Government of Tamil Nadu and Government of India. Booklets, brochures and other materials circulated by the Department of Tourism were also considered for the gathering of pertinent data. Internet is yet another major source of second hand information for this study.

TOOLS OF ANALYSIS

A few statistical tools have been used to analyze the collected data to enable a meaningful interpretation of the results.

For the analysis of data, the questions were coded and entered in the Statistical Package for Social Sciences (SPSS) for further statistical treatment of the data. The following statistical tools have been used for analyzing the data:

The appropriate statistical tools describe the data along with this simple percentage analysis and factor analysis.

The gender-wise classification of the tourists plays a significant role in tourism. Tourism can be effectively planned only when the tourism authorities of a country know in detail the demographic factors of the tourists. It is a generally accepted concept that the adventurous spirit of a person is decided by his age. Young people like to travel from place to place to enjoy nature's beauty, when they become old, their interest to travel declines.

DEMOGRAPHIC PROFILE OF TOURIST

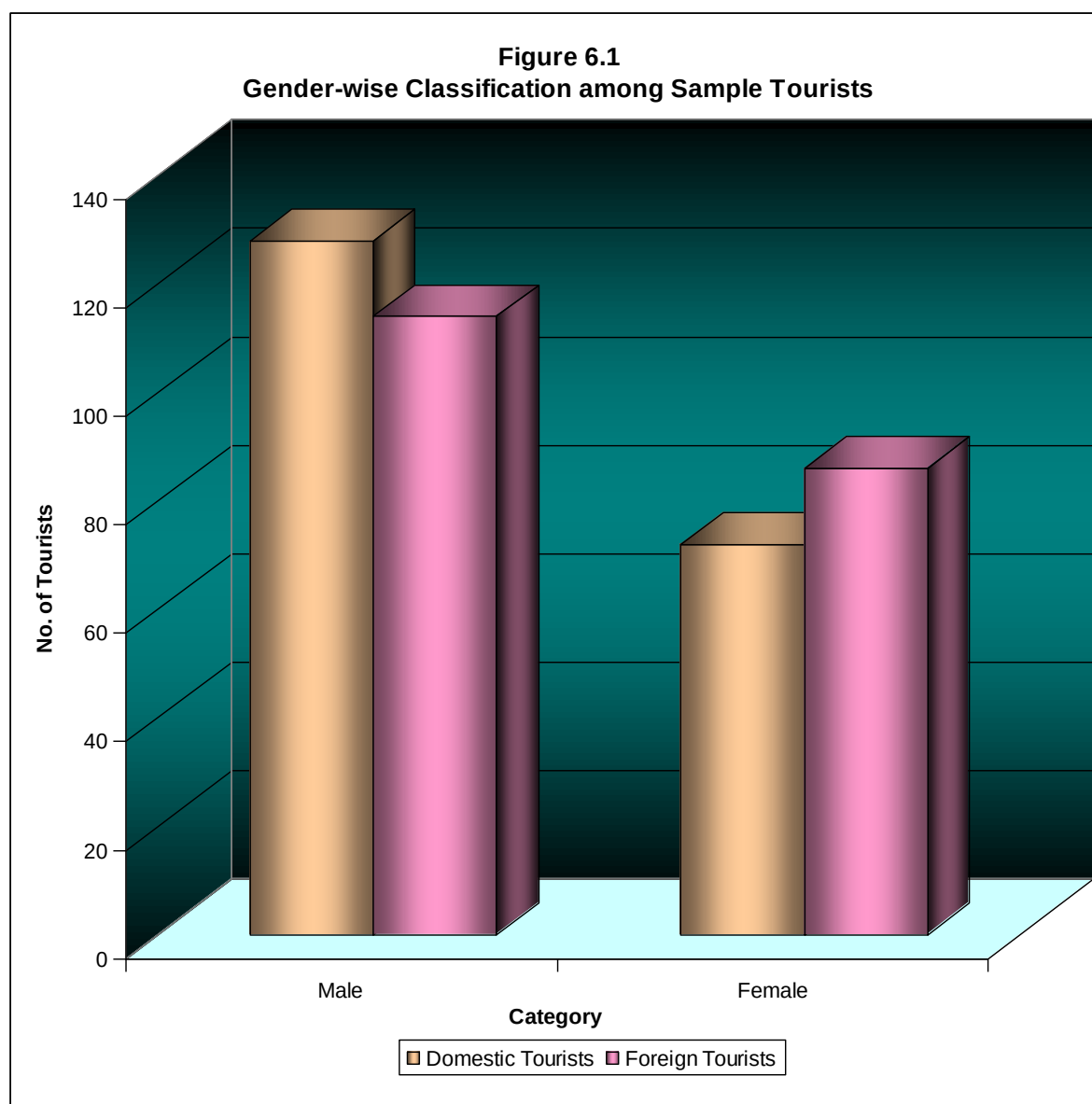
GENDER-WISE CLASSIFICATION AMONG SAMPLE TOURIST

Sex	No. of Tourists		
	Domestic	Foreign	Total
Male	128 (64.00)	114 (57.00)	242 (60.50)
Female	72 (36.00)	86 (43.00)	158 (39.50)
Total	200 (100)	200 (100)	400 (100)

Source: Survey Data.

Note : Figures in parenthesis are the percentage to total.

Table explains that the gender wise classification among the sample respondents. Among the sample foreign tourists was 57.00 per cent of males and 43.00 per cent of females while among the domestic tourists was 64.00 per cent of the male and 36.00 per cent of female. It is inferred that the proportion of male tourists are higher than the female tourists in both the cases. In fact 60.50 per cent of tourists are male members. It shows that the opportunities are either deliberately or accidentally refused to female members to visit places.



In the present study, the principal factor analysis method with Orthogonal Varimax Rotation is used to identify the significant set of attractions. The results are given in the following tables.

ROTATED FACTOR MATRIX FOR THE ATTRACTIONS OF DOMESTIC TOURISTS

Variables	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor8	H ²
Water falls	0.7912	0.2232	0.1031	0.1081	0.1002	0.1043	0.2123	0.2221	0.8178

Climatic conditions	0.7805	0.1037	0.1258	0.1019	0.2181	0.2012	0.1246	0.2116	0.8857
Natural sight-seeing	0.7279	0.1295	0.0130	0.2328	0.2104	0.2542	0.2159	0.2176	0.7145
Hill resorts	0.6835	0.2677	0.3733	0.2064	0.1034	0.1058	0.2131	0.2112	0.7922
Pilgrimage Centres	0.1088	0.7742	0.2539	0.1039	0.2190	0.2010	0.1010	0.1331	0.7993
Business and Industrial Centres	0.1332	0.7283	0.2722	0.2154	0.1354	0.2044	0.1350	0.1033	0.7277
Historical Places	0.3031	0.7196	0.1097	0.3092	0.1067	0.1459	0.1038	0.2003	0.6588
Food and accommodation	0.1061	0.1300	0.8289	0.1053	0.2195	0.1047	0.1054	0.2036	0.7758
Communication facilities	0.1090	0.1068	0.7901	0.1068	0.1069	0.1069	0.2146	0.1040	0.8169
Transport facilities	0.1564	0.1082	0.7570	0.2901	0.1020	0.1076	0.2101	0.1035	0.7891
Modern Banking facilities	0.1161	0.1223	0.6511	0.1239	0.1059	0.1014	0.3043	0.0128	0.6762
Arts and culture	0.1284	0.1051	0.2709	0.7562	0.0169	0.1001	0.2080	0.1239	0.8354
Entertainment	0.1040	0.2782	0.1295	0.7399	0.2882	0.2188	0.2075	0.1068	0.8228
Festivals	0.1098	0.1106	0.0176	0.6562	0.1005	0.2041	0.2110	0.2241	0.7369
Securities	0.0667	0.1282	0.1085	0.2162	0.7646	0.2169	0.1043	0.1230	0.8440

Guides	0.1589	0.1001	0.1039	0.2078	0.7331	0.1121	0.2102	0.1036	0.7646
Tourism promotional agencies	0.1206	0.1009	0.1049	0.2041	0.6515	0.2163	0.1043	0.1001	0.7088
Quality of service in hotels	0.1274	0.1084	0.2992	0.2192	0.1204	0.7892	0.1370	0.2988	0.7872
Hygienic surroundings	0.2458	0.1040	0.2357	0.0644	0.2182	0.6670	0.1057	0.1068	0.8896
Law and order	0.1975	0.0185	0.2602	0.2178	0.2205	0.1456	0.7993	0.1090	0.8112
Easy formalities	0.1046	0.1023	0.1046	0.1080	0.2010	0.1008	0.7643	0.1050	0.8789
Shopping	0.0118	0.1098	0.1822	0.1028	0.1010	0.2106	0.6939	0.2086	0.8592
Wild life sanctuaries	0.1039	0.1031	0.2241	0.1209	0.1031	0.2002	0.1041	0.7758	0.6291
Hospitality	0.2148	0.1092	0.1047	0.2632	0.1002	0.2021	0.1033	0.7539	0.8359
Health centres	0.2952	0.1073	0.1018	0.2307	0.2594	0.1003	0.2049	0.6511	0.8180
% of Variance	14.8	12.3	10.3	9.3	8.1	7.2	6.5	5.8	
Cumulative % of variance	14.8	27.1	37.4	46.7	54.8	62.0	68.5	74.3	

Note: The Principal factors method with Orthogonal Varimax Rotation is used to extract factors.

The table exhibits the rotated factor loadings for the 25 statements (factors) of the attractions of domestic tourists in Tirunelveli. It is clear from the above table that all the 25 statements have been extracted into eight factors, namely F1, F2, F3, F4, F5, F6, F7 and F8. The factors with identified new names which influence the attractions have been presented in the following.

It is observed from the table that the number of factors was eight. The ratios, which have the highest and significant loading in each factor are grouped, that is the ratios, which are more closely related to a particular factor are boxed. the last column of the tables is communality, which is obtained by the sum of the squares of factor loadings of each ratios. In the following pages, the results are interpreted for each variable, by examining the significant loadings for ratio's clustering around each factor.

Extraction of Factors in Domestic Tourists

The rotated factor matrix of factor coefficient or factor loading summarizes the results of factor analysis for the attractions of tourism in domestic tourists. The analysis has given eight factor solutions to find out the influence of groups of inter correlated variables, called 'factor' on tourist attractions. The results reveal that all the factors taken together have explained 78 percent of the total variations. Further, the results are reliable as the communality values have been high.

Factor 1 (F1)

Among the factors attracting in Tirunelveli , the factors regarding Water falls, Climatic conditions, Natural sight-seeing and Hill resorts is very effective and significant attractive centres by the tourists. These were the factors with higher positive loadings on Factor I. The above said four factors with high loadings on factor 1 are characterized as **"Natural Climatic Conditions"**. Hence the FI is termed as motivational factors to the domestic tourists. It has explained 14.8 per cent of the total variation. It could be concluded that these important factors motivate the tourists to visit the places in the study area.

Factor II (F2)

The factors such as Pilgrimage Centres, Business Industrial Centres and Historical Places were the factors with higher positive loadings on Factor II are characterized as **"Important Places"**. It has explained 12.3 per cent of the total variations. It could be concluded that tourists prefer to visit various important centres. Hence it is certainly regarded as one of the major attractions of an area.

Factor III (F3)

From the table the factors regarding food and accommodation, communication transport and banking facilities were the factors with high loadings on Factor III could be characterized as **"Adequate Facilities available for the tourists"**. Hence F3 is termed as adequate facilities available for the tourists. It has explained 11.3 per cent of the total variations. It could be concluded that to develop the

tourism industry in Tirunelveli it has to be done with the help of providing facilities to the tourists. In the study area tourists are attracting more in the above factors.

Factor IV (F4)

The variables with the highest factor loading in the fourth have been entertainment, arts and cultural, festivals. The factor has explained 10.3 percent of total variations. The coefficient of the correlation between the factor and the tourist attraction is positive. It could be characterized as **“Fairs and Festival tourism”**. It could be concluded that the domestic tourists are interested to visit the festival like Deepavali, Pongal, Anai Car Festival, Navarathri, Thai Poosam, Adi Thapasu, Chitra Pournami and Theppam festival.

Factor V (F5)

Among the factor rotation, the factors regarding securities, guides, tourism promotional agencies were the factors with high positive loadings on Factor V. The factor has explained 9.2 percent of the total variations. the above said three factors with high loadings on Factor V could be characterized as **“Inducing Factors”**. It could be concluded that the inducing factors activates the main part of attracting more tourists from various places.

Factor VI (F6)

The factors regarding, hygienic surroundings, quality of services in hotels were the factors with high positive loadings on Factor VI. The factor has explained 6.1 per cent of the total variations. The above said two factors with high loadings on Factor VI could be characterized as **“Restand Relaxation Factors”**. It could be concluded that the prime motive of tourists visiting hotels in rest and relaxation which they look for quite away from their routine busy life.

Factor VII (F7)

The seventh factor has explained 5.8 percent of the total variations. The factors were law and order, easy formalities and shopping were the factors with high loadings on Factor VII, could be characterized as **“Status of Government activities”**.

Factor VIII (F8)

The eighth factor has explained 5.2 per cent of the total variations. The factors regarding wildlife sanctuaries, health centers and hospitality and were the factors with positive loadings on Factor VIII. The above said three factors with high loadings on Factor VIII could be characterized as **“Ecological**

factors”. It could be concluded that the above three variables attract more tourists in terms of eco-tourism.

The variables with the highest loadings for the attractions are provided in Table

VARIABLES WITH THE HIGHEST FACTOR LOADINGS FOR THE ATTRACTION OF TOURISM (DOMESTIC TOURISTS)

Factor	Name of the Newly Extracted Factor	Selected Statement (Variable)	Factor Loadings
F1	Natural Climatic Conditions	Water Falls	0.7912
F2	Important places	Pilgrimage centres	0.7742
F3	Adequate facilities available for the tourists	Food and accommodations	0.8289
F4	Fairs/Festivals tourism	Arts and Culture	0.7562
F5	Inducing factors	Securities	0.7646
F6	Rests and relaxation factors	Quality of services in hotels	0.7892
F7	Status of government activities	Law and order	0.7993
F8	Ecological factors	Wildlife sanctuaries	0.7758

Source: Computed Data.

It is clear from Table that ‘water falls’ with a factor loading of 0.7912, ‘pilgrimage centres’ with a factor loading of 0.7742; ‘food and accommodation’ with a factor loading of 0.8289; ‘arts and culture’ with a factor loading of 0.7562; ‘securities’ with a factor loading of 0.7646; ‘quality of services’ with a factor loading of 0.7892; ‘law and order’ with a factor loading of 0.7993; and ‘wildlife sanctuaries’ with a factor loading of 0.7758 were found to be the variables with the highest loadings under Factors F1, F2, F3, F4,

F5, F6, F7 and F8. There are the identified eight variables, which had attracted the domestic tourists for the present study.

SUGGESTIONS

Compared to any other district, Tirunelveli district has a tremendous potential for tourism. As far as tourism infrastructure is concerned, however, it is still missing. The government must prepare to improve the tourist infrastructure, and the government should undertake various projects, such as the introduction of special tourist trains, and places of tourist interest with highways, the provision of clean and cheap hotel accommodation for tourists, etc. A good number of information booths at bus stations, shopping malls, and busy commercial complexes must be opened by the tourism department. In order to communicate with visitors, proper individuals with the right mindset are hired. It is important to keep the tourist office open every 24 hours. Awareness workshops can be carried out to inform the porters, waiters and taxi drivers who have direct contact with the visitors in order to provide the guests with their best services.

CONCLUSION

The growth of Tirunelveli Tourism and the search for alternative destinations have created a new market for nature reserves. Tirunelveli Tourism is considered by governments as an economic and conservation strategy in terms of attracting more tourists. But sometimes it is dangerous the same government who sign the development plans that exploit the environment. The need for regulation to ensure proper care and development is advocated. Tamil Nadu tourism Development Corporation has to coordinate with the ministry so that immediate feedback could be taken as an appropriate measure.

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