

Cruise Tourism - An Empirical Study On Socio Economic Factors

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Abstract

Cruise Tourism is one of the important service sector in India. There is no doubt that cruise shipping plays a major role in the economic development of a country, but there is only limited research in cruise shipping. The government of India has taken several measures to attract the tourist. The quality of service and port infrastructure is highly needed for the performance of the cruise tourism. This articles contributes to this emerging field both for academicians and practitioners.

Keywords: Gender, Employment, Interest & Expenses

Introduction

Government of India has recognized the potential of Cruise tourism and it is increasing day by day. Tourism sector generate huge revenue and if cruise tourism is introduced and gained importance it will definitely increase the foreign exchange reserve of India. This concept is considered as luxury one, but even middle income group started recognizing this concept. Government has taken various steps to make it as more affordable for all class of people. The world's preferred cruise areas are Caribbean, Mediterranean, Alaska and the latest additions is South East Asia. World tourist market has ranked India as ninth tourist destinations and is considered as a favorite cruise destination. The government has accepted Cruise tourism as an important area and taken various measures to encourage the industry and to take India to a global cruise destination India by nature has nearly 7,500 km of coastline, with lot of tourist places along the coastline; There were 12 major ports and 184 minor ports. Government has directed all the ports to improve the infrastructure in order to attract the cruise tourist. All the major ports on the western coast of India has the pre-requisites for port of call, cruise ships calling Indian ports at regular intervals has started increased. For the development of cruise industry government has identified major Indian ports and taken

steps to develop world class cruise terminals and to promote as integrated Indian cruise circuit. The identified Ports are Mumbai, Goa, Cochin and Chennai. Now It is the best time for the government to put all its efforts to increase the cruise market.

Objectives

- 1 . To find the significance difference between personal factors and cruise tourism
2. . To study the significance difference between cruise tourism and number of days in cruise

Methodology

This study is descriptive in nature; it investigates the tourism image by distributing questionnaire to the tourists in Tamil Nadu. A sample size of 160 respondents is taken for this study. The survey will cover 80 foreign tourists and 80 Indian tourists, it will focus on the high worth tourist segment. The survey is done through a questionnaire, and respondents were contacted from the travel data base maintained by the private agency. Tourist travelled at least once a year are taken for the study..

Limitation of the Study

The sample for the present study is restricted to 160 considering the time.

This sample is a very small section of the entire tourist population in Tamil Nadu.

The finding of the study cannot be generalized for the entire Tamil Nadu.

Personal experience and knowledge influence observations and conclusions.

Analysis and Interpretation

Table 1. Reliability of Data Set

Cronbach's Alpha	N of Items
.960	18

Cronbach’s alpha reliability coefficient normally ranges between 0 and 1. If Cronbach’s alpha coefficient is closer to 1.0 the greater the internal consistency of the items in the scale. The cronbach’s Alpha valve is .960 which is greater than 0.90 it is good enough for further analysis.

Table 2. T-Test to check the significance difference between gender and cruise tourism

Gender	N	Mean	Std. Deviation	T Value	P Value
Male	156	51.8462	16.50070		
Female	4	18.0000	.00000	4.090	.000

Since P value is less than .001 Null hypothesis is rejected at 1% level with regard to cruise tourism questions. Hence there is significant relationship between male and female with respect to cruise tourism. With regard to mean score male employees are in better opinion regarding cruise tourism. Mean score for male employees is 51.846 when compared to female 18.

Table 3. One-way Anova to check the significant difference among Age group with regard to cruise tourism

Age groups	N	Mean	F Value	P Value
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Less than 25	4	48.5000	2.614	.037
25-35	120	52.3167		
35-45	4	54.2500		
45-55	8	32.7500		
55 and above	24	50.3750		
Total	160	51.0000		

Since P value is less than .050 null hypotheses is rejected at 5% level with regard to cruise tourism. Hence there is significant relationship between age groups with respect to cruise tourism. With regard to mean score respondents with age groups of 35-45 has mean score of 54.25 followed by 25-35 with 52., 55 and above with 50.3750 and 55 and above with 50.3750 last comes less than 25 with 48.5. It shows that middle aged people are showing more interest on cruise tourism.

Table - 4. One-way Anova to check the significant difference among Employment status with regard to cruise tourism

Employment Status	No,	Mean	Standard Deviation	F value	P value
Government	5	74.4000	14.85934	4.371	.006
Private	143	49.6364	17.21797		
Self employed	4	61.7500	.50000		
Others	8	55.3750	3.15945		
Total	160	51.0000	17.13248		

Since P value is less than .010 Null hypothesis is rejected at 1% level with regard to cruise tourism. Hence there is significant relationship among employment levels with respect to cruise tourism. With regard to mean score respondent from government employment has mean score of 74.4 followed by self-employment 61.75 lost comes private sector with mean score of 49.6364. It shows that government sector employees prefer cruise tourism it is because of permanent salary they are receiving when compared to other employments.

Table 5. Oneway Anova to check the significant difference among Expenses with regard to cruise tourism

Expenses	N	Mean	Std. Deviation	F value	P Value
Less than 30000	61	53.8525	12.78389	2.907	.024
30000 to 40000	67	52.3134	17.54838		
40000 to 50000	12	42.9167	18.62773		
50000 to 60000	4	52.7500	.95743		
above 60000	16	40.2500	25.11706		
Total	160	51.0000	17.13248		

Since P value is less than .050 nul hypothesis is rejected at 5% level with regard to cruise tourism questions. Hence there is significant relationship between money spend and cruise tourism. With regard to mean score respondents who spends less than 30,000 prefers cruise tourism when compared to the other category of expenses. It is because they may not have any commitment in their family.

Table 6 One-way Anova to check the significant difference among number days' cruise with regard to cruise tourism

No. of days	N	Mean	Std. Deviation		
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	Up to 7	66	51.7727	13.87061	3.537	.031
	8 to15	61	53.8033	17.34918		
	15 and more	33	44.2727	20.98552		
	Total	160	51.0000	17.13248		

Since P value is less than .050 null hypotheses is rejected at 5% level with regard to cruise tourism and number of days spend in cruise. Hence there is significant relationship between numbers of days with respect to cruise tourism. With regard to mean score respondents who prefer 8 to 15 days perform better when compared to other groups. Mean score is more for the tourism who prefer 8 to 15 days of tourism last comes 15 and more days with mean score of 44.2727. it shows that most of respondent prefer 8 to 15 days of tourism. So government must focus on this 8 to 15 day and attract the tourism in order to earn revenue.

CONCLUSION

Cruise ships has many features and amenities to attract both the foreign and Indian tourist. When compared to the resorts the services offered are highly uncomparable. Cruise ships are highly attractive in nature which give good comforts for the tourist. Facilities such as spas, pool and open deck areas, jacuzzi, lounges, casino, shipboard activities, spacious accommodations and legendary service make the ship a great place to relax, retreat, rejuvenate and play. The result shows that people prefers cruise day up to 7 days/ 7 to 14 days. It shows that is a potential for cruise tourism in Chennai, In the same way even middle income groups prefers cruise shipping and they are not bothered about the money. Old age people prefers cruise and also young people are interested in cruise shipping.

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