

A study on potentiality and feasibility of tourism in Theni district

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Abstract

Tourism is primarily a summation of movements of people to and their activities at places outside their normal 'beat-area'. Tourism has been defined by Swiss professors Hunziker and Krapf as the totality the relationship and phenomenon arising from the travel and stay of strangers, provided the stay is not connected with a remunerated activity. The prime motive of tourists is 'pleasure and leisure' but normally this is supplemented by Business, Educational, Religious, Culture and / or Social Motives. As such there are Business Tourism, Educational Tourism, Religious Tourism (Pilgrimage), Cultural Tourism, Social Tourism and the like within the framework of tourism in general. To a developing country, tourism is an economic bonanza. Apart from the economic significance, the social significance of tourism is equally important. It is a potential force for bringing about world peace and international understanding. One can infer that in India the service marketing particularly tourism sector is in the growing stage. The objectives of the study is to generate excessive public attention towards tourism in the Theni District, to know the interest of Tourist's visits to the Theni District, to analyze the transport and accommodation facilities of the study area, to know and to comprehend the amount of expenditure and the required financial needs of tourism in the Theni District and to offer findings and suggestions for the development of tourism in the Theni District. A pilot study was conducted by the researcher for ascertaining the feasibility and importance of undertaking the present study in the Theni District. The questionnaire is well structured, simple and understandable so as to cover the objectives of the study. The total sample size for the study is 150.

Introduction

"Tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations" In other words, tourism is primarily a summation of movements of people to and their activities at places outside their normal 'beat-area'. The destination may be within the national boundary of the country of the visitors or outside. Tourism has been defined by Swiss professors Hunziker and Krapf as the totality the relationship and phenomenon arising from the travel and stay of strangers, provided the stay is not connected with a remunerated activity. The definition brings out the following three distinct elements of tourism 1) Involvement of travel by non-residents, 2) Stay of temporary nature of the area visited and 3) Stay not connected with any activity involving earnings. Tourism is therefore is a composite phenomenon which embraces the incidence of mobile population of travelers who are strangers to the places they visit.

The prime motive of tourists is 'pleasure and leisure' but normally this is supplemented by Business, Educational, Religious, Culture and / or Social Motives. As such there are Business Tourism, Educational Tourism, Religious Tourism (Pilgrimage), Cultural Tourism, Social Tourism and the like within the framework of tourism in general. However, it may be pointed out that the motives vary from person to person in degree and importance. In the early days, tourism was associated with aristocracy because only the rich could afford this luxury. But, with the changing economic and social conditions, tourism has become almost a part of normal life, irrespective of social or economic status. As consequence, modern tourism has

almost become a mass phenomenon and this era of mass tourism is already upon us.

Importance of Tourism

Tourism has tremendous economic and social potentiality. The income generation and employment capabilities of the industry are quite considerable. To a developing country, tourism is an economic bonanza. Firstly, with no investment earnings including foreign exchange is made of because of tourism. Secondly, the impact of tourism that has been made on the employment front is more pronounced. Thirdly, the contribution of the tourism to the national income, tax revenue of Government, regional developments and the like are substantial and undisputed.

Apart from the economic significance, the social significance of tourism is equally important. In the field of international relations tourism plays a positive role. It is a potential force for bringing about world peace and international understanding. Pandit Jawaharlal Nehru emphasized, "We must welcome those friendly visitors from abroad for economic reasons for tourism brings foreign exchange".

But, even more so because this leads to greater understanding and mutual appreciation. There is nothing that the world needs today than this mutual." This mutual understanding and appreciation are important at the national level, particularly for a country like India with varied cultural, religious and linguistic groups.

International Tourism

The World Tourism Organization (UNWTO), based in Madrid, Spain, is a United Nations Agency dealing with questions relating to tourism. It compiles

the World Tourism rankings. The World Tourism Organization is a significant global body, concerned with the collection and collation of statistical information on international tourism. This organization represents public sector tourism bodies, from most countries in the world and the publication of its data makes possible comparison of the flow and growth of tourism on a global scale. The official languages of the UNWTO are Arabic, English, French, Russian, and Spanish.

Theobald (1994) suggested that 'etymologically', the word tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point of axis'. This meaning changed in modern English to represent 'one's turn'. The suffix is defined as 'an action or process; typical behaviour or quality', while the suffix, denotes 'one that performs a given action'. One can argue that a circle represents a starting point, which ultimately returns to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e. the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

In 1976, the Tourism Society of England's definition was: "tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes". In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home. In 1994, the United Nations classified three forms of tourism in its Recommendation on Tourism Statistics:

- Domestic tourism, involving residents of the given country travelling only within this country.
- Inbound tourism, involving non-residents travelling in the given country.

Recent Developments

There has been an upmarket trend in the tourism over the last few decades, especially in Europe, where international travel for short breaks is common.(citation needed) Tourists have high levels of disposable income, considerable leisure time, are well educated, and have sophisticated tastes.(citation needed) There is now a demand for better quality products, which has resulted in a fragmenting of the mass market for beach vacations. People want more specialized version, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

Tourism in India

Since Indian culture is one of the ancient cultures in the world in which the cultural elements of the remotest past continue to live in the present, tourism in India is primarily a cultural tourism. Even now

religious tourism contribute more to the development of humanism, then to the way of life, this the type of tourism existing at present could be religious tourism too. In the field of tourism, India occupies an enviable position, with five thousand years of history, geographical diversity, heritage and culture and has now reached a stage where she can be recognized as a leading tourist destination. The traditional stereotyped image of India as a cultural destination is being replaced with a more vibrant image of diversified tourism product. India offers an incredibly wide range of tourist attractions like snow capped mountains, beautiful beaches, wild life sanctuaries, adventure spots and above all, a rich cultural heritage. There has been a growing awareness among the people and in the country about the importance of tourism and this amply manifested to the increasing plan allocations year after year.

India is rich in tourist resources in terms of diverse religions and customs, traditional folk dances, native arts and crafts and scenic beauty centres. Over the past two decades tourism has emerged as the world's second largest industry. It is a major source of revenue and employment all over the world including India. Without any significant loss of international resources tourism earns good foreign exchange. In India tourism is also the single largest earner of foreign exchange.

The India Tourism Development Corporation (ITDC) was established in the year, 1966. It is engaged in tourism infrastructure development, expansion of tourism and promoting India as a tourist destination. The ITDC provides complete tourism services including accommodation, catering, travel-related services, event management, publicity, hotel consultancy, duty-free shops and shopping. The ITDC has a network of eight Ashok Group of hotels and another six joint ventures.

Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Tourism is not the same as travel. Tourism can be measured by three different criteria:

- It requires a displacement outside the known environment.
- The purpose for travel: The reason for travel must be any reason other than remuneration from the place visited.
- Duration: The duration of stay can be a minimum of one day with or without an overnight stay, but there is a cap on the maximum time period, usually it should not be more than a year.

Tourism in India has seen exponential growth in the recent years. India is one of the most preferred destinations for both overseas and domestic travelers. Tourism enables the international traveler to understand and experience India's cultural diversity first hand.

According to official estimates the Indian tourism industry has out performed the global tourism industry in terms of growth in the volume of foreign tourists as well as in terms of revenue.

The main reason for the growth in tourism in India is the tremendous progress made by the Indian economy. Through it must be said that infrastructure is still a constraint. To sustain the current growth the government should invest in infrastructure like transport, accommodation, better roads, health and hygiene etc. to propel growth the industry has invested in new technology like the CRM tools and state of the art security systems.

Review of Literature

Morley (1992) viewed tourism demand as complementary to the demand for food, and other types of entertainment and suggested that, while the product cannot be stored or transported, the industry has to cope with the problem of seasonal demand and large fixed costs. His work incorporated an indirect utility function, and the underlying model was derived.

Worrell (1995) found that an increase in occupancy levels in the Barbadian tourism industry depressed prices, while the quality variable had no significant effect. A linear demand function was also estimated and the results indicated that the GDP was the most influential variable, while relative prices had a minimal effect.

De Mello and Sinclair (2000) concluded that tourism demand for the UK was very sensitive to price changes in Portugal, Spain and France and found that expenditure elasticity's with respect to tourism demand were positive, indicating that the tourism product was a normal good.

Whitehall and Greenidge (2001) found real income in the source country to be most significant in explaining tourist arrivals in Barbados. The transport and relative price variables were also significant, with negative signs. The tourism density ratio was also found to be negative and significant indicating a maturing destination.

Alleyne (2003) suggested that when analyzing tourism demand, account should be taken of the time series property of the data, in particular, seasonal unit roots. He employed the HEGY methodology in modelling the demand for Jamaica's tourism product and in which seasonal unit roots are implicitly assumed. Alleyne (2003) found that pre-testing the data for seasonal unit root and incorporating their effects helps to improve forecasting accuracy in single equation model.

Statement of the problem

India is a country of places filled with grace and glory to viewed and enjoyed will be accepted by all the citizens of this ancient world. One can infer that in India the service marketing particularly tourism sector

is in the growing stage. The fact of the matter is Indian economy on the whole is on the developing stage. It is to be comprehended that tourism plays a vital role in the current scenario. The working environment demands challenges to be faced by the employees. In particular mind stress can be named as an example. The people are facing many problems and stress in the working environment and they want to spend some more time with their family members. So, they are very much attracted by the tourist plans. This study exhibits the level of satisfaction of tourists in the Theni district. However, the following question may arise regarding tourist sector in the Theni district.

1. What are the factors that influence the tourists to select the Theni district?
2. Are the infrastructure and other facilities in the Theni district adequate to satisfy the tourists?

Objectives of the study

The following are the specific objectives of the study.

1. To generate excessive public attention towards tourism in the Theni District.
2. To know the interest of Tourist's visits to the Theni District.
3. To analyze the transport and accommodation facilities of the study area.
4. To know and to comprehend the amount of expenditure and the required financial needs of tourism in the Theni District.
5. To offer findings and suggestions for the development of tourism in the Theni District.

Research Methodology

Research methodology deals with the definitions of the research problem, research design, methods of data collection, sampling design and interpretations of the survey data. The design of the present study is descriptive, analytical and conclusive. A pilot study was conducted by the researcher for ascertaining the feasibility and importance of undertaking the present study in the Theni District. The questionnaire is well structured, simple and understandable so as to cover the objectives of the study. The research process involved collection of both primary and secondary data. Secondary data were collected with the help of various books, journals, and also from websites. The collection or Questionnaire was made in the form of "interview schedule". The reason for the choice of an interview schedule was that the respondents would express their preference to certain situation frankly through an interview schedule where direct contact is more. To collect the Questionnaire from the sample population a suitable interview schedule has been prepared. The schedule consists of 30 questions covering all the variables like personal data, family data, financial data and the like.

Sample Size: The total sample size for the study is 150. The researcher has used convenient sampling technique to select the respondents. The number of respondents to be interviewed is very large. It is very difficult to interview the entire population. So stratified sampling method is chosen and only 150 respondents were selected for interviewing as a representative of the whole population. After pre-testing, necessary modifications were made in the interview schedule. The collected data are analyzed through appropriate statistical tools and techniques like Percentage Analysis, Chi-square test, Multiple Comparison and ANOVA. The survey for collection of Questionnaire was conducted, by the researcher from April 2016 to February 2017.

Limitations of the study

Every study has certain limitations. Some of these are inherent in the research design while some others become part of the study during various stages of research process. The present study has been undertaken facing the following limitation, namely,

1. The study is mainly based on the information given by the respondents, and the facts given by them are subject to their beliefs and attitudes.
2. Due to the time and economic constraints of the researcher, the number of respondents has been limited to 150 only.
3. Since the study has been under taken only in Theni District, the findings cannot be generalized as a whole.
4. Since the data collected from the respondents are subject to their taste and perception. The findings of the study may not be suitable if there is a change in the taste and belief of tourist in future.

It is due to the aforesaid limitations it has to be admitted that the findings of the study may not be cent per cent correct. But the collected data have been analyzed systematically to present fair and unbiased pictures of the study.

Analysis and Interpretation of Data: The results of the analysis of the collected data are presented below:

Table 1: Age-wise distribution of the sample respondents

Sl. No.	Age Group	Number of Respondents	Percentage
1.	Below 20 years	20	13.3
2.	21 – 25 years	23	15.3
3.	26 – 30 years	17	11.3
4.	31 – 35 years	48	32.0
5.	35 years and above	42	28.0
	Total	150	100.0

Source: Primary Data

The above Table shows that out of the total respondents of 150, 32% of the respondents are below 31-35 years, 15.3% of the respondents are between 21-25 years, 11.3% of the respondents are between 26-30 years, 13.3% of the respondents are below 20 years and the remaining 28% of the respondent are 35 years and above.

Table 2: Gender-wise distribution

Sl. No.	Gender	Number of Respondents	Percentage
1.	Male	104	69.3
2.	Female	46	30.7
	Total	150	100.0

Source: Primary Data

From the above Table it is understood that 69.3% of the respondents are male and 30.7% of the respondents are female.

Table 3: Martial Status

Sl. No.	Martial Status	Number of Respondents	Percentage
1.	Married	113	75.3
2.	Unmarried	37	24.7
	Total	150	100.0

Source: Primary Data

The above Table shows that the 75.3% of the respondents are married and 24.7% of the respondents are unmarried.

Table 4: Number of family of the respondents

Sl. No.	Family Members	Number of Respondents	Percentage
1.	One	8	5.3
2.	Two	106	70.7
3.	Three	36	24.0
	Total	150	100.0

Source: Primary Data

The above Table shows that 70.7% of the respondents have two members in the family, 24% of the respondents have three members and the remaining 5.3% of the respondents have 8 members in the family.

Table 5: Occupation distribution of the respondents

Sl. No.	Occupation	Number of Respondents	Percentage
1.	Business	7	4.7
2.	Professional	100	66.7
3.	Government Employed	23	15.3
4.	Private Employed	13	8.7
5.	Student	7	4.7
	Total	150	100.0

Source: Primary Data

From Table 5 it is clear that the 66.7% of the respondents are professional, 15.3% of the respondents are government employed, 8.7% of the respondents are employed in the private companies, 4.7% of the respondents are businessmen and students.

Table 6: Annual income of the respondents

Sl. No.	Annual Income	Number of Respondents	Percentage
1.	Less than Rs.24,000	67	44.7
2.	Rs.24,001 – Rs.50,000	63	42.0
3.	Rs.50,001- Rs.1,00,000	4	2.7
4.	Rs.1,00,000 and above	16	10.7
	Total	150	100.0

Source: Primary Data

The above Table indicates that out of the total respondents, 44.7% of the respondents are under the income group of Rs.24,000, 42% of the respondents are under the income group of Rs.24,001-Rs.50,000, 2.7% of the respondents are under the income group of Rs.50,001-Rs.1,00,000 and only 10.7% of the respondents are under the income group of above Rs.1,00,000.

Table 7: Nationality of the respondents

Sl. No.	Nationality	Number of Respondents	Percentage
1.	Indian	140	93.3
2.	Foreigner	10	6.7
	Total	150	100.0

Source: Primary Data

The above Table cleared that out of the total respondents, 93.3% of the respondents are Indian visitors coming to visit at Theni and remaining 6.7% of the respondents are foreign visitors.

Table 8: Occupation and arrangement of tour

Occupation	Respondents opinion towards enjoyment during their tourist visit		Total
	Yes	No	
Businessmen	5	2	7
	6.5	.5	7.0
	71.4%	28.6%	100.0%
Professional	94	6	100
	93.3	6.7	100.0
	94.0%	6.0%	100.0%
Government Employees	22	1	23
	21.5	1.5	23.0
	95.7%	4.3%	100.0%
Private Employees	13	0	13

	12.1	.9	13.0
	100.0%	.0%	100.0%
Students	6	1	7
	6.5	.5	7.0
	85.7%	14.3%	100.0%
Total	140	10	150
	140.0	10.0	150.0
	93.3%	6.7%	100.0%

From the above Table it is clear that out of the total respondents, 93.3% of the respondents are Indian visitors coming to visit Theni and remaining 6.7% of the respondents are foreigner visitors.

Sl. No.	Hypothesis	Chi-square Value	'P' - Value
1.	Occupation and Arrangement of Tour	19.59	0.1**

From the above Table it is inferred that occupation and arrangement of tour are significant because the p-value is less than the level of significant. Hence the hypothesis is rejected at 5% of level of significant.

Table 9: Occupation and transport facilities in Theni

Occupation	Opinion about Transport Facilities in Theni			Total
	Good	Satisfactory	Poor	
Businessmen	6	0	1	7
	3.3	1.6	2.1	7.0
	85.7%	.0%	14.3%	100.0%
Professional	57	18	25	100
	47.3	22.7	30.0	100.0
	57.0%	18.0%	25.0%	100.0%
Government Employees	4	16	3	23
	10.9	5.2	6.9	23.0
	17.4%	69.6%	13.0%	100.0%
Private Employees	4	0	9	13
	6.2	2.9	3.9	13.0
	30.8%	.0%	69.2%	100.0%
Students	0	0	7	7
	33	1.6	2.1	7.0
	0%	0%	100.0%	100.0%
Total	71	34	45	150
	71.0	34.0	45.0	150.0
	47.3%	22.7%	30.0%	100.0%

Sl. No.	Hypothesis	Chi-square Value	'P' - Value
1.	Occupation and Transport Facilities in Theni	63.69	0.000**

It is inferred from the above Table that occupation and transport facilities in Theni are significant because the p-value is less than the level of significant.

Table 10: Occupation and stay at Theni

Occupation	Respondents Opinion about Stay at Theni			Total
	Hotels	Temples Lodges	Cottages	
Businessmen	2	5	0	7
	4.0	2.7	.3	7.0
	28.6%	71.4%	.0%	100.0%
Professional	48	45	7	100
	57.3	38.0	4.7	100.0
	48.0%	45.0%	7.0%	100.0%
Government Employees	16	7	0	23
	13.2	8.7	1.1	23.0
	69.6%	30.4%	.0%	100.0%
Private Employees	13	0	0	13
	7.5	4.9	.6	13.0
	100.0%	.0%	.0%	100.0%
Students	7	0	0	7
	4.0	2.7	.3	7.0
	100.0%	.0%	.0%	100.0%
Total	86	57	7	150
	86.0	57.0	7.0	150.0
	57.3%	38.0%	4.7%	100.0%

Sl. No.	Hypothesis	Chi-square Value	'P' - Value
1.	Occupation and stay at Theni	24.27	.002**

The above Table has clear idea about the occupation and stay at Theni. Hence the p-value is less than the level of significant.

Table 11: Occupation and enjoyed the tourism at Theni

Occupation	Opinion about Enjoyment		Total
	Yes	No	
Businessmen	5	2	7
	6.5	.5	7.0
	71.4%	28.6%	100.0%
Professional	94	6	100
	93.3%	6.7	100.0
	94.0%	6.0%	100.0%
Government Employees	22	1	23
	21.5	1.5	23.0
	95.7%	4.3%	100.0%
Private Employees	13	0	13
	12.2	.9	13.0
	100.0%	.0%	100.0%
Students	6	1	7
	6.5	.5	7.0
	85.7%	14.3%	100.0%
Total	140	10	150
	140.0	10.0	150.0
	93.3%	6.7	100.0%

Sl. No.	Hypothesis	Chi-square Value	'P' - Value
1	Occupation and enjoyed the Tourism at Theni	7.25	.123 ^{NS}

The above Table mentions about the occupation and enjoyed the tourism at Theni. Hence the p-value is greater than the level of significance.

ANOVA: The ANOVA analysis tools provide different types of variance analysis. The tool depends on the number of factors and the number of samples from the population one wants to test.

This tool performs a simple analysis of variance on data for two or more samples. The analysis provides a test of the hypothesis that each sample is drawn from the same underlying probability distribution against the alternative hypothesis that underlying probability distribution are not the same for all samples. If there were only two samples, the worksheet function, t-test, could equally well be used. With more than two samples, there is no convenient generalization of t-test and the single factor ANOVA model can be called upon instead. An important first step in the analysis of variance is establishing the validity of assumptions. One assumption of ANOVA is that the variances of the groups are equivalent.

Powerful method for comparing exactly the groups that one wants to compare, using whatever contrast weights that one requires. However, there are times when one does not have, or does not need, such specific comparisons. The One-Way ANOVA procedure allows one to compare every group mean against every other, a method known as pair wise multiple comparisons ANOVA.

H₀: There is no significant difference between the income and the number of times visits to Theni.

H₁: There is significant difference between income and number of times visit to Theni.

Level of significant: 5% (0.05)

Test Statistics – ANOVA

Table 12: Multiple comparisons ANOVA

Sl. No.	Number of Times Visited to Theni	Mean Difference (I - J)	Standard Error	Sig.
1.	2	-.65465*	.19533	.006***
	3	-.13975	.16914	.842NS
	4	-1.30743*	.32333	.000***
2.	1	.65465*	.19533	.006***
	3	.51491	.21532	.083*
	4	-.65278	.34971	.247NS
3.	1	.13975	.16914	.842NS
	2	-.51491	.21532	.083*
	4	-1.16768*	.33578	.004***
4.	1	1.30743*	.32333	.000***
	2	.65278	.34971	.247NS
	3	1.16768*	.33578	.004***

*. The mean difference is significant at the 0.05 level.

***. The mean differences are highly significant at the 0.05 level.

Not Significant: The mean difference is NOT significant at the 0.05 level.

Suggestions

Theni district is one of the remote tourist areas in Tamil Nadu. The Government has to take necessary steps to develop the infrastructure facilities for the benefit of tourists. Majority of the places in Theni district are hills areas. So, the tourists are mainly impressed by those climatic conditions. It is the biggest gift by the nature to the tourists.

Infrastructure remains a critical component in Travel & Tourism development in India, if the full

potential of employment generation, export earnings and regional development is to be realized. The world Travel and Tourism council (WTTC) has recommended that for a proper development of infrastructure, distinction should be made between the need for basic infrastructure (i.e. transport links, telecommunications, energy water treatment) and travel & tourism facilities (i.e. information services, facilitation etc.) and product development options (eco- tourism, special tourism area, health tourism etc.) Public infrastructure, such as

roads, rail and airports, which supports Travel and tourism expansion, and which will also serve other urban and regional development purposes. The current actual and perceived border formalities and delays in an active brake on the growth of travel & tourism. Border formalities and red tape should be cut to a minimum. Visa requirements, which are time consuming and expensive, should be eliminated where ever possible, and consular offices should be more visitor friendly.

Conclusion

Tamil Nadu Tourism is creating new destinations and popularizing different concepts of Tourism in the State. It effectively balances both domestic and international tourism. Tamil Nadu has created a name for itself by its publicity campaigns and innovative projects. The State will co-ordinate the efforts of all the departments concerned and agencies involved to realize the vision of this department by designing a suitable mission. It will create a memorable experience in the minds of all the tourists. Growth in Tourism is the reflection of overall prosperity. Most of the tourists are satisfied because of the various factors like places, accommodation and other infrastructure facilities and the like.

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