Chapter III
RESEARCH METHODOLOGY

3.1 Introduction

Tourism has emerged as a dominant economic factor in India horizon. Tourism has now become one of the largest commercial activities not only in India but also on a global scale; it is also considered the ‘sunshine’ sector all over the world. It is universally accepted that the tourism industry is an infrastructure industry; economic driver, it is an intrinsic part of the development of a region. It is the country’s largest employment generator and foreign exchange earner. With its economic and all other advantages, tourism can certainly play a determining role in the development of poorer economies which suffer from an adverse balance of payment situation, a high degree of social backwardness, besides the other environmental problems. However, to achieve success in tourism, India needs to adopt planning and management approach on scientific lines. Tourism promotes physical, economic and socio-cultural status of a society. Therefore, in any society or region or country, tourism development can be a very effective tool to achieve overall development. In spite of possessing a variety of tourist attractions, Tamilnadu has not been able to accelerate the pace of tourism in comparison to other states. The State has declared many tourism policy but not elicited adequate response from the private sector since the policy contained only a handful of benefits while the implementation has taken longer time (belated) due to legal and administrative constraints. This was at a time when the Government of India had already declared tourism as an industry and a large number of states had followed suit. This enabled the tourism industry to avail of incentives, reliefs & benefits available to the industry in those states. A long list of aims and objectives formulated by the state government still did not come out with positive results.
The satisfaction level among residents, tourists and service providers shows high range of fluctuations. Fortunately, tourism planning and development is now increasingly attending the attention of researchers from different disciplines ranging from geography, history, sociology, economics, commerce management and environmental sciences. Since each state, in the country, represents its own geosocio-cultural identity, it is essential to here specific tourism development plans and action thought within umbrella of an overall tourism prospective for the state. Being a resident of Tamilnadu research in the field of tourism has become a natural obsession and choice for the researcher. So, the researcher has selected a topic related to the tourism industry.

3.2 Importance of the Study

The Government of India and their agencies, private sector units and individuals take various measures to promote tourism in India. Many development schemes and projects involving large investments are being initiated. Poor and inadequate infrastructure facilities and management, non-availability of basic facilities in tourist place, lack of domestic and international airport, inadequate transport system, lack of requisite hotel accommodation etc., make most of the tourist centres inaccessible to both domestic and foreign tourists. In the past, the dominant practice was to take one long holiday in a single destination, today people tend to distribute the holiday over different destinations and different times of the year. Hence tourists' attitudes towards the various elements in tourism play an important role in the development of tourism today.

The satisfaction of a tourist is important for the success of the industry. Therefore, the objective evaluation of the satisfaction of tourists in the light of its past experience and future expectation becomes imperative, particularly in the context of large-scale investment and consequential added
social responsibility. In this regard, such a study would be like an inventory to measure the infrastructural facilities and level of satisfaction. Besides, a detailed study of the information about the attitudes, requirements, tastes and preferences of the tourists would go a long way in helping the policymakers and practitioners to introduce better projects. A study of this nature shall, necessarily, involve a critical appraisal of satisfaction of tourist and identification of various factors which promote the satisfaction level of tourists.

3.3 Statement of the Problem

Tourism industry is a booming industry that enriches knowledge, brings social development and economic growth also. This industry has tremendous capacity to create the important aspects of assessing the economic impact of every country like employment generation, foreign exchange earnings, income generation and output growth. Tourism has exposed the destinations in developing countries to the behavior and values of visitors from foreign cultures. Previously, people used to tour mainly on pilgrimage. But now, the culture has changed. In our country also, many people plan for their tour as a regular affair may be once in a year. At present this growing tourism sector is plagued by a number of factors and there are lots of problems faced by tourists during their tour due to poor facilities, uncertainties, cleanliness, un-safety, Government’s apathy, poor infrastructure, law and order problem, visa problems, poor sanitary conditions and pollution, etc. The uncontrolled hotel development programmers caused many problems in the coastal resorts and damage the sand dunes. Traditional foods are replaced by dishes that foreigners expect and prefer. In many locations, craft workers make low quality, inauthentic souvenirs for a quick profit. Ever state has to deal with a number of key challenges strategically and in order to develop the tourism sector and has
been promoting its tourist destinations and target the markets by allocation of funds. Tamilnadu has been engaged in various promotional efforts such as advertising, trade fairs, printed materials and internet based campaigns to attract as many tourists as possible to promote of the tourism industry. Sometimes, the state government introduces new products and services to the tourists with the aim of enhancing their level of satisfaction where ever, insomuch as the need to increase the number of visitors, there arises a great deal of concern whether the destinations meet the consumers’ expectation levels. Studies related to tourism are not large number and so no detailed investigation on whether the tourist clients are satisfied with the products and services offered in Tamilnadu is available. A high level of tourist satisfaction is the key factor in maintaining the competitive advantage and tourist flow in a tourist destination, consequently, maintaining generation of the income. Understanding the tourist satisfaction is, therefore, of utmost importance for the tourism industry, especially because of its effect on future economy. The researcher believes that there is a huge gap of data that can be used as measure or indicator of the tourism sector’s services and performance from the perspective of the tourist. The present state of affairs raises some of the research questions which require an in-depth study. An investigation, therefore, on the issues related to tourism in Tamilnadu, will provide the basis for establishing a marketing strategy for the promotion of tourism in Tamilnadu.

1. Do the tourist places in Tamilnadu have adequate infrastructural facilities?

2. Do the tourists have positive outlook towards the people of Tamilnadu?

3. What are the determinant factors that can motivate the tourists visit Tamilnadu?
4. How do the tourists express the level of satisfaction with their overall experience on tourism services offered in Tamilnadu?

5. How likely are the tourists to repeat their visit and recommend the destination to others?

3.4 Objectives of the Study

1. To study the growth and development of tourism in India and Tamilnadu

2. To know the socio economic status and behaviors of tourists arriving Tamilnadu

3. To study the attitudes of tourists towards tourism facilities in Tamilnadu

4. To analysis the tourists’ expectation and perception in terms of satisfaction on the existing tourism facilities and services in the Tamilnadu

5. To assess the problems faced by tourists at the tourist spots of Tamilnadu

6. To offer valuable suggestions to the implications for the tourism sector on the basis of findings of the study

3.5 Hypotheses

Based on the above objectives the following hypotheses were formulated and tested

Ho1: “There is no significant association between the demographic profiles of the tourist and their attitudes towards tour”
Ho2: “There is no significant association between the accompanying person of the tourist and the category of lodges preferred”

Ho3: “The accompanying person of the tourists has no influence over the selected variables like category of lodges, length of stay, facilities expected for comfortable stay, mode of transport preferred and reasons for liking specific modes of transport”

Ho4: “There is no significant association between the climatic conditions in Tamilnadu and the area of residence and nativity of the tourist”

Ho5: “There is no significant difference between the level of influence by different factors and the demographic profiles of the tourist”

Ho6: “There is no significant difference in the expectation of tourists towards different dimension of tourism service offered at tourism spots”

Ho7: “There is no significant difference in the satisfaction of tourists towards different dimension of tourism service offered at tourism spots”

Ho8: “There is no significant difference in the overall service gap in different dimensions of tourism services in Tamilnadu”

Ho9: “There is no significant difference among different nationality of tourists towards facing problems at tourist spots’

Ho10: “There is no significant difference among the tourist spots towards facing problems at tourist spots”

Ho11: “There is no association between demographic factors of tourists and facing problems”

Ho12: “There is no significant difference among tourists’ opinion on tourism spots in Tamilnadu”
3.6 Research Methodology

3.6.1 Nature of the Study

The present study is an empirical research based on survey method. The study area was confined to Tamilnadu state only and the sample has been chosen from Tamilnadu only. The study has analyses the socio-economic profile, the attitude of the tourists, factors influencing, expectation and perception of the tourists towards tourist centres. Data collection comprises of primary data and secondary data. The interview schedule was used for collection of primary data and the required secondary data were collected from related journals and publications.

3.6.2 Scope of the Study

The subject tourism has given vast opportunities to the researcher to do research on different areas, namely tourist centres, tourist arrivals, functioning of Tamilnadu Tourism Development Corporation Limited, temples towards tourism promotion etc. The scope of the present study will get widened as well as deepened while studying the socio-economic profiles of tourists and their nature of tours, the expenditure pattern of tourists, attitude of tourists towards tourist, factors influencing the tourists to make tourism decision, the expectation and experience of tourists at various select tourist centres Tamilnadu. This study will be useful to the planners and program implementers to understand the factors influencing tourism and also to find discriminating variables of those satisfied and dissatisfied among tourists arriving to Tamilnadu and will also give an idea to policy makers about the need to rationalize further development.

3.6.3 Period of the Study

The data related to the investigation and the secondary data were collected for a period of 10 years from 2004 to 2013. The primary data were collected from the tourist respondents for six months from of March to August 2015.
3.6.4 Sampling Design

The study covers the places of interest of the tourist centres in Tamilnadu. Five significant centres, such as Kanyakumari, Madurai, Rameswaram, Ooty and Mahabalipuram have figured in the study. By and large, these eight centres are evenly scattered all over Tamilnadu, both horizontally and vertically. These five centres are noted for historical monuments, pilgrimage, hill resorts, beaches, modern technological centres, cultural centres and the like. The tourists who have not been accommodated at hotels or lodges are called ‘day visitors.’ The day visitors were not taken into account for determining the population. The study defines tourist as a person whether belonging to Tamilnadu or other state in India or foreign countries who resides at a particular place for a period of at least 24 hours for the purpose other than exercising a gainful activity or setting at the place visited. This study conducted interviews only with the tourists who stayed at lodging units in various centres either private or public in the selected tourism places. For the collection of primary data, Stratified Random Sampling Method was adopted. First the five tourism centres were stratified into different towns. The lodges recognized by the Tamilnadu Tourism Development Corporation Limited, in each selected tourist places at different towns, were the location of the study. A total of 15 lodges were arbitrarily taken as the sample lodges from each selected five tourism places. From each centre, by using convenience sampling method 120 tourists were approached and get acceptance from each selected five tourism place have been selected as sample tourist respondents. Tourists from the study area that is pilgrimage places, hill stations, wildlife sanctuaries, national parks, adventure spots were taken on convenient cum judgment basis. These places were chosen because they held the perennial positions in terms of tourists’ arrivals in the state. Altogether 600 tourists have been selected for the purpose of study. Table 3.1 shows the sample design of the study.
### TABLE 3.1

**SAMPLE DESIGN**

<table>
<thead>
<tr>
<th>Tourism Spot</th>
<th>Reason to Select Tourism Spot</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kanyakumari</td>
<td>The Land’s End</td>
<td>120</td>
<td>20%</td>
</tr>
<tr>
<td>Ooty</td>
<td>The Queen of Hill Stations</td>
<td>120</td>
<td>20%</td>
</tr>
<tr>
<td>Rameswaram</td>
<td>The Holy Island</td>
<td>120</td>
<td>20%</td>
</tr>
<tr>
<td>Mahabalipuram</td>
<td>A Historical Monument</td>
<td>120</td>
<td>20%</td>
</tr>
<tr>
<td>Madurai</td>
<td>The Temple City</td>
<td>120</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>600</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### 3.6.5 Construction of Tools for Data Collection

The interview schedules used in this study have been structured by the researcher himself. The researcher held discussions with as many tourists, and no fewer than ten domestic tourists, private travel agents and hoteliers, transport operators, officials of the Government tourism promotional agencies and educationists in order to identify the variables. The interview schedules so drafted were circulated among a few research scholars for a critical review with regard to wording, format, sequence and the like. The questionnaires were revised in the light of their comments. The questionnaires meant for the international and other state tourists have been in English and the domestic tourists have been both in English and Tamil.

A pilot study was conducted right from April to June 2015, in selected five tourism places, covering all the groups of tourists, international, other states and domestic, and the interview schedules were suitably modified in the light of the pilot study. The interview schedule was divided into four parts. The first part focused on the demographic information and travel characteristics of tourist respondents. The second part
focused on the measurement of expectations and perceptions of tourists regarding the level of service quality in Tamilnadu Tourism. Third part focused on the problems faced by tourists. In the fourth part researcher intends to measure overall perception of the tourists. For the purposes of pilot study 15 foreign tourists, 15 other state tourists, and 15 domestic tourists have been selected. First, the attitude, expectation and perception of tourists towards the tourist spots in Tamilnadu, have been measured with the aid of a scale constructed with five points based on ‘Liker scale.’ These five points have been quantified by means of a scoring scheme. Further, the problem faced by tourist also has been measured with the aid of a five-point scale. Interview schedule design involves the decision about, which items will best reflect the underlying construct that the existing review of literature regarding various aspects of tourism services was considered and accordingly the statements were formed related to the expectations and perceptions of tourists. The modified SERVQUAL model consisting of 90 items has been used for assessing tourist’s expectations and perceptions regarding the overall quality of tourism related services.

3.6.6 Framework of Analysis

Measuring the tourist’s perception and their attitudes is difficult and it is even more challenging because of the type of services and the different perceptions of individuals. However, it is one of the most frequently examined topics in the tourism field because of the important role it plays in survival and future of any tourism products and services. The ultimate object of the study is to examine the attitudes, expectation, perception and problems of tourists towards tourism services in Tamilnadu. In order to study the attitudes towards tourism facilities chi-square test’, analysis of one-way variance and student ‘t’ test and regression analysis have been employed. To arrive at possible solutions, simple percentages mean and standard deviation were also used in the study.
3.7 Operational Definition Used

I. **Tour**: A long distance circuit of more than 3 days organized by a travel agency in a given town and comprising sightseeing in several other places or towns either within or outside the country of touring.

II. **Tourism**: Tourism means the practice of touring or travelling for pleasure or recreation or understanding.

III. **Tourist**: Tourist is a temporary visitor staying at least twenty four hours in the country visited and the purpose of whose journey may fall under recreation, holiday, health, study, religion, sports, business, family and meeting and conferences.

IV. **Domestic Tourist**: A local person who makes a tour, travelling from place to place for pleasure, business, missionary, sports and political activity within the country. Domestic Tourist” designates any person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours or one night.

V. **International Tourist**: A person who makes a tour, travelling from place to place for pleasure to areas, foreign to his residence. On local sight-seeing excursions. He dwells on various places, temples and any items of attraction or allurements. Any person visiting a country other than that in which he usually resides, for a period of at least 24 hours.

VI. **Tourist Centre**: Tourist centre is a village or town with a definite concentration of tourist resources, material base and infrastructure of tourism development.

VII. **Tariff**: The published fares, rates, charges and/or related conditions of carriage of a carrier.

VIII. **Package Tour**: A travel plan including transfers, accommodations and sightseeing in a given city or town.
IX. **Infrastructure:** The basic public services needed for the successful operation of tourism enterprises and for optimizing the comfort of the visitors. It includes such services as roads, electricity, water, security, sanitation and health services, telephone and portal communication, railways and airports.

X. **Tourism Facilities:** Facilities which include accommodation like hotels, boarding houses, guest houses, and youth hostels. They also include recreational and sport facilities of wide variety and also all the necessary infrastructure like transportation, banks and some other utilities.

XI. **Travel Agent:** A person or firm or co-operative society qualified to render services as relating to tours cruises, transportation, hotel accommodation, meals, and all other elements of travel to the public at large.

XII. **Visitor:** He is a person traversing a country other than that in which he has his usual place of residence, for any purpose other than occupying and getting remuneration from within the country.

XIII. **Services:** It is the service which enables the tourists to enter and traverse the country with great ease and least obstacles and derive maximum pleasure in the course of their visit. The services include transport, banking, boarding and lodging and the like.

### 3.8 Limitations of the Study

In true sense, research in any field of knowledge makes the ground for more researches and this process on. Obviously, all the studies and researchers have their own limitations. The researcher, while working on this topic had many limitations, some situational and a few self-imposed. The main limitations of the study are as follows:
1. This study has taken into account only tourists who stayed at lodges. Day visitors or day excursionists were not interviewed.

2. Sample size remains medium and the margin of error associated with it could creep in to influence the inferences drawn in this study.

3. There exists several service quality parameters but the researcher has taken ten basic service quality parameters from tourists’ perception point of view, into consideration during the study.

3.9 Presentation of the Study

The report has been organized into six chapters.

Chapter I – Indian Tourism Industry an Overview: This chapter brings to light the concept of tourism.

Chapter II - Review of Literature: This chapter reviews previous studies related to tourism and tourism industry.

Chapter III - Research Design and Methodology: This chapter deals with research design of the study. It covers introduction, statement of the problem, scope of the study, objectives of the study, methodology and tools, construction of tools and pre-test, sampling design, operational definition of concepts, period of study, field work and data collection, data processing, framework of analysis and scheme of report.

Chapter IV- Tourist Attitudes and Motivating Factors: This chapter analyses the tourists’ demographic profiles and their attitudes towards tourism. This chapter also analyses the significant association between demographical variables and level of attitudes of tourists with help of chi-square test. This chapter also analysis the motivating factors for the tour through factor analyses.
Chapter V- Tourists Expectation and Perception towards Tourism Services: This chapter analyses the tourists’ expectation and perception towards tourism services. This chapter also analyses the significant difference among tourists’ expectation and perception on tourism services provided in Tamilnadu with help of one way ANOVA test and problems faced by tourists were also have been analyses in this chapter.

Chapter VI- Summery of Findings and Suggestions: The sixth chapter being the concluding chapter summarizes the major findings of the study. Suggestions to solve the problems faced by the tourists, to improve the tourism marketing in India and, particularly in Tamilnadu and the recommendations for future study have been presented in the chapter.