CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Tourism is a composite industry. It consists of various segments which can produce a wide range of products and services. Tourism marketing is an integral effort to satisfy tourists and, it is a device to transform the potential tourists into the actual tourists. The tourism products are an amalgam of different tangible and intangible elements. The tourism products are highly perishable, service products, intangible and the users of tourism products are of heterogeneous in nature. In the Indian perspective for developing the tourism products, there are tremendous potentials. Further, there are tremendous opportunities for developing beach tourism, village tourism and heritage tourism. The forts, old palaces, havelis etc, need an intensive care of tourism planners. Particularly, the high spending tourists prefer village tourism and heritage tourism. The tourist organizations, the national and provincial governments need to formulate a plan for the development of tourism keeping in view the regional and local conditions where the sites are to be developed.

Tourism is now well recognized as an export oriented industry. The tourists travel either for pleasure or family reasons and health or business purposes from one country to another or within one country. Once when a foreign traveller in large number turns towards India, it has potentiality to earn foreign exchange. In order to augment foreign exchange, the country has to provide attractive tourism services which will satisfy their aspirations. In turn, the satisfied tourists repeatedly visit India and initiate others to visit India with their friends, relations and others. Hence, development of tourism and its services in India has become an important industry.
Tourism’s importance, as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity objectives, which we have set for ourselves. Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure at the destinations. It has the capacity to capitalize on the country’s success in the services sector and provide sustainable models of growth.

Tourism is a service industry. It provides jobs to people as hotel employees, tour guides, tour agents, taxi drivers, restaurant employees, and transportation workers. Hence, the present study has made an attempt to study the aspects related to the personal details of the tourists, kind of problems the tourists faced in getting preferred mode of transport, problems faced in accommodation, problems faced in food, expenditure pattern of tourists and attitude of the tourists. Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. It is a critical business function for attracting customers.

From a societal point of view, marketing is the link between a society’s material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. It is the process of communicating the value of a product or service through positioning to the customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its
shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behaviour and providing superior customer value.

1.1.1 TOURISM PRODUCTS

Tourism product includes the total tourist experience that meet its expectations, including experience with housing, natural and cultural attractions, entertainment, transportation, catering, hosts etc. Serbia has possibilities for development and commercialization of a tourism product, which can be divided into successful short-term ("quick win") and long-term success ("long run"). In the short-term, successful tourism products or products with the greatest opportunity to be quickly placed on the market included.

1.1.2 ISSUES AND CHALLENGES

ISSUES

- A1 nature based forms of tourism is spoiled
- Nature as well as the traditional culture is not in concentration.
- Increase the negative impacts upon the nature and socio-cultural environment.
- Authorities not to managing natural areas with conservation purposes
- Reducing the employment and income opportunities for local communities
- Lack of awareness towards the conservation of natural and cultural assets both among local and tourists.
CHALLENGES

- The potential for tourism to deliver pro-poor growth in the least developed countries offers significant benefits to the world’s poorest people.
- International tourism often falls between departments dealing with development, trade, environment and other issues greater co-ordination should be attempted, in order to maximise to potential to support sustainable, pro-poor tourism (PPT).
- The private sector, community organisations in destination countries, international NGOs and governments should all be involved in efforts to develop PPT
- Tourism is highly dependent upon natural capital (e.g., wildlife, scenery) and culture. These that some of the poor have, even if they have no financial resources.
- Tourism can be more labour intensive than manufacturing (though less labour intensive than agriculture).
- Compared to other modern sector, a higher proportion of tourism benefits (jobs, petty trade opportunities) go to women.

1.2 STATEMENT OF THE PROBLEM

Tourism is a major item of international trade. It provides a major contribution to foreign exchange earnings to the developing and developed countries. Tourism creates a goodwill about the tourist spot on tourists which promotes them to participate in events like conferences and exhibitions. It also provides an opportunity to improve cooperation as well as to project a real image of a country to the outside world. Tourism has an educational significance and it involves cultural exchanges.
The cultural factors attract tourists to destinations such as architectures and historical monuments. Tourism brings together people of different backgrounds from different countries. Tourism is an integral part of modern life as a force for social change.

Tourism industry in India as well as Tamil Nadu is mostly untapped. Poor and inadequate infrastructural facilities and management, non-availability of basic amenities in tourist spots, inadequate transportation facilities, lack of domestic and international airports, lack of accommodation arrangements and the like, have made most of the tourist centres inaccessible to both domestic and foreign tourists. Tourists’ attitudes towards the various tourism products play an important role in the development of tourism today.

The present study “A Study on the Marketing of Tourism Products in Kodaikanal, Dindugul district” has attempted to study the length of the stay of tourists, the purpose of tour, the tourism products that are being marketed in Kodaikanal and the problems that are being faced by the tourists in the study area. Further, the socio economic background and the expenditure pattern of tourists, the attitude of tourists towards tourism products and the factors influencing the tourists to take tourism decision have also been included in the study.

1.3 SCOPE OF THE STUDY

The main aim of the study is to analyse the satisfaction of the tourists towards tourism facilities available in Kodaikanal. The study intends to find answers to the problems and shortcomings in tourism infrastructure development in the study area and tourism support services such as quantity and quality of public transport, accommodation, food, bank, parking facility, shopping, medical facilities and so on. The opinion and the suggestions from the tourist respondents incorporated herein would provide guidelines for future course of action to be followed in Kodaikanal.
1.4 OBJECTIVES OF THE STUDY

The following objectives have been framed for the study:

(i) To study the various tourism products marketed in Kodaikanal, Dindugul district.

(ii) To study the socio economic background and the expenditure pattern of the tourists.

(iii) To study the attitudes of tourists towards marketing of tourism products in Kodaikanal, Dindugul district.

(iv) To find out the level of satisfaction among tourists in Kodaikanal, Dindugul district.

(v) To analyse the relationship between the satisfaction and socio economic background of tourists in Kodaikanal, Dindugul district.

(vi) To analyse the factors motivated the tourists to visit Kodaikanal.

(vii) To suggest a few measures for the betterment of marketing of tourism products in Kodaikanal, Dindugul district.

1.5 HYPOTHESES OF THE STUDY

The following hypotheses were framed and tested for the present study:

1) There is no significant difference in satisfaction towards tourism facilities among different gender groups of tourists visiting Kodaikanal, Dindugul District

2) There is no significant difference in satisfaction towards tourism facilities among different age group of tourists visiting Kodaikanal, Dindugul District.

3) There is no significant difference in satisfaction towards tourism facilities among marital status of tourists visiting Kodaikanal, Dindugul District.
4) There is no significant difference in satisfaction towards tourism facilities among different nature of the family of tourists visiting Kodaikanal at Dindugul District.

5) There is no significant difference in satisfaction towards tourism facilities among different number of members in the family of tourists visiting Kodaikanal, Dindugul District.

6) There is no significant difference in satisfaction towards tourism facilities among different levels of education of tourists visiting Kodaikanal, Dindugul District.

7) There is no significant difference in satisfaction towards tourism facilities among different occupation of tourists visiting Kodaikanal, Dindugul District.

8) There is no significant difference in satisfaction towards tourism facilities among different nativity of tourists in Kodaikanal, Dindugul District.

9) There is no significant difference in satisfaction towards tourism facilities among different monthly income of tourists visiting Kodaikanal, Dindugul District.

10) There is no significant relationship between gender and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

11) There is no significant relationship between age and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

12) There is no significant relationship between marital status and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
13) There is no significant relationship between nature of the family and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

14) There is no significant relationship between number of members in the family and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

15) There is no significant relationship between level of education and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

16) There is no significant relationship between occupation and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

17) There is no significant relationship between nativity and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

18) There is no significant relationship between monthly income and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

1.6 METHODOLOGY

Primary and secondary data have been collected from different sources and used for analysis. Secondary data required for the study have been collected from various publications. Primary data were collected through a well structured interview schedule prepared by the researcher in consultation with the experts in the field. The finalized interview schedule was pre-tested as to its contents and wordings through a pilot study. The pilot study was conducted with fifty respondents selected at random. The practical difficulties experienced by the respondents in answering the questions
were set right and the final draft interview schedule was finalized. The finalized structured interview schedule was used for collecting information from the selected respondents.

1.7 RESEARCH DESIGN OF THE STUDY

Research design is the conceptual structure within which the research is conducted. Bernad Philips has described the research design as a blueprint for the collection, measurement and analysis of data. The research design in the present study is descriptive as well as exploratory in nature. The study describes the phenomena of tourists satisfaction, kind of problems the tourists faced in the visiting places, expenditure pattern of tourists, attitude of the tourists towards the facilities of shops, hotels, travels, hospitals, food and guides. Apart from this, the present study has its own confined objectives and also pre determined methodology to fulfill the objectives of the research.

1.8 SAMPLE SIZE AND SAMPLING DESIGN

The present study is based on both primary and secondary data. Tourists have been visiting various places of Kodaikanal, Dindugul district. The researcher collected the primary data from tourists visiting various places of Kodaikanal, Dindugul district. For the collection of primary data, 500 tourists were selected through convenient sampling method. They were met at the hotels or guest houses where they were residing and also at the tourists spots which they were visiting in Kodaikanal A well structured interview schedule was adopted to collect the primary data.

1.9 DATA COLLECTION

The present study used the primary and secondary data. The secondary data have been used to write the theoretical and conceptual framework and also the review of literature. The primary data had been collected with the help of structured interview
schedule. The researcher herself prepared the interview schedule used in this study. Before preparing the interview schedule, the researcher has contacted various experts and had number of discussions with different individual tourists. From the various discussions and references, the researcher has prepared interview schedule in a proper format. The prepared interview schedule has been tested through the selected 50 sample respondents. Further, the researcher had an indepth analysis with the support of the interview schedule prepared for final study. After that the researcher finalized the final well structured interview schedule with the support of and contribution from various field experts.

1.10 FRAMEWORK OF ANALYSIS

The collected data had been processed with the help of appropriate statistical tools. The statistical tools were selected on the basis of the objectives of the study and also the nature of data included for the analysis. The details of statistical tools and its relevance of application is summarized below:

1.10.1 ANOVA

ANOVA test is used by the researcher to find the significant differences existing among the three or more sample groups in relation to a variable. The total variance in a set of data is divided into variation within groups and variation between groups.

The ANOVA technique is based on the concept of sum of squared deviations from a mean. Corresponding to the total variance and its two components, we have the total sum of squares (SS), between groups sum of squares (SS_b), within groups of squares (SS_w) is obtained by combining the sum squares i.e., the squared deviations of every raw score from its sample mean. The formula used is
\[
SS_w = \sum d^2 + \sum d^2 + \sum d^2 + \sum d^2 + \sum d^2 + \ldots
\]

Where \(d\) = a deviation of every raw score of a category from its sample mean.

Between groups sum of squares (\(SS_b\)) is arrived at by calculating the difference between each sample mean and the total mean. The squared difference is multiplied by the sample size in the concerned category and these quantities. The formula is
\[
SS_b = \sum [(x-x_1)^2 \times n]
\]

Where,
- \(X\) = any sample mean
- \(X_1\) = the total mean
- \(n\) = the number of scores in any sample
- \(SS_b\) = the between groups sum of squares

The total sum of squares (\(SS_1\)) is equal to a sum of within and between groups sum of squares.
\[
SS_1 = SS_b + SS_w
\]

Mean Square

The value of the sums of squares tends to become larger as variation increases and also as sample size increases. The mean square (or variance) is obtained by dividing \(SS_b\) or \(SS_w\) by the appropriate degrees of freedom.
\[
MS_b = SS_b / df_b
\]
\[
MS_w = SS_w / df_w
\]

Where,
\[ MS_b = \text{the between- groups mean squares} \]
\[ MS_w = \text{the within – group mean squares} \]
\[ df = \text{the degrees of freedom} \]
\[ df_b = k-1 \]
\[ df_w = n_1-k \]
Where,
\[ k = \text{the number of samples (groups)} \]
\[ n = \text{the total number of scores in all samples combined.} \]

1.10.2 ‘T’ Test

‘t’ test is used to study the significant differences among two groups of samples with respect to a variable. It is also used to test the significance of a correlation co-efficient calculated among two variables. In the study, for the latter purpose ‘t’ test is employed. Theoretical work on t-distribution was done by W.S. Gosset in the early 1900. The “t-statistic” is defined as:
\[ t = \frac{X - \mu}{S} \times \sqrt{n} \]

Where, \[ S = \sqrt{\frac{\sum(x - \bar{x})^2}{n-1}} \]

The t-distribution is derived mathematically under the assumption of a normal distribution as:
\[ f(t) = C \left(1 + \frac{t^2}{c} \right)^{-\frac{v+1}{2}} \]

Where,
\[ t = \frac{(X - \mu)}{S} \times \sqrt{n} \]
\[ C = \text{a constant required to make the area under the curve equal to unity.} \]
v = n-1, the number of degrees of freedom.

To test the significance of the correlation coefficient, the following formula is used:

\[ t = \frac{r}{\sqrt{1 - r^2} \times \sqrt{n - 2}} \]

Where, t is based on (n-2) degrees of freedom.

If the calculated value of t exceeds \( t_{0.05} \) for (n-2), d.f., the value of r is significant at 5% level. If \( t < t_{0.05} \), the data are consistent with the hypothesis of an uncorrelated population.

1.10.3 Garrett’s ranking technique

To find out the tourists’ problems in the visiting places and in availing marketing of tourism products in Kodaikanal and also in assessing preference of tourists towards tourism products, Garrett’s ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

Percent Position =

Where,

Rij = Rank given for the ith variable by jth respondents

Nj = Number of variable ranked by jth respondents

With the help of Garrett’s Table, the percent position estimated is converted into scores. Then, for each factor, the scores of each individual are added and then total value of scores and mean values of score are calculated. The factors having highest mean value are considered to be the most important factors.
1.10.4 Factor Analysis

Factor analysis is a statistical tool employed to find out the factors motivated the tourists to visit Kodaikanal, Dindigul district.

The factor analysis model in matrix notation is given by

\[ X = A f + e \]

Where,

\[ X = (x_1, x_2, x_3, \ldots, x_p) \]

\[ F = (f_1, f_2, f_3, \ldots, f_m) \]

\[ E = (e_1, e_2, e_3, \ldots, e_p) \]

\[ M = \text{Number of factors} \]

And the relevant matrix is

\[
A = \begin{bmatrix}
  a_{11}, & a_{12}, & \ldots, & \ldots, & \ldots, & a_{1m} \\
  a_{21}, & a_{22}, & \ldots, & \ldots, & \ldots, & a_{2m} \\
  \vdots, & \vdots, & \ddots & \ddots & \ddots & \vdots \\
  \vdots, & \vdots, & \ddots & \ddots & \ddots & \vdots \\
  \vdots, & \vdots, & \ddots & \ddots & \ddots & \vdots \\
  a_{p1}, & a_{p2}, & \ldots, & \ldots, & \ldots, & a_{pm}
\end{bmatrix}
\]

where \( a_{ij} \) is the factor loading which give net correlation between the variables \( x_i \) and factor \( f_j \) (where \( i = 1, 2, \ldots, p \) and \( j = 1, 2, 3, \ldots, m \)). It is assumed that the error variables \( (e) \) are distributed independently of \( f \) and \( p \) and \( e \) as a multi-variate normal distribution.
1.10.5 Tourists Satisfaction Index (TSI)

Satisfaction with the facilities available in Kodaikanal of Dindugul District is determined by calculating the Tourists Satisfaction Index (TSI). Tourists Satisfaction Index helped to know the satisfaction of the tourists with the facilities available in Kodaikanal of Dindugul District. In a way, tourists’ satisfaction index shows the satisfaction among tourists. The Tourists Satisfaction Index (SFI) is calculated by using a specially devised unstandardised model, devised by the researcher. The unstandardised Tourists Satisfaction Index is standardized through reliability analysis.

The Formula used to calculate Tourists Satisfaction Index is:

\[ TSI = \sum_{i=1}^{n} TSV_i \]

Where,

- TSV=Tourists Satisfaction Variable
- TSI=Tourists Satisfaction Index
- \( i=1 \ldots \ldots n \) or number of satisfaction variables included.

1.11. LIMITATIONS OF THE STUDY

The present study is subjected with the following limitations:

(i) This study is primarily concerned with the tourists of Indian nationality.

(ii) Non-availability of proper secondary data and records were great obstacles in this study.

(iii) The result of the primary data duly depended upon the trustworthiness of the respondents.

(iv) The scope of the study is limited to only Kodaikanal.

(v) The data were collected only from 500 respondents.
1.1.2. CHAPTER SCHEME

The present study is classified into seven chapters.

The first chapter deals with the introduction and the design of the study. This chapter presents the statement of the problem, objectives of the study, hypotheses, operational definitions, methodology, statistical tools, sampling design, the method of data processed, geographical coverage, limitations of the study and the chapter scheme.

The second chapter deals with review of literature.

The third chapter deals with conceptual framework of the study.

The fourth chapter envisages the profile of the study area.

The fifth chapter includes the socio-economic background and the expenditure pattern of tourists.

The sixth chapter highlights the attitude of the tourists towards tourism products marketed in the study area and the factors motivated tourists to visit tourist places in Kodaikanal.

The seventh chapter presents the summary of findings and suggestions for the betterment of marketing of tourism products in the study area and ends with conclusion.