CHAPTER VI

TOURISTS’ ATTITUDE TOWARDS TOURISM
Introduction

In this chapter an attempt is made to study the tourists' attitude towards tourist centres in Tirunelveli and Kanyakumari districts, Tourism Oriented Products (TOPs), Resident Oriented Products (ROPs) and Background Tourism Elements (BTEs). Further the relationship between length of stay in tours and tourism products, purpose of tourism and tourism activity in tours were also studied. Moreover factors like finance, family, psychology and advertisement, which influence the tourists towards tourism were analysed. The overall shopping experience of the tourists was also studied. To find out the inter-relationship between the variables influencing tourism and the important factors influencing tourism, the factor analysis was applied. To study the association between the important factors in tourism and the attitude towards tourism a correlation index was used. To find out the discriminatory variable among the tourists as satisfiers and dissatisfiers, the multi-discriminate analysis was applied. In order to find out the relationship between shopping experience of the tourists and tourism product, Simple Linear Regression Equation was used.

Attitude

An attitude\(^1\) is an individual's enduring perceptual, knowledge-based, evaluative and action oriented process with respect to an object or phenomenon. Attitudes are generally considered to have three main components namely

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1. A cognitive component – a person’s belief about the object of concern, such as its speed or durability,

2. An affective component – a person’s feelings about the object, such as “good” or “bad” and

3. A behavioral component – person’s readiness to respond behaviorally to the object.

Attitude scaling tends to focus on the measurement of the respondents’ beliefs a product’s attributes (cognitive component) and the respondents’ feelings regarding the desirability of these attributes (affective component). Some combination of beliefs and feelings is assumed to determine the intention to buy (behavioural component).

Tourism involves the purchase of an experience – an emotional, intellectual, spiritual or physical experience. Many of the definitions of the tourism product are written in terms of the resource structures as opposed to the dynamic experiences. The resources are the means, which enable the tourist to go through their experience, whether it is passively relaxing on an exotic sun-drenched beach or a actively padding up in the Amazon in search of adventure.

Medik and Middleton defined the three main components of the tourist product as:

a) The attractions of the destination, including its image in the tourists’ mind

b) The facilities at the destination: accommodation, catering, entertainments and recreation.

c) The accessibility of the destination: the transport modes available and proximity
measured in time and cost.

Jafar Jafari defines tourism as a basket of goods and services, which composed of Tourism Oriented Products (TOPs) namely accommodation, food service, transportation, travel agencies, recreation, entertainments and other travel trade services and Resident Oriented Products (ROPs) namely infrastructure, police force, hospitals, book stores, barber shops, willingness to aid tourists, courtesy towards tourists and general hospitality.

Carrying on the analogy of the tourism markets' basket of goods and services, the tourists put his chosen TOPs and ROPs in the tourism basket itself. Generally, the various elements, which make up the composition and shape of the basket are the attractions of a destination. They are related to the geographically, metrologically, socially and culturally formed elements, which create a "tourismagnetic" atmosphere. The attractions, regardless of main nature, here after are referred to as the Background Tourism Elements (BTEs).

The BTEs may be divided into three groups:

1) Natural BTEs: The natural BTEs are all the natural resources lumped together: water resources, weather conditions, forest, mountains, and any other type of natural and scenic resources.

2) Socio-cultural BTEs: This group of BTEs includes all socio-cultural atmospheres or activities. Some examples are the history, religion, tradition, politics or artwork of a particular destination as well as activities such as ceremonies and


festivals unique to an area.

3) Man made BTEs: In this group, the background tourism elements are of human design including such attractions as historical buildings, monumental symbols, religious shrines, and traditional or even modern architectural structures.

All the BTEs in the above three categories are not necessarily beautiful or aesthetically pleasing. One can cite many examples of attractions, which are ‘ugly’ or socially unacceptable, such as ruins of World War II, earthquake disasters, memorial spots, gambling and prohibition. Since the word attraction may hold different meanings to different people, it seems more appropriate to replace it with the BTEs. In this context, all sorts of both “beautiful” and “ugly” attractions are included in the three categories of Background Tourism Elements: Natural, Socio-cultural and Man-made.

In the present study, the attitude of the tourists towards Tourism-Oriented Products, Resident-Oriented Products, Background Tourism Elements at different centres, purpose of tour, tourism activity, factors influencing tourism, association between tourism oriented products and level of satisfaction and the discriminatory variables towards attitude of tourism were taken into account and analysed.

Tourists’ Attitude Towards the Tourist Centres in Tirunelveli District

The tourist centres in Tirunelveli district are around 25 including the most popular tourist centres. Out of the 25 tourist centres, only 10 tourist centres were taken for the attitudinal study. The centres may be hill resort, pilgrim centre, dams and beach resorts or combination of the above. The tourists were asked to rank the tourist centre according to their view. The marks were assigned to each rank. For example for the first
rank 10 marks were assigned, for the fifth rank 5 marks were assigned and for the 10th
rank 1 mark was assigned. The average score towards each centre was calculated to find
out the most popular tourist centre in Tirunelveli and Kanniyakumari districts. The mean
score of tourist centres in Tirunelveli district is presented in Table 6.1.

**TABLE 6.1**

MEAN SCORE OF TOURIST CENTRES IN TIRUNELVELI DISTRICT

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Tourist Centre</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ambasamudram</td>
<td>0.65</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Courtallam</td>
<td>6.21</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Nanguneri</td>
<td>0.72</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Papanasam</td>
<td>3.08</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Puliyangudi</td>
<td>0.43</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Radhapuram</td>
<td>0.91</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Sankarankoil</td>
<td>1.22</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>Shenkottai</td>
<td>2.07</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Tenkasi</td>
<td>1.42</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>Tirunelveli</td>
<td>4.72</td>
<td>2</td>
</tr>
</tbody>
</table>

*Source: Primary data*

Table 6.1 shows that according to the respondents’ preference the most popular
tourist centres in Tirunelveli district were Courtallam, Tirunelveli, and Papanasam since
their mean scores were 6.21, 4.72 and 3.08 respectively. The less popular tourist centres
among the ten tourist centres in the district were Puliyangudi, Ambasamudram and
Nanguneri.
Tourists' Attitude Towards the Tourist Centres in Kanniyakumari District

In the district Kanniyakumari also, ten famous tourist centres were identified and these were ranked according to the preference given by the tourists. The important tourist centres in Kanniyakumari district were pointed out by the mean score. The mean score of the ten tourists centres in Kanniyakumari district is presented in Table 6.2.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Tourist Centre</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kanniyakumari</td>
<td>7.24</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Kumara koil</td>
<td>1.33</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>Mathoor Thoodi Palam</td>
<td>2.32</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Padmanabhapuram</td>
<td>3.87</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Pechipparai</td>
<td>3.17</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Vattakottai</td>
<td>3.26</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Suchindrum</td>
<td>4.17</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Thirupparappu</td>
<td>2.82</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>Thiruvattar</td>
<td>2.19</td>
<td>8</td>
</tr>
<tr>
<td>10</td>
<td>Perunchani</td>
<td>1.07</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.2 reveals that the most important and popular tourist centres preferred by the tourists arriving at Kanniyakumari district were Kanniyakumari, Suchindrum and Padmanabhapuram, since their respective mean scores were 7.24, 4.17 and 3.87, while the less popular tourist centres were Vattakottai, Kumara koil and Thiruvattar since their mean scores were 1.07, 1.33 and 2.19 respectively.
Tourists' Attitude Towards the Tourism Oriented Products (TOPs)

The tourism is a product, which consists of three important products namely Tourism Oriented Products, Resident Oriented Products and Background Tourism Elements. The Tourism Oriented Products have five important attributes namely Accommodation, Food service, Transport, Travel agencies, Recreation, Entertainments and other Travel-trade services. The attitude of tourists towards the above said tourism product components were measured with the help of ranking technique. To find out the most important component of tourism, the mean score of each attribute was also calculated. The mean score of each attribute in tourism-oriented products is presented in Table 6.3.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of Products</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accommodation</td>
<td>2.64</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Food Service</td>
<td>3.98</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Transport</td>
<td>3.01</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Travel Agencies</td>
<td>1.24</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Others like recreation, entertainments and other travel trade services</td>
<td>0.97</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.3 shows that among the five attributes of tourism-oriented products, the dominating attributes as specified by the respondents were Food service, Transport and Accommodation since their mean score were 3.98, 3.01 and 2.64 respectively.
Tourists' Attitude Towards the Resident Oriented Products (ROPs)

The Resident Oriented Products consist of eight important attributes namely Infrastructure, Police force, Hospitals, Bookstores, Barber shops, Willingness to aid tourists, Courtesy towards tourists and General hospitality. The relative importance of the above said eight attributes were measured with the help of mean score and are presented in Table 6.4.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Products</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Infrastructure</td>
<td>6.13</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Police force</td>
<td>4.14</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Hospitals</td>
<td>3.74</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Book stores</td>
<td>1.71</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Barber shops</td>
<td>0.92</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Willingness to aid tourists</td>
<td>2.27</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Courtesy towards tourists</td>
<td>2.81</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>General hospitality</td>
<td>4.92</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.4 shows the tourists' attitude towards the eight attributes of the ROPs. The most important attributes of ROPs identified by the tourists were Infrastructure, General hospitality and Police force since their respective mean scores were 6.13, 4.92 and 4.14. The less important attribute was identified as barber shops in ROPs.
Tourists Attitude Towards the Background Tourism Elements (BTEs)

The Background Tourism Elements are classified into Natural, Socio-cultural and Man made. The Natural BTEs consists of water resources, weather conditions, forests, mountains and scenic resources. The historic, religious, traditional and Political ceremonies / festivals are in the Socio – cultural BTEs. The Man-made BTEs consist of historical buildings, monumental symbols, religious shrines, traditional architectural structures and modern architectural structures. The respondents were asked to rank the above 14 items in BTEs. Marks were awarded from 14 to 1 for the 1st rank to 14th rank and the mean score of every element was calculated and is presented in Table 6.5.
Table 6.5 shows that the important Background Tourism Elements as pointed out by the respondents were scenic resources, traditional architectural structures and water resources since the mean scores of them were 10.33, 8.23 and 7.91 respectively. The less important BTEs considered by the respondents were political ceremonies/festivals, mountains and historical ceremonies/festivals since their mean scores were 0.97, 2.02 and 2.24 respectively. Among the three important categories of BTEs the most important BTEs were the natural background tourism elements and followed by man–made tourism.
elements since their average mean scores were 5.518 (7.91+4.32+3.01+2.02+10.33/5) and 4.862 (4.01+2.87+3.28+8.23+5.92/5) respectively.

**Relationship Between the Length of Stay in Tour and Basket of Tourism Goods and Services**

In order to find out the relationship between the length of stay and the elements in the Basket of Tourism, the correlation co-efficient was calculated. The result of correlation analysis is presented in Table 6.6.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Tourism Products</th>
<th>Correlation Coefficient</th>
<th>T - Static</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tourism Oriented Products (TOPs)</td>
<td>-.37</td>
<td>3.172*</td>
</tr>
<tr>
<td>2</td>
<td>Resident Oriented Products (ROPs)</td>
<td>+.74</td>
<td>4.112*</td>
</tr>
<tr>
<td>3</td>
<td>Natural Background Tourism Elements (NBTEs)</td>
<td>-.22</td>
<td>2.967*</td>
</tr>
<tr>
<td>4</td>
<td>Socio –Cultural BTEs</td>
<td>+.34</td>
<td>2.816*</td>
</tr>
<tr>
<td>5</td>
<td>Man-Made BTEs</td>
<td>+.82</td>
<td>3.017*</td>
</tr>
</tbody>
</table>

* significant at 5% level

**Source:** Primary data

Table 6.6 shows that the correlation coefficient between the Tourism Oriented Products and length of stay was negative. It showed that the length of stay was high as the relative importance given by the tourist on Tourism Oriented Products was less. There was a positive correlation between the length of stay and Resident Oriented Products (ROPs). It was clear that the relative importance given by the tourist to ROPs was
increasing when their length of stay was also increasing. Among the Background Tourism Elements, the Natural BTEs had alone a negative correlation with the length of stay. It showed that only the short-stay tourists were giving more importance to water resources, climate, forest, mountains etc. The Man-made and Socio-cultural BTEs were positively correlated with the length of the stay. It was inferred that the long-stay tourists gave more importance to the Man-made and Socio-Cultural BTEs.

Tourist Activity in Tour

Generally the tourist activities are praying to God, swimming, mountaineering, nudist bathing, walking, animation programmes, site-seeing, enjoyment of the climate, boating, sea-bath, visiting children’s parks, folkloristic event etc. In the present study, the tourist activities were confined to praying to God, site-seeing, bathing, enjoyment of the climate, boating and sea-bath. The distribution of the tourists according to their tourist activity is given in Table 6.7.
<table>
<thead>
<tr>
<th>S.No</th>
<th>Tourist Activity</th>
<th>Tirunelveli</th>
<th>Kanniyakumari</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Praying to God</td>
<td>19 (11.88)</td>
<td>29 (19.08)</td>
<td>48 (15.38)</td>
</tr>
<tr>
<td>2</td>
<td>Site-seeing</td>
<td>38 (23.75)</td>
<td>48 (31.58)</td>
<td>86 (27.56)</td>
</tr>
<tr>
<td>3</td>
<td>Bathing</td>
<td>86 (53.75)</td>
<td>4 (02.63)</td>
<td>90 (28.85)</td>
</tr>
<tr>
<td>4</td>
<td>Enjoy the climate</td>
<td>14 (08.75)</td>
<td>13 (08.55)</td>
<td>27 (08.65)</td>
</tr>
<tr>
<td>5</td>
<td>Boating</td>
<td>3 (01.87)</td>
<td>16 (10.53)</td>
<td>19 (06.09)</td>
</tr>
<tr>
<td>6</td>
<td>Sea-bath</td>
<td>-</td>
<td>42 (27.63)</td>
<td>42 (13.47)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>160 (100.00)</td>
<td>152 (100.00)</td>
<td>312 (100.00)</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.7 reveals that nearly 56 percent of the total tourists coming to both the districts had their main tourist activity as bathing and site seeing whereas only 6.09 percent had their main tourist activity as boating. In Tirunelveli district, 53.75 percent of the respondents had their main tourist activity as bathing because of Courtallam whereas in Kanniyakumari district the same was only 2.63 percent. In Kanniyakumari, the main tourist activities were site–seeing and sea bathing, which constituted 31.58 and 27.63 percent of the total respondents respectively. There was a variation in the tourists’ activity in both the two districts.

Factors Influencing Tourists Towards Tourism

The supply and demand sides of tourism determine the tourism or tourist arrivals. The supply side of tourism relates to various facilities and investment made by private and public sector in tourism industry. The demand for tourism completely relies on the
tourists. The demand variables may be related to socio, economic, cultural, psychological and other things of the tourists. In order to find out the association and relationship among the variables leading to tourism, the factor analysis was applied. The variables taken for the study is presented in Table 6.8.

**TABLE 6.8**

**VARIABLES INFLUENCING TOURISM**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the variable</th>
<th>S.No</th>
<th>Name of the variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Income of the family</td>
<td>12</td>
<td>Pollution free Environment FA</td>
</tr>
<tr>
<td>2</td>
<td>Family size</td>
<td>13</td>
<td>Improve the health PS</td>
</tr>
<tr>
<td>3</td>
<td>Nature of Family</td>
<td>14</td>
<td>Refreshment PS</td>
</tr>
<tr>
<td>4</td>
<td>Mental freeness</td>
<td>15</td>
<td>Photography PS</td>
</tr>
<tr>
<td>5</td>
<td>TTDC programmes</td>
<td>16</td>
<td>Friends and Relatives AD</td>
</tr>
<tr>
<td>6</td>
<td>Standard of living</td>
<td>17</td>
<td>Eagerness to see new PS</td>
</tr>
<tr>
<td>7</td>
<td>No. of dependents in the family</td>
<td>18</td>
<td>Enjoy the Natural scene PS</td>
</tr>
<tr>
<td>8</td>
<td>Taking rest</td>
<td>19</td>
<td>Just for a change PS</td>
</tr>
<tr>
<td>9</td>
<td>Television serials</td>
<td>20</td>
<td>Forget the family problems FA</td>
</tr>
<tr>
<td>10</td>
<td>Leave Travel concession</td>
<td>21</td>
<td>Expenditure pattern FI</td>
</tr>
<tr>
<td>11</td>
<td>Easy Monthly Installment</td>
<td>22</td>
<td>Free of cost FI</td>
</tr>
</tbody>
</table>

FI – Finance Factor, FA – Family Factor, PS - Psychological Factor,
AD – Advertisement Factor

**Source:** Primary data

In order to form Table 6.8 the tourists were asked to mention their position regarding the statements related to the above said 22 variables. The five point scaling technique was applied to measure the tourists' attitude towards the above-said 22 variables from 'highly agree' (5 marks) to 'highly dis-agree' (1 mark). The marks for each
variable were assigned as per the response given by all respondents for the factor analysis. In the process, Kaiser–Mayer–Oiken's measure of Sampling Adequacy Test was applied and the resulting co-efficient was .807, which proved that a sample of 312 was adequate for the factor analysis. The factor scores are presented in the following Table 6.9.
TABLE 6.9

FACTOR SCORES ROTATED FACTOR MATRIX

<table>
<thead>
<tr>
<th>Variable</th>
<th>Factor – 1</th>
<th>Factor – 2</th>
<th>Factor – 3</th>
<th>Factor – 4</th>
<th>H²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.6271</td>
<td>.4187</td>
<td>.3177</td>
<td>.4618</td>
<td>.8828</td>
</tr>
<tr>
<td>2</td>
<td>.2717</td>
<td>.6723</td>
<td>.0621</td>
<td>.4719</td>
<td>.7524</td>
</tr>
<tr>
<td>3</td>
<td>.2006</td>
<td>.5013</td>
<td>.0719</td>
<td>.0972</td>
<td>.3062</td>
</tr>
<tr>
<td>4</td>
<td>.3217</td>
<td>.0961</td>
<td>.5693</td>
<td>.0712</td>
<td>.4419</td>
</tr>
<tr>
<td>5</td>
<td>.3319</td>
<td>.2261</td>
<td>.0794</td>
<td>.6229</td>
<td>.5556</td>
</tr>
<tr>
<td>6</td>
<td>.7012</td>
<td>.0243</td>
<td>.3177</td>
<td>.2482</td>
<td>.6548</td>
</tr>
<tr>
<td>7</td>
<td>.4222</td>
<td>.6019</td>
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<td>.1019</td>
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<td>.4092</td>
<td>.0962</td>
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<td>.2912</td>
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<td>.0179</td>
<td>.3776</td>
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<td>.6062</td>
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<td>.2192</td>
<td>.3017</td>
<td>.7013</td>
<td>.0459</td>
<td>.6562</td>
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<td>.0072</td>
<td>.2074</td>
<td>.5011</td>
<td>.0171</td>
<td>.2945</td>
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<tr>
<td>16</td>
<td>.4292</td>
<td>.2193</td>
<td>.0793</td>
<td>.5272</td>
<td>.5165</td>
</tr>
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<td>17</td>
<td>.1047</td>
<td>.0722</td>
<td>.5918</td>
<td>.2017</td>
<td>.4071</td>
</tr>
<tr>
<td>18</td>
<td>.2234</td>
<td>.1071</td>
<td>.5017</td>
<td>.0932</td>
<td>.3217</td>
</tr>
<tr>
<td>19</td>
<td>.3427</td>
<td>.2917</td>
<td>.6029</td>
<td>.2279</td>
<td>.6179</td>
</tr>
<tr>
<td>20</td>
<td>.2272</td>
<td>.5321</td>
<td>.2911</td>
<td>.0968</td>
<td>.4289</td>
</tr>
<tr>
<td>21</td>
<td>.6117</td>
<td>.3271</td>
<td>.2001</td>
<td>.1737</td>
<td>.5514</td>
</tr>
<tr>
<td>22</td>
<td>.5002</td>
<td>.0982</td>
<td>.1223</td>
<td>.2037</td>
<td>.3163</td>
</tr>
</tbody>
</table>

Source: Primary data

The factor scores of the above Table 6.9 show that the 22 variables taken for this analysis were associated with 4 factors through its factors scores. The variables 1, 6,
10, 11, 21, 22, were grouped into the factor 1, whereas factor 2 consisted of variables 2, 3, 7, 12 and 20. The variables 4, 8, 13, 14, 15, 17, 18 and 19 came under factor 3. The factor 4 consisted of variables 5, 9 and 16. The above-mentioned variables had a higher factor scores in the related factor than in other factors.

Finance Factor —(F1)

From the above factor scores shown in the Table 6.9, the tables are constructed for each factor with its related variables. The variables related to financial background of the tourists, which influenced the decisions relating to tour were included in factor 1. The variables in the factor 1 are presented in Table 6.10.

**TABLE 6.10**

**FACTOR SCORES OF THE FINANCIAL VARIABLE**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Variable</th>
<th>Factor Scores</th>
<th>H²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Income of the family (V₁)</td>
<td>.6271</td>
<td>.8828</td>
</tr>
<tr>
<td>2</td>
<td>Standard of Living (V₆)</td>
<td>.7012</td>
<td>.6548</td>
</tr>
<tr>
<td>3</td>
<td>Leave Travel Concession (V₁₀)</td>
<td>.5911</td>
<td>.3708</td>
</tr>
<tr>
<td>4</td>
<td>Easy monthly Installment (V₁₁)</td>
<td>.5322</td>
<td>.3776</td>
</tr>
<tr>
<td>5</td>
<td>Expenditure pattern (V₂₁)</td>
<td>.6117</td>
<td>.5514</td>
</tr>
<tr>
<td>6</td>
<td>Free of cost (V₂₂)</td>
<td>.5002</td>
<td>.3163</td>
</tr>
</tbody>
</table>

Source: Primary data
Table 6.10 shows that the variables namely income, standard of living of the family, leave travel concession, and easy monthly instalment, expenditure pattern and free of cost were highly associated with factor 1.

**Family Factor \(-\(F_2\)\)**

The variables highly associated with the factor 2 are presented in the Table 6.11.

**TABLE 6.11**

**FACTOR SCORES OF THE FAMILY FACTOR**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the variable</th>
<th>Factor Score</th>
<th>(H^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Family Size ((V_2))</td>
<td>.6723</td>
<td>.7524</td>
</tr>
<tr>
<td>2</td>
<td>Nature of Family ((V_3))</td>
<td>.5013</td>
<td>.3062</td>
</tr>
<tr>
<td>3</td>
<td>Number of Dependents ((V_7))</td>
<td>.6019</td>
<td>.7212</td>
</tr>
<tr>
<td>4</td>
<td>Pollution free Environment ((V_{12}))</td>
<td>.6062</td>
<td>.4273</td>
</tr>
<tr>
<td>5</td>
<td>Forget the family Problem ((V_{20}))</td>
<td>.5321</td>
<td>.4289</td>
</tr>
</tbody>
</table>

**Source:** Primary data

Table 6.11 shows that the variables namely, family size, nature of family (Joint family or Nuclear family), number of dependents in a family, pollution free environment and forget- the-family-problems were highly associated with factor-2, since their factor scores were higher than with any other factor score. The above-mentioned variables in factor – 2 were likely to influence the attributes of a family, hence they were included in the family factor.
Psychological Factor —(F₃)

The psychological factors are highly influencing the tourists. The variables included in the psychological factor and the factor scores of the variables included in the factor 3 are presented in the following Table 6.12.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Variable</th>
<th>Factor Score</th>
<th>H²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mental freeness (V₄)</td>
<td>.5693</td>
<td>.4419</td>
</tr>
<tr>
<td>2</td>
<td>Taking Rest (V₈)</td>
<td>.5081</td>
<td>.2822</td>
</tr>
<tr>
<td>3</td>
<td>Improve the health (V₁₃)</td>
<td>.6173</td>
<td>.5267</td>
</tr>
<tr>
<td>4</td>
<td>Refreshment (V₁₄)</td>
<td>.7013</td>
<td>.6562</td>
</tr>
<tr>
<td>5</td>
<td>Photography (V₁₅)</td>
<td>.5011</td>
<td>.2945</td>
</tr>
<tr>
<td>6</td>
<td>Eagerness to see new (V₁₇)</td>
<td>.5918</td>
<td>.4071</td>
</tr>
<tr>
<td>7</td>
<td>Enjoy the natural scene (V₁₈)</td>
<td>.5017</td>
<td>.3217</td>
</tr>
<tr>
<td>8</td>
<td>Just for a change (V₁₉)</td>
<td>.6029</td>
<td>.6179</td>
</tr>
</tbody>
</table>

Source: Primary data

The above Table 6.12 shows that the eight psychological variables, which influenced the tourists to go on tour, were included in factor-3. The variables namely mental freeness, taking rest, improve the health, refreshment, eagerness to see new, enjoy the natural scene and just for a change had higher factor scores i.e., .5693, .5081, .6173, .7013, .5011, .5918, .5017 and .6029 respectively with factor -3 than with other factors.
Advertisement Factor –(F₄)

Advertisement may be either personal or impersonal, makes the persons to aware of the importance of the tourist centre. The factor scores of the variables in factor-4 are given in the Table 6.13

**TABLE 6.13**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Variable</th>
<th>Factor Score</th>
<th>H²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TTDC’s Programmes (V₅)</td>
<td>.6229</td>
<td>.5556</td>
</tr>
<tr>
<td>2</td>
<td>Television Serials (V₉)</td>
<td>.6197</td>
<td>.6690</td>
</tr>
<tr>
<td>3</td>
<td>Friends and Relatives (V₁₆)</td>
<td>.5272</td>
<td>.5165</td>
</tr>
</tbody>
</table>

*Source: Primary data*

Table 6.13 the different variables in factor-4 namely Tourism and Development Corporation’s programmes, Television serials and Friends and relatives had a higher factor scores with Factor–4 than with other factors.

**Communalities –(H²)**

The H² value indicates the influence of each variable on all the factors altogether. It means how far the variables influenced on the factors altogether. The important variables according to the higher H² value are presented in the Table 6.14.
TABLE 6.14
COMMUNALITY VALUES OF THE VARIABLES

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the variable</th>
<th>$H^2$</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Income of the family ($V_1$)</td>
<td>.8828</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Family size ($V_2$)</td>
<td>.7524</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>No. of dependents in a family ($V_7$)</td>
<td>.7212</td>
<td>III</td>
</tr>
<tr>
<td>4</td>
<td>Refreshment ($V_{14}$)</td>
<td>.6690</td>
<td>IV</td>
</tr>
<tr>
<td>5</td>
<td>Television serials ($V_9$)</td>
<td>.6562</td>
<td>V</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.14 shows that the five most influencing variables on all the factors altogether were income of the family, family size, number of dependents, refreshments and television serials since they had more $H^2$ value of .8828, .7524, .7212, .6690 and .6562 respectively.

Eigen Value

The Eigen value represents the influence of each factor on all variables altogether. By the Eigen value, the study could infer the most influencing factor. By comparing the Eigen values, it was determined that the dominating factor was finance, which had a Eigen value of 6.3092. The next dominating factor, influencing tourism was the family factor, which had a Eigen value of 4.1792.

Overall Attitude Towards Tourist Centres

The overall satisfaction towards the tourist spots on the part of the tourists is classified into satisfied and dis-satisfied. The distribution of the tourists according to their overall attitude is presented in Table 6.15.
TABLE 6.15

OVERALL ATTITUDE OF TOURISTS TOWARDS TOURIST CENTRES

<table>
<thead>
<tr>
<th>S.No</th>
<th>Attitude</th>
<th>Tirunelveli</th>
<th>Kanniyakumari</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Satisfied</td>
<td>97 (60.62)</td>
<td>83 (54.61)</td>
<td>180 (57.69)</td>
</tr>
<tr>
<td>2</td>
<td>Dis-satisfied</td>
<td>63 (39.38)</td>
<td>69 (45.39)</td>
<td>132 (42.31)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>160 (100.00)</td>
<td>152 (100.00)</td>
<td>312 (100.00)</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.15 reveals that 57.69 percent of the total tourists were satisfied with the tourist centres while the dis-satisfied tourists were only 42.31 percent of the total tourists visiting both the districts. In the case of Tirunelveli district, the percentage of satisfied tourists was only 60.62, whereas the same was only 54.61 percent in Kanniyakumari district in their respective total. The percent of dis-satisfied tourists were more in Kanniyakumari district compared with Tirunelveli district that is 45.39 and 39.38 respectively.

Association Between Attributes Involved in Tourism and Attitude Towards Tourism

To investigate the association between the Tourism Oriented Products and attitude of tourists, a statistical method known as Correlation Index was used. For this purpose, all Tourism Oriented Products were listed out. In order to keep the analysis simple, the attributes were measured in binary values (having values either ‘0’ or ‘1’). The list of attributes of TOPs is furnished in Table 6.16.
TABLE 6.16
LIST OF ATTRIBUTES OF TOURISM ORIENTED PRODUCTS

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>Binary ‘0’</th>
<th>Binary ‘1’</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accommodation</td>
<td>Not satisfied</td>
<td>Satisfied</td>
</tr>
<tr>
<td>2</td>
<td>Transport</td>
<td>Not satisfied</td>
<td>Satisfied</td>
</tr>
<tr>
<td>3</td>
<td>Food and Beverages</td>
<td>Not satisfied</td>
<td>Satisfied</td>
</tr>
<tr>
<td>4</td>
<td>Travel Agencies</td>
<td>Not satisfied</td>
<td>Satisfied</td>
</tr>
<tr>
<td>5</td>
<td>Other facilities including Recreation, Entertainments and other Travel Trade services.</td>
<td>Not satisfied</td>
<td>Satisfied</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.16 reveals the values for the above-said five attitudes, which were drawn from 312 tourists of both the districts. The correlation Index values were calculated for the above 5 attributes by using the formula.

\[
\text{Correlation Index for } i^{th} \text{ variable } = \frac{\left( F_1^B - F_0^B \right)}{M} - \frac{\left( F_1^G - F_0^G \right)}{K} \times 100
\]

Where as

- \( F_1^B \) – Frequency of ‘1’ s in satisfied group
- \( F_0^B \) – Frequency of ‘0’ s in satisfied group
- \( F_1^G \) – Frequency of ‘1’ s in dissatisfied group
- \( F_0^G \) – Frequency of ‘0’ s in dissatisfied group
- \( M \) – Number of cases in satisfied group
- \( K \) – Number of cases in dissatisfied group

The correlation index values are calculated and presented in Table 6.17.
Table 6.17 shows that the absolute value of correlation index indicated the contribution of particular attribute of TOPs to overall satisfaction. The higher the correlation index shows the larger the contribution of the attribute to overall satisfaction. Based on the above Table 6.18, it could be seen that the food and beverage, Transport and accommodation showed a higher degree of association with overall attitude of tourists.

These attributes of TOPs had been taken into account for the development of the multi-discriminate function in order to predict the proneness to overall attitude among the tourists, based on the TOPs attributes. The linear discriminate function is applied as follows.

\[ Z = K_1X_1 + K_2X_2 + K_3X_3 + K_4X_4 + K_5X_5 \]

Where as, \( Z \) - Discriminate score
K₁, K₂ .......... Kₙ - Discriminate coefficients

X₁, X₂ .......... Xₙ - Attributes of Tops

The calculated discriminate function was

\[ Z = 1.92X_1 + 2.14X_2 + 3.07X_3 + 0.41X_4 + 0.97X_5, \]

and the calculated discriminate coefficient of various attributes of TOPs is presented in Table 6.18.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Attributes (X₁)</th>
<th>Discriminate Coefficients (L₁)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accommodation (x₁)</td>
<td>1.92</td>
</tr>
<tr>
<td>2</td>
<td>Transport (x₂)</td>
<td>2.14</td>
</tr>
<tr>
<td>3</td>
<td>Food and Beverages (x₃)</td>
<td>3.07</td>
</tr>
<tr>
<td>4</td>
<td>Travel Agencies (x₄)</td>
<td>0.41</td>
</tr>
<tr>
<td>5</td>
<td>Other facilities (x₅)</td>
<td>0.97</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 6.18 shows that the most influencing attributes for the discrimination among the satisfied and dissatisfied tourists were food and beverage, transport and accommodation since these attributes had a higher value of discriminate coefficient that is 3.07, 2.14 and 1.92 respectively.

The confusion matrix was prepared to identify the accuracy of the Multi-Discriminate Analysis, in the prediction of proneness of tourists to overall attitude. It was prepared with the help of \[ D^* = D(1) + D(2) / 2 \] whereas
D (1) – Average discriminate score for the satisfied group.

D (2) - Average discriminate score for the dis-satisfied group. If the actual D <= D*, the tourists are considered as dissatisfied and the actual D > D*, the tourists are considered as satisfied. Based on this, a confusion matrix was prepared for the whole sample of tourists (312) both satisfied and dissatisfied. The result of confusion matrix is given in the following Table 6.19.

**TABLE 6.19**

**CONFUSION MATRIX**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Classification</th>
<th>Total</th>
<th>Predicted Satisfied</th>
<th>Predicted Dis-satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Actually satisfied</td>
<td>180</td>
<td>164</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Actually not satisfied</td>
<td>132</td>
<td>16</td>
<td>116</td>
</tr>
</tbody>
</table>

*Source: Primary data*

Table 6.20 reveals that by using the discriminate function developed out of 180 satisfied cases, 164 were predicted as satisfied and the remaining were dissatisfied cases. Similarly out of 132 dissatisfied cases, 116 were predicted as dissatisfied and the remaining 16 were satisfied. It meant that out of 312 cases, 32 cases were misclassified, which indicated the level of accuracy of MDA was at 89.75 percent.

**Shopping Experience**

The purchase and consumption of any tourism market consist of basket of goods and services results in a “mental product” namely tourists’ experiences. The tourists’ experiences may be durable or temporary memories. This single tourism product is
referred to as Retrievable Tourism Products (RTPs). It is a collective item, which also represents the summation of the impressions made by the Tourism Oriented Products, Resident Oriented Products and Background Tourism Elements. The Retrievable Tourism Products are measured by the re-use, motivate others to use, supplement one for another, etc. In the present study, the retrievable tourism product was measured with the help of the statements like suggest others to visit, bring others to visit, repeat the visit, satisfied and dissatisfied. The distribution of tourists regarding their experience is presented in Table 6.20.
Table 6.20 reveals that 42.31 percent of the tourists' shopping experience were dissatisfied towards the tourism whereas only 27.56 percent (15.38+12.18) of tourists did suggests and bring others to visit the tourist centre. Nearly 58 percent of the total respondents had a satisfied shopping experience.

Factors Influencing Shopping Experience (RTPs)

The shopping experience is influenced by so many variables like Tourism oriented products, Resident oriented products and Background Tourism Elements. In the present study, the Retrievable Tourism Product was taken as a dependent variable Y, which was measured by a scaling technique of dissatisfied, satisfied, repeat the visit, brings others to visit, suggest others to visit, and were awarded 1,2,3,4 and 5 marks
respectively. The independent variables for the study were taken from three each high-ranked attributes in Tourism Oriented Products and Resident Oriented Products. The score of each attribute was drawn from the preparation of the mean score of the above attributes in the Table–6.3 and 6.4. The selected independent variables were food service, Transport, Accommodation, Infrastructure, General hospitality and Police force as indicated by X₁, X₂, X₃, X₄, X₅ and X₆. The linear multiple regression model was applied to find out the influence of the TOPs and ROPs on RTP.

\[ Y = a + a₁X₁ + a₂X₂ + a₃X₃ + a₄X₄ + a₅X₅ + a₆X₆ \]

Where as Y – Retrievable Tourism Product

- x₁ – food service
- x₂ - Transport
- x₃ - Accommodation
- x₄ - Infrastructure
- x₅ - General hospitality
- x₆ - Police force
- A - Intercept
- Aᵢ - Regression Co-efficient, i =1 to 6

Linear regression analysis was carried out with the help of commonly available software in computer. The results obtained are presented in Table 6.21.
### TABLE 6.21

RESULTS OF LINEAR REGRESSION ANALYSIS

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Independent Variable</th>
<th>Regression Coefficient</th>
<th>Standard Error</th>
<th>t* Value</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Intercept (a)</td>
<td>6.4230</td>
<td>1.7921</td>
<td>3.5841</td>
<td>Significant</td>
</tr>
<tr>
<td>2</td>
<td>Food service (x₁)</td>
<td>0.7381</td>
<td>0.2581</td>
<td>2.8597</td>
<td>Significant</td>
</tr>
<tr>
<td>3</td>
<td>Transport (x₂)</td>
<td>0.4217</td>
<td>0.1298</td>
<td>3.2488</td>
<td>Significant</td>
</tr>
<tr>
<td>4</td>
<td>Accommodation (x₃)</td>
<td>0.5926</td>
<td>0.1987</td>
<td>2.9823</td>
<td>Significant</td>
</tr>
<tr>
<td>5</td>
<td>Infrastructure (x₄)</td>
<td>0.1324</td>
<td>0.1286</td>
<td>1.0295</td>
<td>Insignificant</td>
</tr>
<tr>
<td>6</td>
<td>General hospitality (x₅)</td>
<td>0.2092</td>
<td>0.0962</td>
<td>2.1746</td>
<td>Significant</td>
</tr>
<tr>
<td>7</td>
<td>Police force (x₆)</td>
<td>0.0413</td>
<td>0.3293</td>
<td>0.1254</td>
<td>Insignificant</td>
</tr>
</tbody>
</table>

R² = 0.6371

Source: Primary data

It was evident from the Table 6.21 that the six variables namely food service, transport, accommodation, infrastructure, general hospitality and police force together contributed 63.71 percent of the variation in the Retrievable Tourism products. The coefficient of the independent variables x₁, x₂, x₃ and x₅ were significant at 5 percent level of significance.

The above results shown in Table 6.21 conformed well to statistical criteria, which are as follows.

\[
\text{RTP} = 6.423 + 0.7381x₁ + 0.4217x₂ + 0.5926x₃ + 0.1324x₄ + 0.2092x₅ + 0.0413x₆ \\
(1.7921) (0.2581) (0.1298) (0.1987) (0.1286) (0.0962) (0.3293)
\]
In the above equation, 6.423 is the intercept constant value. This constant value indicated the influence of variables other than \( x_1, x_2, x_3, x_4, x_5 \) and \( x_6 \). The coefficients of \( x_1, x_2, x_3, x_4, x_5 \) and \( x_6 \) are the regression co-efficient of \( x_1, x_2, x_3, x_4, x_5 \) and \( x_6 \) respectively. It is evident from the results that value of all co-efficient was positive. This indicated that the variables \( x_1, x_2, x_3, x_4, x_5 \) and \( x_6 \) were directly related with the RTP.

The figures in the bracket beneath of the coefficients of \( x_1, x_2, x_3, x_4, x_5 \) and \( x_6 \) in the equation indicated standard errors of the said variables which were useful in testing the significance of the results. According to the test of significance, the independent variables \( x_4 \) and \( x_6 \) were insignificant since its calculated ‘t-value’ was lesser than the table value of ‘t’. It indicated substantial relation existed between RTP with \( x_1, x_2, x_3 \) and \( x_5 \) but there was no relation between the RTP and \( x_4 \) and \( x_6 \).

The most influencing variables on the Retrieval Tourism Products were food service, Accommodation and Transport since its regression co-efficient were comparatively higher than other variables i.e., 0.7381, 0.5926 and 0.4217 respectively. The coefficient of intercept was the maximum of 6.423 among the other coefficients. It shows the domination of unidentified variables on the RTP than the identified variables in the present study.

**Conclusion**

The tourism products comprised the components namely tourism oriented products, resident oriented products and background tourism elements. The background tourism elements were the basic things, which create a "tourismmagnetic" atmosphere or these elements make a place as a tourist attractive spot. The background tourism
elements could be natural or social-cultural or man made or combination of the above. The most attractive tourist centres at Tirunelveli and Kanniyakumari districts were Courtallam and Kanniyakumari respectively. By using the same method, the attributes of Tourism Oriented Products, Resident Oriented Products and Background Tourism Elements were also ranked and it revealed that food service, Infrastructure, and scenic resources ranked first respectively by the respondents.

With regard to the attitudes of tourists towards the relationship between the length of stay and basket of tourism goods and services (consists of tourism oriented products, resident oriented products and background tourism elements) there was a positive correlation between the length of stay and resident oriented products. The Background Tourism Elements (consist of natural, socio-cultural and man made) were positively correlated with the length of stay. The majority of tourists came on tours with the members of their family and the purposes dominating were get-together, relaxation, enjoyment etc. Bathing and sight seeing were the major tourists’ activities in the two districts. Social, economical, cultural, psychological and other factors motivated the tourists to go on tour. Four factors were identified from the above namely finance, family, psychology and advertisement. Totally 22 variables were considered influencing and they were assigned in the four factors. Of the 22 variables the highly influencing variables were income of the family, family size, number of dependents in a family, refreshment of mind and television serials, which had high $H^2$ value. Among the four factors finance factor dominated and the family factor came subsequently.
Nearly 58 percent of the tourists were satisfied with the tourist centres. The percentage of satisfied was more in Tirunelveli district than that of the same in Kanniyakumari. With regard to association between tourism oriented product and attitude of tourists, correlation index values were calculated and it was revealed that food and beverage, transport and accommodation showed a higher degree of association with overall attitude of tourists. It was also understood that the most influencing attributes for the discrimination among the satisfied and dissatisfied tourists were food and beverage, transport and accommodation since the attributes had high value of discriminate co-efficient.

Shopping experience of the tourists was influenced by tourism products namely Tourism oriented products. Resident oriented products and Background tourism elements. This study revealed that the most influencing variables on the Retrieval Tourism Products were food service, accommodation and Transport since their regression co-efficient were higher than the other variables. It was also revealed that there were so many unidentified variables influencing the shopping experience of the tourists.