

Socio- Economic Background of Tourists in Madurai District – An Emprical Study

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Abstract

Tourism is a service sector which earns a extensive foreign exchange to emergent countries. In India is one of the essential destinations for the international tourists with its single nature beauty with backwaters, mountains and beaches. To make the tourism a great successes one has to take advantage of the modern technology to full extent. In this paper, an attempt has been made to analyze the opinion level of the respondents on problems in tourism in Madurai district. Convenience sampling method was used to select the tourists. For this purpose, the opinions were collected from the tourists through interview schedule. The sample tourists have taken 100. This article focuses on identifying such problems and their intensity level. The researcher also attempted to study the significant relationship of the tourists in each of the problems are Meenakshi Amman Temple, Alagarkovil, Thirumalainayak palace, Ganthi museum and vandiurtheppakulam. The result shoes that Misguidance, Unclean, and Lack of Mannerism of Drivers is the main problems faced by the tourist.

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I. INTRODUCTION

Madurai is the third largest city in Tamilnadu and one of the state's top destinations dates to 300 BC and has remained a major center for Tamil culture and learning. Madurai is the cultural capital of tamilnadu, is one of the oldest continuously inhabited cities of india. Ruled a pandya king for the longest time in the history, Madurai is constructed in the form of a lotus. The Meenakshi temple is a historic and ancient hindu temple placed on the southern banks of the vaigai river. It was built by the King kulsekarer pandayan and later thirumalai nay is resigned the temple and made master piece till now. It is heart and lifeline of the 2500 year old city of Madurai and is an important symbol for the tamil people, declared since ancient times in tamil literature while the here organization was built between 1623 and 1655 CE. Yearly 2.10 crores

tourist game on Madurai. So, 2018 statistical report Madurai is the second place of overall tamilnadu. The tourist administration report says that in 2017 2,17,314 foreigner and 1,56,16,974 domestic then 2018 report 2,44,182 foreigner and 2,09,14,415 domestic tourists are game in Madurai. At the same time 60 lacks to 70 lacks tourists are visited in Meenakshi Amman Temple.

II. REVIEW OF LITRATURE

Jansirani and priya(2018)¹ in her article says thattourism industry offers much scope for earning foreign exchange and it stimulates the rate of growth of the economy. Through interaction of natural, human and cultural factors, it functions as a major means of recreation. Modern tourism results from the recognition of a fundamental right of the human being to rest and leisure. This study analyses the

duration of stay and level of expenditure by the sample respondents and the economic impact of tourism in the study area. As the analysis has shown that the tourism industry does not create any negative impact in the study area the Government should come forward to develop leisure tourism, beach tourism, religious tourism, rural tourism and medical tourism especially in the backward regions which will directly help reduce the regional inequalities.

Veeramani et al. (2018)² in his article found that tourism is an important contributor to enrich the economic background of many countries. Tourism is a planning of activities, conveniences and industries that convey a travel experience. Udhagamandalam Ooty is one of the mass tourism destinations located in the district called Nilgiris. The study was intended to bring out the interest and preferences of tourists visiting Ooty, to examine the satisfaction of tourists with respect to visiting Ooty, to investigate the problems encountered by the tourists while visiting the hill station and to identify the factors influencing the tourists to visit again to this hill station. Questionnaire was measured with the tourists of Tamil Nadu, neighboring states and few external visitors. About 76 questionnaires were managed for analysis. SWOT analysis was made to know the status of tourism in Ooty. The questionnaire contains 38 simple questions and it was given to the visitors to get their opinion

III. STATEMENT OF THE PROBLEM

Madurai is Tamil born and Tamil entrenched, one of the oldest cities in India. It is one of the oldest South India's greatest temple towns. Madurai is the major transportation hub for southern India, with road and rail lines radiating from the city. There is too an airport just south of the city, providing both domestic and international passenger and freight services. Large scale industry has developed in the border. Predominant are cotton spinning and weaving and the manufacturer of transport equipment, tobacco, and sugar. Small scale hand –

loom weaving of skills and cottons, which have made Madurai famous throughout history, remains important. The problem faced by the tourists is misguidance to visit particular place.

IV. OBJECTIVES OF THE STUDY

- ❖ To find out the problems faced by the foreign and domestic tourists during their visit to Madurai district.
- ❖ To offer suggestion to improve the services rendered to foreigners.

V. HYPOTHESIS OF THE STUDY

- There is no significant relationship between the tourists to avail the problems.

VI. RESEARCH METHODOLOGY

The data required for the study collected from the both primary sources and secondary sources. The researcher collect the primary data from the various tourist places in around Madurai district from the domestic and foreign tourist with the help of interview schedule method. The secondary data were collected from the related review of literature from various sources like books, journals and websites.

VII. DATA ANALYSIS AND INTERPRETATION

1.7.1 Socio-economic profile of the tourists in Madurai district

Table 1.1

Demographic Profile of the respondents

S.NO	Variable	Classification of Variable	Frequency	Percentage
			N=100	
1	Gender of the Tourists	Male	45	45%
		Female	55	55%
2	Age of the Tourists	Less than 30 years	13	13%
		31 to 40 years	27	27%
		41 to 50 years	20	20%
		51 to 60 years	25	25%
		Above 60 years	15	15%
3	Nationality	Indian	53	53%
		Foreigner	47	47%
4	Education	Up to H.S.C	21	21%
		Diploma	24	24%
		Graduate	10	10%
		Post Graduate	15	15%
		Others	30	30%
5	Marital Status	Married	53	53%
		Un-Married	20	20%
		Widow	20	20%
		Divorce	7	7%
		Others	-	-
6	Monthly Income	Below 10,000	34	34%
		10,001-20,000	12	12%
		20,001-30,000	24	24%
		Above 30,000	30	30%
7	Mode of Arrival	Individually	34	34%
		With Family	47	47%
		Organised Group	19	19%

Source: Primary data (Software used: SPSS 23.0)

Gender of the Tourist

The above table 1.1 observed that out of 100 respondents out of 45 respondents is male and 55 respondents are female.

Age of the Tourists

The above table 1.1 observed that out of 100 respondents out of 13 respondents is less than 30 years and 27 respondents are 30 to 40 years and 20 respondents are 41 to 50 years and 25 respondents then 15 respondents are above 60 years.

Nationality

The above table 1.1 observed that out of 100 respondents out of 53 respondents is Indian and 47 respondents are foreigner.

Education

The above table 1.1 observed that out of 100 respondents out of 21 respondents in Up to H.S.C and 24 respondents are diploma and 10 respondents

are Graduate and 15 respondents are post Graduate then 10 respondents are others.

Marital Status

The above table 1.1 observed that out of 100 respondents out of 53 respondents is married and 20 respondents are un-married and 20 respondents are widow then 7 respondents are divorce.

Mode of Arrival

The above table 1.1 observed that out of 100 respondents out of 34 respondents is individually and 47 respondents are family then 19 respondents are organized group.

VIII. 1.8 FACTOR ANALYSIS:

Factor analysis is a method that is used to decrease a huge number of variables into less numbers of factors. Factor analysis extracts greatest ordinary variance from all variables and puts them into a regular score. Table 1.4 explains two test they are Kaiser – Mayer – Olkin (KMO) measures of sampling adequacy and Bartlett’s test of sphericity. It gives the statistics of KMO, Bartlett’s test of sphericity and chi-square analysis of association, degrees of freedom and the probability value.

Table 1.2

Kaiser – Mayer – Olkin (KMO) Bartlett’s Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.641	
Bartlett's Test of Sphericity	Approx. Chi-Square	163.441
	Df	45
	Sig.	.000

Source: Primary Data.

Table 1.4 Shows that the KMO Value of 0.641, which indicates that the degree of common variance among the variables is quite high, therefore factor analysis can be conducted.

1.8.1 FACTORS AFFECT THE TOURIST TO AVAIL THE PROBLEMS - PRINCIPLE COMPONENT ANALYSIS:

The principle component analysis has been administered for grouping the factor of various factors affecting the tourist to facing the problems. It is a method of data decrease. The proportion of the variance of a particular item due to common factor is called as communality. Table 1.3 shows that extraction value of the respondents' Factors influencing the tourist to avail the problems in sivagangai district.

Table 1.3

Factors that affect the Tourist to Avail the Problems – Communalities

Components	Initial	Extraction
Comparatively low interest rate	1.000	.744
Unclean Public Places	1.000	.633
Poor Roads	1.000	.193
Lack Of Sign Boards	1.000	.407
Cheating in Shops	1.000	.664
Impure Drinking Water	1.000	.677
Lack of Entertainment	1.000	.562
Nuisance of Beggars'	1.000	.568
Dirty Surrounding	1.000	.601
Lack of Mannerism of Drivers	1.000	.749
Misguidance	1.000	.736
Source: Primary Data		

Table 1.3 explicit the variance of the ten variables ranging from .600 to 0.736. It shows that the ten variables exhibit the considerable variance from 60 percent to 74 percent. Hence it could be concluded that all these variables are capable of segmenting themselves with respect to the tourist faced by the problem in the Madurai city to form the predominant factors.

Table 1.4

Factors that affect the Tourist to Avail the Problems- Total Variance

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.333	23.329	23.329	2.130	21.298	21.298
2	1.813	18.126	41.455	1.986	19.865	41.163
3	1.645	16.453	57.908	1.635	16.745	57.908
4	.996	9.962	67.870			
5	.875	8.747	76.617			
6	.732	7.316	83.933			
7	.581	5.809	89.742			
8	.412	4.124	93.866			
9	.365	3.654	97.520			
10	.248	2.480	100.00			

EXTRACTION METHOD : Principal Component Analysis

Source: Primary data.

As could be seen from the Table 1.4 Eigen values are greater than one for Three factors. From this one, it is confirmed that, the ten factors are grouped into three predominant factors. Therotated sum of squared loading should be greater than 50 percent. The Ten variables are reduced in to three predominant factors with the individual variances of 21.298, 41.163 and 57.908. It is also found that the total variance of 10 variables is found to be 57.908 percent which is greater than the benchmark of 50 percent. Moreover it confirms that the factor segment is the meaningful one.

1.8.2 Factors that affect the Tourist to Avail the Problems –Rotatedcomponent matrix

The rotated sum of square value indicates the cumulative percentage of variances is 57.908. Hence the factorization is more suitable for the factors influencing towards agricultural credit. Table 1.5 explains the value of rotated component matrix for the factors influencing towards agricultural credit.

Table 1.5

Factors that affect the Tourist to Avail the Problems –rotated component matrix

Rotated Component Matrix ^a			
Factors	Component		
	1	2	3
Misguidance	.837		
Impure Drinking	.722		
Dirty	.607		
Unclean		.745	
Cheating		.745	
Lack of Entertainment		.608	
Lack of Mannerism of Drivers			.853
Lack of Signboards			.746
Nuisance			.703
Poor Roads			.671
Rotation Method: Varimax with Kaiser Normalization.			

Source: Primary data.

1. Lack of Customer service

First factor consist of three variables namely comparatively Misguidance (.837), Impure Drinking (.722), Dirty (.649) and all these factors are considered as “customer service”. Among these three factors is the most affect the tourist to avail the problems.

2. Amusement

The second factor consists of three variables Unclean (0.745), Cheating (.745), Lack of entertainment (.608) and all these factors are termed

as “Amusement”. Among these factor is the most affect the tourist to face the problems.

3. Inconvenience

The third factor consists of four variables Lack of Mannerism of Drivers (0.853), Lack of Signboards (.746), Nuisance (.703), and Poor roads (.671) all these factors are termed as “Inconvenience”. Among these three factors tourist to faced the problem.

IX. FINDINGS OF THE STUDY

- The results indicate that 45 respondents are male and 55 respondents are female.
- The results shows that 13 respondents is less than 30 years and 27 respondents are 30 to 40 years and 20 respondents are 41 to 50 years and 51 to 60 years are 25 respondents then 15 respondents are above 60 years.
- It is observed that 53 respondents is Indian and 47 respondents are foreigner.
- The results shows that 21 respondents in Up to H.S.C and 24 respondents are diploma and 10 respondents are Graduate and 15 respondents are post Graduate then 10 respondents are others.
- It is found that 53 respondents is married and 20 respondents are un-married and 20 respondents are widow then 7 respondents are divorce.
- It is inferred that 34 respondents is individually and 47 respondents are family then 19 respondents are organized group.

Findings related to Factor analysis

From the factor analysis it is inferred that, the variables are grouped under three categories namely (1) Lack of customer service (2) Amusement (3) Inconvenience. The result of the factor analysis showed that,(1) lack of mannerism of services (2) Misguidance (3) Lack of Signboards. The least factors the tourist faced the problem in Madurai district.

X. SUGGESTIONS

- Frequency of bus is so limited and there is no special buses are available for local sightseeing and

for shopping. Hence the local authority should take proper steps to improve this situation.

- The important inscription in temples should be translated in English for the convenience of domestic and foreign tourists.
- A special training programme to be organized for cycle rickshaw, auto, cable operator and guides.
- Madurai Railway junction should be developed and upgraded with all facilities, arrange for foreign and domestic planes should be operated from various places.

XI. CONCLUSION

Tourism plays an vital role in the economy for the majority of the countries .In this article, the researcher has analyzed the association between factors and level of problems in the tourism places in Madurai district. The factor analysis table value confirms that there is no significant relationship in the opinion of the tourists regarding Lack of accommodation facilities, poor qualities of food and beverages, beggar nuisance in tourism places in case of domestic and foreign tourists.

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