

CHALLENGES FACED BY TOURIST IN NAGAPATTINAM DISTRICT: A STATISTICAL ANALYSIS

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Abstract *Tourism is one of the world's most booming industries and the fourth largest industry in the global economy generating approximately \$4 trillion annually worldwide. It is currently a complex and globalised phenomenon with demonstrated socio-economic importance. Many countries in Europe and Asia now completely depend on the income from tourism. Tourism in India is in such a position which is desirable in improving countries economy. The tourism industry can help to promote peace and stability in developing countries by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. But in recent days there are lot problems faced by our tourists in various places such as booking of hotels, booking of air tickets though there are numerous e- booking facilities available all over the world. The research area focuses on the socio economic profile of the tourist coming to Nagapattinam District, Tamilnadu and to find out the challenges faced by the tourist while visiting the places. Finally provide suggestions for reducing the problems in the tourist places. The researcher has chosen Nagapattinam district as a research area for this study. 120 respondents were taken as sample for consideration after an exhaustive refining. Simple random sampling method was adopted for data collection. Suitable suggestions were given based on the findings observed from the in-depth analysis.*

Keywords *Challenges, Problems, Service, Tourism, Cross Culture*

INTRODUCTION

Tourism is the biggest industry in the world from the point of view of turnover. The capital investment in this industry is now even more than other industry. Many countries in Europe and Asia now completely depend on the income coming from tourism. Tourism generates maximum number of employment directly or indirectly. It is currently a complex and globalised phenomenon with demonstrated socio-economic importance. Tourism comprises the activities of persons travelling to and staying places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism is the world's largest industry and so is of vital importance to the global economy. Its contribution has risen dramatically over recent decades. The World Travel and Tourism Council (WTTC) estimated that in 1999 travel and tourism were directly and indirectly responsible for

generating 11% of world GDP and 200 million jobs across the global economy.

The breadth of international travel also has greatly expanded in recent years to encompass the developing world. In 1950 just fifteen destinations—primarily European—accounted for 98 percent of all international arrivals. By 2007 that figure had fallen to 57 percent. Once essentially excluded from the tourism industry, the developing world has now become its major growth area. Tourism is a key foreign exchange earner for 83 percent of developing countries and the leading export earner for one-third of the world's poorest countries. In the world's forty poorest countries, tourism is the second-most important source of foreign exchange after oil.

In India, tourism is a late started industry. After the independence, the Government started plans to organize and develop the tourism destinations scattered all over the country. Now tourism in India is in such a position which is desirable to the country's economy.

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Pilgrimage Tourism in India

India is a vast country, peopled with diverse and ancient civilizations, and its religious geography is highly complex. Over 80% of India's population practice Hinduism, the ancient indigenous religion of India which has a wide variety of forms and expressions. Muslims, concentrated mainly in north India, constitute about 10% of the Indian population.

Mill and Morrison (1992) and Hall (1994) suggested that the government could play various roles in planning, coordinating, controlling and implementing national tourism policies.

Ethnic Tourism in India

Ethnic tourists are driven by the desire to see something different where curiosity is the ultimate factor. The travelers choose to experience firsthand the practices of another culture, and may involve performances, presentations and attractions portraying or presented by indigenous communities. In a broader perspective, it includes cultural, heritage, anthropological, tribal, village and similar forms of tourism. Ethnic tourism, if properly planned and managed, can be promoted as sustainable form of tourism and can be utilized as a tool for the preservation and conservation of culture and heritage as well as poverty alleviation. India, rich with its cultural diversity, grand heritage and inimitable history, is a world famous cultural tourism destination.

Ethnic and Pilgrimage Tourism in Nagapattinam District

Nagapattinam is one of the major pilgrim destinations in Tamil Nadu. Major attractions in this place include mostly temples. Located in the central region of the place is the Soundaryaraja Perumal temple, which is dedicated to Lord Vishnu. The temple consists of Vishnu idols coated with gold and emerald stones and as per the beliefs of the natives; the temple exists for many decades.

Nagapattinam district is a centre for religious association. The 17th century Dutch Fort at Nagapattinam showcases some of the ancient Danish works of that period in the form of rare carvings and inscriptions on the walls of the fort. Other than the ancient paintings on the walls, the fort also houses a museum that showcases ancient Danish paintings and rare works. The museum is open for the visitors on all days of the week except for Fridays.

Nellukadai Mariamman Koil, Kayarohanaswamy temple, Sikkal Singaravelar are the most important temples in Nagapattinam. Other important places of religious importance at Nagapattinam include the Arumugaswamy

temple. An important place which is highly visited by foreigners is Velankanni, which is known mainly for the Church of Virgin Mary. Christians believe that the church has mystical powers. The world famous Muslims pilgrimage Dhargah is located in Nagoor. Muslims from various parts of the world come and visit the holy place at least once in a life time. Not only the followers of Islam but also of all religious faiths visit this sacred centre throughout the year to offer their prayers and get the blessings of the saint.

Kodiakkarai also called Point Calimere, is situated abutting the Palk Strait. Spread over an area of over 312.17 hectares, this Wild Life Sanctuary boasts of mammals like blue buck, spotted deer, wild boar, semi wild ponies, bonnet macaque, water birds like flamingoes, ibises, herons, and spoonbills. Sea turtle, starred tortoise, vipers, marsh crocodiles, etc., are some of the reptiles. Fish, dolphins, dugong, sea lion, sea cow are occasionally found here. Besides, it is where the occurrence of varieties of corals is found.

Accordingly, "measuring and managing customer satisfaction is crucial for the survival, development and success of service industries like tourism" (Sirakaya, Petrick, & Choi, 2004:518). Customer satisfaction is often found to be at the heart of firms' marketing activities (Machleit & Mantel, 2001), because it helps to ensure that firms achieve their desired strategic results. A higher level of consumer satisfaction is likely to increase customer loyalty, reduce price elasticity, insulate current market share from competitors, lower transaction costs, reduce the costs of failure and attracting new customers, and help develop an organisation's reputation in the marketplace (Anderson, Fornell, & Lehmann, 1994)

Rust, Zahorik, and Keiningham (1995) indicate that customer satisfaction and service quality have a measurable impact on customer retention, market share and profitability. Many of these outcomes have been identified across a range of tourism studies, such as increased loyalty amongst zoo visitors (Cole & Scott, 2004), the increased likelihood of tourists revisiting Thailand (Rittichainuwat, Qu, & Mongknonvanit, 2002), a willingness to pay more amongst festival goers (Baker & Crompton, 2000), a willingness to recommend a tourism destination in Spain (Bigne, Sánchez, & Sánchez, 2001) and increased customer retention amongst travel operators in the United Kingdom (Appiah-Adu, Fyall, & Singh, 2000).

Empirical evidence indicates that obtaining tourists' commitment to a destination may lead to reduced marketing costs and increased loyalty (e.g., Rittichainuwat et al., 2002; Yuksel, 2001). Overall, the large body of company loyalty schemes and consumer studies shows that there is abundant evidence for the positive relationships between tourists' satisfaction and their revisit intentions, intentions to recommend and likelihood of complaining (Cole & Scott, 2004; Kozak, 2001).

Table 1: Personal details of the respondents

Personal Details	Category	No. of Respondents	Percentage
Gender	Male	62	52
	Female	58	48
Age	Up to 20	48	40
	21-40	54	45
	41-60	14	12
	60 and above	04	3
Nationality	Indian	92	76.67
	Foreigner	28	23.33
Qualification	Nil	5	4.1
	School	26	21.66
	UG	42	35
	PG	34	28.33
	Others	13	10.8
Occupation	Business	36	30
	Salaried	32	26.67
	Home maker	31	25.83
	Students	21	17.5
Income	Up to 10000	42	35
	10001 to 20000	35	29.16
	20001 to 30000	22	18.33
	30001 and above	21	17.5
		42	35

Source: Primary data

Table 2: Preferable Location of the Respondents

Location	No. of Respondents	Percentage
Pilgrimage	42	35
Cultural heritage	34	28.33
Park	12	10
Sea shore	32	26.66
Total	120	100

Source: primary data

OBJECTIVES

1. To find out the socio economic profile of the tourist coming to Nagapattinam District.
2. To find out the problems faced by the tourist while visiting the places.
3. To offer suggestions for reducing the problems in the tourist places.

RESEARCH DESIGN

Survey method was followed for the study. Nagapattinam area was selected for this study. The study is mainly a descriptive type in nature. Both primary and secondary data were used for the study. Primary data were collected with the help of interview schedule. Secondary data for the study were collected from books, journals, magazines and from websites. The questionnaire was properly designed and

checked the reliability of the questions by using Cronbach's alpha test. Simple random sampling method was adopted for collecting a sample of 120 respondents from the places of Nagapattinam, Nagore, Trangambadi, Velankanni and Karaikal. Chi-square test is used to check the validity of the research.

HYPOTHESIS

Null Hypothesis

1. Guide charges and Nationality of the tourist are independent.
2. Problems given by beggars are independent to the Nationality of the tourist
3. Qualification of the respondents and locations preferred by the respondents are independent.

ANALYSIS AND INTERPRETATION

The above table depicts that 52 percent of the respondents are male and 48 percent of the respondents are female. 45 percent of the respondents are in the age category of 21-40 years. 40 percent of the respondents belong to the age category of up to 20 years. 76.67 percent of the respondents are Indians and 23.33 percent of the respondents are foreigners. 35 percent of the respondents are having the qualification of under graduation. 28.33 percent of the respondents are holding the degree of post graduation. 15 percent of the respondents are having other qualifications. 30 percent to the respondents are being as a businessman. 26.67 percent of the respondents are a salaried person and 25.83 percent of the respondents are home maker. 35 percent to the respondents are earning the monthly income of up to 10000 per month. 29.16 percent of the respondents are getting 10001 to 20000.

The above table represents that 35 % of the respondents prefer to visit pilgrimage. 28.33 percent of the respondents are interested to visit cultural heritage.

Table 3: Family size of the Respondents

Family size	No. of Respondents	Percentage
Up to 3 members	48	40
4 to 6 members	42	35
6 and above	30	25
Total	120	100

Source: primary data

The above table reveals the family size of the respondents. 40 percent of the respondents' family size is up to 3 members. 35 percent of the respondents' family size is 4 to 6 members.

Table 4: Frequency of tour

Frequency of tour	No. of Respondents	Percentage
Occasionally	68	56.66
At least Once in a year	36	30
Twice in a year	16	13.33
More than two times in a year	3	2.5
Total	120	100

Source: primary data

The above table depicts that 56.66 percent of the respondents are going to tour occasionally. 30 percent of the respondents are planning to go for tour at least once in a year.

Table 5: Purpose of tour

Purpose of tour	No. of Respondents	Percentage
Spending Holidays	72	60
Family Enjoyment	24	20
Pilgrimage	12	10
Passion to learn	12	10
Total	120	100

Source: primary data

The above table reveals that 60 percent of the respondents prefer to go for tour to spend the holidays. 20 percent of the respondents are spending their time in tour to satisfy the family requirements.

Table 6: Problems at the time of tour

Problems	SA	A	MA	DA	SDA	Total
Local language	6	7	24	38	45	120
Pollution	23	46	35	13	03	120
Health Care	12	17	32	30	29	120
Beggars	32	38	27	13	10	120
Increased litter	27	46	28	18	1	120
Water facility	45	34	26	10	5	120

Source: primary data

The above table depicts the problems faced by the respondents at the time of going to tour. 37.5% of the respondents feel that the local language is a not a big problem to them. 38.33% of the respondents agreed that the pollution in the tourist places is very high now a days. 26.66% of the respondents are moderately agreed that the health care centre is a problem in tourist location. The problem of the beggars is very high in

Table 7: Behaviour of shop keepers in tourist places

Behaviour of shop keepers	SA	A	MA	DA	SDA	Total
Concern for tourist	06	09	37	42	26	120
Cheating the customers	41	39	18	12	10	120
Raising the product price	34	37	30	12	07	120
Selling the poor quality product	33	39	28	12	08	120

Source: primary data

Table 8: Problems in Pilgrimage

Pilgrimage problems	SA	A	MA	DA	SDA	Total
Huge charges for special Dharsan (visit)	22	26	43	18	11	120
Coerce to buy pilgrimage products	27	18	57	06	12	120
Guide charges	28	17	41	14	20	120
Foot wear moocher	34	28	24	19	15	120
Beggars	18	25	51	12	04	120

Source: primary data

most of tourist places, agreed by 31.66% of the respondents. 38.33% of the respondents agreed that litters in the tourist places are very high. 37.5% of the respondents highlighted that the water facility in the tourist locality is the biggest problem for most of the respondents.

The above table depicts the behavior of the shop keepers at the purchasing point. 30.83% of the respondents moderately agreed that there is some concern for tourist. 34.16% of the respondents strongly agreed that most of the shop keepers are trying to cheat the customers. 30.83% of the respondents agreed that the shop keepers are raising the actual price of the product in tourist places. 32.50% of the respondents highlighted that the shop keepers are selling poor quality products.

The above table depicts the problems faced by the respondents at the time of going to pilgrimage. 35.83% of the respondents moderately agreed that the pilgrimage committee is charging huge amount for special dharsan (visit). 47.5% of the respondents moderately agreed that they are compelled to buy the pilgrimage products while they are going to home. 34.16% of the respondents moderately agreed that the guides are charging more money from the respondents for assisting at the time of visiting the places. The problem created by the foot wear moochers is very high in most of tourist places which is strongly agreed by 28.33% of the respondents. 42.5% of the respondents moderately agreed that the problem created by the beggars is high in tourist places.

Table 9: Perceived reasons for problems

Perceived reasons	SA	A	MA	DA	SDA	Total
Lack of consciousness	26	31	33	15	15	120
Heavy rush	30	38	34	22	27	120
Lack of Infrastructure	39	37	29	8	7	120
Improper maintenance	27	29	41	14	9	120
Irresponsible authorities	25	26	33	25	11	120

Source: primary data

The above table depicts the perceived reasons for problems faced by the respondents at the time of visiting the tourist places. 27.5% of the respondents moderately agreed that the lack of awareness in tourist places would be the reason for the problems. 31.66% of the respondents agreed that heavy crowd would be the reason for the problems. 32.5% of the respondents strongly agreed that the lack of infrastructure provided in the tourist arena would be the reason for the problems. 34.16% of the respondents highlighted that the improper maintenance of the tourist places may be the reason for the problems. Due to the carelessness of the responsible authorities would be the major reason for the problems which is suggested by 27.5% of the respondents.

The above table depicts that the first rank is given to pilgrimage places which reveals that most of the respondents face many problems in the pilgrimage centre. The second rank is given by the majority of the respondents to restaurant and cafes. The third rank is given by the respondents for shopping while visiting tourist places. The least response of the respondents is given to library and museum.

Table 10: Rank the Places the tourist felt nuisance

Preferable places	No. of Ranks
Sea shore	5
Restaurants, cafes	2
Recreation	4
Libraries and museums	7
Pilgrimage	1
Shopping	3
Bars and night-clubs	6

Source: primary data

TESTING OF HYPOTHESIS

Hypothesis: 1

H_0 : Guide charges and Nationality of the tourist are independent.

H_1 : Guide charges and Nationality of the tourist are dependent.

$$\text{Calculated value} = (O_i - E_i)^2 / E_i = 2.18$$

$$\text{Degrees of freedom} = (r-1) * (c-1) = 2$$

$$\text{Level of Significance} = 5\%$$

$$\text{Table value} = 5.991$$

$$T.V. > C.V \text{ Accept } H_0$$

It is concluded that guide charges and Nationality of the tourist are independent.

Hypothesis: 2

H_0 : Problems given by beggars are independent to the Nationality of the tourist.

H_1 : Problems given by beggars are dependent to the Nationality of the tourist.

$$\text{Calculated value} = (O_i - E_i)^2 / E_i = 4.99$$

$$\text{Degrees of freedom} = (r-1) * (c-1) = 1$$

$$\text{Level of Significance} = 5\%$$

$$\text{Table value} = 3.841$$

$$T.V < C.V \text{ Reject } H_0$$

It is concluded that problems given by beggars are dependent to the Nationality of the tourist.

Hypothesis:3

H_0 : Qualification of the respondents and locations preferred by the respondents are independent.

H_1 : Qualification of the respondents and locations preferred by the respondents are dependent.

$$\text{Calculated value} = (O_i - E_i)^2 / E_i = 24.88$$

$$\text{Degrees of freedom} = (r-1) * (c-1) = 12$$

$$\text{Level of Significance} = 5\%$$

$$\text{Table value} = 21.026$$

$$T.V < C.V \text{ Reject } H_0$$

It is concluded that qualification of the respondents and locations preferred by the respondents are dependent.

RESULTS AND DISCUSSION

Findings Observed from the Research

1. Both men and women equally prefer going to tour.
2. Majority of the respondents are in the age category of 21-40 years.
3. 23% are from foreign countries.
4. Business people prefer to visit the tourist places.
5. Majority of the respondents are earning the monthly income of Up to 10000 per month.
6. Most of the respondents prefer to go for pilgrimage centre.
7. Majority of the respondents' family size is up to 3 members.
8. Most of the respondents are going to tour occasionally.
9. The reason of the majority of respondents prefers to go for tour to enjoy the holidays.
10. Water facility in the tourist locality is the biggest problem for most of the respondents.
11. Most of the shop keepers are trying to cheat the customers at the time of purchasing.
12. Most of the respondents highlighted that the problems given by the beggars are high in tourist places.
13. It is found that heavy crowd and irresponsible authorities are the reasons for the majority of the problems.
14. The respondents face lot of problems in pilgrimage centers and it was ranked number one by the respondents.

Suggestions to Improve the Tourism

1. Prosperity of the tourism industry needs the support of the government aids.
2. Good water facilities can be offered to the tourists.
3. Beggar problems are unavoidable in India; still it can be controlled by the government to improve the tourism as well as to create a pleasant environment to the tourists.
4. A proper queue can be maintained in the place of heavy rush and can be cultured by a responsible authority.
5. Efforts should be taken to give proper health care and hygienic environment.
6. Transport facility, communications and energy infrastructure should be properly maintained in all tourist places.
7. Moreover tourists should have proper awareness about the places which they are going to visit.
8. Authorities should be more responsible in improving the tourist industry.

CONCLUSION

Based on the analysis and findings, it is concluded that the Tamilnadu tourist department is at present concentrating much on the development of this sector. But at the same time, they should conduct periodical visit to all the tourist spots and interview the tourist to know about their grievance when they visit various places. It will help the tourist to access various places without facing any problem. Tourist sector is one of the major sources of revenues to our government. It will develop the national as well as regional economic growth. It is the duty of both the government and the citizen of the country to take utmost care to safeguard this sector.

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