Perception and Satisfaction of Tourist In Kodaikanal (The Princess of Western Ghats) Hill Station

Dr. BALU. A	Mr. VIJAYA RAGUNATHAN. M
Assistant Professor PG & Research Department of Commerce Government Arts College (A) Kumbakonam – 612 002.	Part-time Research Scholar PG and Research Department of Commerce Government Arts College (A

ABSTRACT *This paper focused on the factors that contribute to increasing the satisfaction level of tourists in Kodaikanal and variation in the satisfaction levels of tourists based on the nationality and gender. An attempt has also been made to analyze the relationship between monthly income and average expenditure per day for a tourist in Kodaikanal. Statistical tools such as correlation, chi square and one way Anova and tests such as Wilcoxon and Duncan have been used to analyze primary data. Tourism being a major revenue generating industry and Kodaikanal being a prominent tourist spot in Tamil Nadu, this study aims to reveal factors that shall contribute to improve tourism facilitates in Kodaikanal.*

INTRODUCTION

The term tourist was firstly used as an official term in 1937 by the League of Nations. India's glorious traditions and rich cultural heritage are closely related with the development of tourism. It's magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as a tourist paradise. The word tour gained acceptance in the 18th century, when the Grand Tour of Europe became part of the upbringing of the educated and wealthy British noblemen. Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeably though literally there is a difference. A person who indulges in tourism is known as tourist. There was a remarkable increase in the traveler coming to India, as a result of the discovery of the new sea route by Vasco-de-Gama. When Alexander the Great reached India, he found well maintained roads lined with trees and wells and rest houses. World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts.

WTO HAS CLASSIFIED THREE TYPE OF TOURISM

Domestic Tourism consists of residents visiting within their own country. No formalities are required in this kind of travel. Inbound tourism comprises non- residents travelling into a country of their choice. Outbound tourism comprises residents of a nation travelling out to a foreign country.

REVIEW OF LITERATURE

Noronha (1999) in his study highlighted that tourism in Goa lead to increasing land prices, increasing consumption level, rapid unplanned development, drug abuse and prostitution.

Kreiner and Kliot (2000) in their paper analyzed behaviour characteristics of Christian pilgrims towards religious sites. They stated that there were considerable differences between pilgrims and tourists behavior towards any religious site in spite of the fact that both had three common elements like discretionary income, leisure time and social sanctions.

Madan and Rawat (2000) in their study evaluated the impact of tourism in the environment of Mossoro. It revealed that disorderly and scattered development of tourism infrastructure due to increasing demand for lodges, hotels and other necessary basic amenities lead to the environment degradation.

Mehta and Arora (2000) in their study appraised tourism promotion activities adopted by tourism ministry in Punjab. The study highlighted that the share of advertisement expenditure to total management expenses also decreased in the state.

Wilson and John (2001) in this study highlighted the role of rural tourism in the economic development of rural community. They viewed that rural tourism could develop easily with active participation of local government and people

Cheerath (2002) in his study found that the main reason behind foreign tourist's attraction towards Kerala was ayurveda. It revealed different types of ayurvedic treatment techniques like nasyam, snehapanam, sirovasthi, sirodhara and vasthi etc. used in Kerala for treatment of both domestic and foreign tourists.

Bleie (2003) in his study discussed pilgrimage tourism in central Himalayas with the help of Manakamana temple in Nepal. He highlighted that traditional ways of pilgrimage contributed to a strong religious belief towards any religious site as these ways interconnected persons, place and time very deeply.

George (2003) in his article described different key functions associated with tourism like destination development, master planning, provision for infrastructure facilities, marketing and publicity, public awareness and local participation etc.

Caprihan and Shivakumar (2004) in their study highlighted mainly the features of eco tourism i.e preservation, supportiveness, involvement and empowerment to provide more livelihood opportunities to local people.

National Council for Applied Economic Research Report (2004) indicated that religious tourism emerged as booming market in India. The report highlighted that in comparison to 28 per cent share of leisure tour packages, the number of religious trips was much more with 50 per cent share.

Wichasin (2008) in his study illustrated the relationship between pilgrimage and tourism with the help of Stupa worship. He highlighted that pilgrimage involved three essential steps i.e, journey to the sacred sites, performance of ritual acts and lastly returning home with sense of renewal.

OBJECTIVES OF THE STUDY
The following are the main objective of the study:
- To trace the growth and potentials of tourism Industry at Kodaikanal
- To study the motivational correlated variables which determine the satisfaction of tourists at Kodaikanal.
- To analyze relationship between the monthly income and the average cost per person spent by tourists at Kodaikanal.
- To find out the satisfaction level of tourists based on the nationality and gender at Kodaikanal.

STATEMENT OF THE PROBLEM
Tourism industry is a booming industry that enriches knowledge, brings social development and economic growth. Tourism is fast growing area. But, there are lots of problems faced by tourists during their tour due to poor facilities, uncertainties, cleanliness, safety, etc. Previously, people used to tour mainly on pilgrimage, But now the culture has changed: Many people tour regularly once in a year. In this scenario, it is highly important to study the major issues faced by tourists and to take necessary steps to reduce such problems. The failure of monsoon and the absence of summer rains have taken a toll on Kodaikanal hills, as the town is experiencing severe water shortage The crisis has largely affected the residents and tourists in addition to affecting the businesses of the hotel and lodging industry. Lack of parking lots and narrow roads are major difficulties faced by tourists. Parking space is insufficient and this often leads to traffic congestion. Problem of accommodation suited to their purse, the majority of tourists prefer medium- class accommodation, but facilities in that class are few.

SOURCES OF DATA
There are two types of data i.e, primary and secondary. For our study purpose there will be requirement of both data. Primary data have been collected from respondents at Kodaikanal. Primary data are the data collected by the researchers first time and before research these data are not available in any form. Secondary data are collected from books, journals, articles and E- resources. The secondary data are those which are already collected and used for analyses. These are available in published from ready for use.

SAMPLE SIZE
To represent every segment of the universe the sample size included should be sufficient in number. For higher accuracy of the data, very small and large sample sizes are avoided. The sample size selected is 120. Convenient Sampling was used to collect the data. Large sample size has been avoided due to difficulty to manage and small size of sample is avoided due to improper representation of the universe and one sided result.

ANALYSIS AND INTERPRETATION
TABLE 1
CORRELATION BETWEEN VARIABLES ON TOURIST SATISFACTION

	V1	V2	V3	V4	V5	V6	V7	V8	V9
Climate (V1)	1								
Kindness of the Local People (V2)	.263**	1							
Kindness of the Tour Operators (V3)	.146	.125	1						
Availability of Tour Operators (V4)	.160	.383**	.187*	1					
Tour Operators' knowledge of Foreign Language (V5)	.003	.419**	.003	.155	1				
Road Links (V6)	.099	.163	.010	-.062	.052	1			
Local Traffic (V7)	-.047	.121	.325**	.175	-.033	.199*	1		
Car parking (V8)	.139	.308**	-.064	.291**	.105	-.228*	.156	1	
Information Received before your Arrival in your chosen Destination (V9)	.382**	.506**	.017	.218*	.341**	.434**	.270**	.242**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The above table shows the result of correlation between 9 variables which are considered to be the variables that determine the satisfaction level of the tourists who visit Kodaikanal hill station. Among the 9 variables namely information received before your arrival in your chosen destination has a positive correlation and it is significant at 1% level with climate, kindness of the local people, tour operators' knowledge of foreign languages, road links, local traffic and car parking. In the same manner the variable kindness of local people has positive correlation with other four variables namely availability of tour operators, tour operator's knowledge of foreign language, car parking and information received before your arrival in your chosen destination at 1% level of significance.

Reason:
From the above result, the researcher has identified an important aspect that people are curious to know about the destination at the time when they plan their trips. Therefore before they arrive at the destination, they make lot of enquiries to know about the place in many aspects.

TABLE 2
CORRELATION BETWEEN VARIABLES ON TOURIST SATISFACTION

	V1	V2	V3	V4	V5	V6	V7	V8	V9
Information about the Destination (V1)	1								

Tourist information in your chosen Destination (V2)	.345**	1						
Events (V3)	.028	.280**	1					
Souvenirs (V4)	-.157	.297**	.507**	1				
General Organization of your chosen Destination (V5)	.078	.341**	.507**	.328**	1			
Quality of Urban Design (V6)	.274**	.159	.237**	.346**	.077	1		
Pedestrian Areas (V7)	-.047	.271**	.105	.253**	.189*	.034	1	
Parks and Green Areas (V8)	.185*	.208*	.127	-.032	.016	-.028	.033	1
Historical- Cultural Heritage (V9)	.267**	.554**	.161	.191*	.190*	-.098	.273**	.171	1

Accommodation	.027	-.005	.135	.344**	.013	.142	-.031	.185*	1

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

From the above table it is clear that all the 9 variables are considered to be the variables determining the satisfaction level of tourists who visit Kodaikanal. Among the 9 variables, landscape beauty has positive correlation between two variables namely environmental safeguard (0.358) and shops (0.267) at 1% level of significance. In the similar manner, environmental safeguard has correlated again with two variables namely quality of the water and bath areas at lodging and shops available (0.285) at 1% level of significance. Variable proposal for children correlated with two variables opening hours of catering services (0.244) and accommodation (0.344) at 1% level of significance. At the same time, variable proposal for children correlated with quality of water and bathing areas in lodging (0.311); opening hours of banks and shops correlated with opening hours of catering services (0.369). Finally, variable shops correlated with accommodation (0.185) at 5% level of significance.

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

From the above table, it is understood that all the 9 variables are considered to be the variables determining the satisfaction level of tourists who visit Kodaikanal. Among the 9 variables tourists information in your chosen destination has a positive correlation and it is significant at 1% level with other five variables namely events, souvenirs, general organisation of your chosen destination, pedestrian areas and historical and cultural heritage. In the same manner, variable events has a positive correlation and it is also significant at 1% level with four variables namely souvenirs, general organisation of your chosen destination, pedestrian areas and historical – cultural heritage. In the similar pattern, correlations among the other variables are presented in the above table.

From the above results, the researcher identifies that three important variables namely general organisation of your chosen destination, quality of urban design and historical – cultural heritage are the factors more correlated with other variables and stand apart in influencing the level of satisfaction of tourists who visit the Kodaikanal hill station.

TABLE 3
CORRELATION BETWEEN VARIABLES ON TOURIST SATISFACTION

	V1	V2	V3	V4	V5	V6	V7	V8	V9
Landscape Beauty	1								
Environmental Safeguard	.358**	1							
Quality of the Water and Bathing Areas	-.014	.258**	1						
Proposal for Children	-.034	.004	.311**	1					
Safety	.151	-.170	.077	.008	1				
Opening hours of Banks and Shops	.065	.219*	.163	.115	0.44	1			
Opening hours of Catering Service	.134	.059	.049	.244**	.065	.369**	1		
Shops	.267**	.285**	.172	.046	.162	.104	-.113	1	

TABLE 4
CORRELATION BETWEEN VARIABLES ON TOURIST SATISFACTION

	V1	V2	V3	V4	V5	V6	V7	V8	V9
Catering Service	1								
Cultural Offer	-.052	1							
Amusement activities	.229*	.074	1						
Sports Activities	.103	.086	.146	1					
Health and Beauty Tourism Offers	.133	.149	.087	.247**	1				
Boating Offer	.059	.004	-.166	.058	.314**	1			
Excursion Offers	.047	.058	-.027	.204*	.099	.382**	1		
Local Gastronomy	.221*	-.068	.082	.389**	.129	.145	.471**	1	
Quality Price Ratio	.169	.156	.063	-.131	.076	-.159	.072	.164	1

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed)

The above table explains the correlation results of nine variables which are contributing to the satisfaction level of the tourist who visits Kodaikanal hill station. Among the 9 variables, sports activity has positive correlation between two variables namely health and beauty tourism offers (0.247); local gastronomy (0.389) and at the same time variable health and beauty tourism offers correlated with boating offers (0.314) at 1% level of significance. In the similar manner, boating offers correlated with excursion offers (0.382) and excursion offers correlated with local gastronomy (0.471) at again 1% level of significance based on the p value. In addition to that, variable catering services correlated with two variables namely amusement activities (0.229) and local gastronomy (0.221) at 5% level of significance based on the P value.

Table 5
MONTHLY INCOME AND EXPENSES PER PERSON PER DAY (Chi Square Test)
H_0: There is no association between monthly income and cost of a person and per day spent at their tour visit.

Monthly Income of the Family	Average Cost by per person per day in Kodaikanal				Total	Chi Square value	P value
	< 2000	2000-5000	5000-10,000	>10,000			
Less than 25000	0 0.0%	3 5.8%	0 0.0%	0 0.0%	3 2.5%		
25,000-50,000	14 31.1%	11 21.2%	9 56.2%	0 0.0%	34 28.3%		
50,000-75,000	9 20.0%	27 51.9%	6 37.5%	0 0.0%	42 35.0%	43.343	<0.001**
75,000-1,00,000	18 40.0%	8 15.4%	0 0.0%	4 57.1%	30 25.0%		
More than 1,00,000	4 8.9%	3 5.8%	1 6.2%	3 42.9%	11 9.2%		

Note: ** denotes significant at 1% level.

The above cross table explains the composition of monthly income of the family and the average cost per day each person need to spend in Kodaikanal. It is traced out that among the tourists visit to Kodaikanal, a majority of 42% of the respondents earns between 25,000 to 50,000 monthly and they spent around 2,000 to 5,000 per person per day during their tour visit. At the same time, it is surprising to see more income people spent less during their tour visit as is presented in the table. It is clearly evident that lower middle class family wants to enjoy their life and try to expose the new and latest life style, therefore their expenses per day per person looks comparatively higher than high income class people among the tourist who visited Kodaikanal hill station.

From the chi-square test, it is acknowledged that the significance value is less than 0.001 and the chi square value 43.343. Therefore, the Null hypothesis is rejected at 1% level of significance. Hence it can be concluded that the monthly income of the family and the amount spent per person per day in the hill station.

TABLE 6
WILCOXON TEST - GENDER AND OVERALL SATISFACTION
H_0: The mean score of two groups are not significantly different with overall satisfaction of tourists who visits Kodaikanal hills

Gender	Size	Mean rank	SD	z value	P value
Male	70	53.39	0.714	2.876	0.004**
Female	50	70.46	0.495		

Source: Primary data
** indicates significant at 1% level

Since the p value is 0.004 which is less than 0.01 and the z value is 2.876 the null hypothesis is rejected at 1% level of significance. Hence it can be concluded that there is a significant difference between male and female tourists who visit Kodaikanal hill station with regard to overall satisfaction. Based on the mean rank for male (53.39) and for female (70.46), the above said result is clearly evident and statistically significant. The expectation of male and female would be naturally different when they tour to get a new momentum in life and get out of boredom is brought out from the above result.

TABLE 7
WILCOXON TEST – CATEGORY OF TOURISTS AND OVERALL SATISFACTION
H_0: The mean score of two groups are not significantly different with overall satisfaction of tourists who visits Kodaikanal hills

Gender	Size	Mean rank	SD	z value	P value
National tourists	60	69.45	0.714	3.058	0.002**
International tourists	60	51.55	0.502		

Source: Primary data
** indicates significant at 1% level

Since the p value is 0.002 which is less than 0.01 and the z value is 3.058 the null hypothesis is rejected at 1% level of significance. Hence it can be concluded that there is a significant difference between national and international tourists who visit Kodaikanal hill station with regard to overall satisfaction. Based on the mean rank for national tourist (69.45) and for international (51.55) the above said result is clearly evident and statistically significant. The perception, attitude, expectation, objective and purpose of tour plans for domestic and foreign tourists will be unquestionably different due to various reasons such traditional, social and cultural changes and is brought out from the above given result.

TABLE 8
AGE AND OVERALL SATISFACTION OF TOURISTS WITH DUNCAN TEST
H_0: There is no relationship between the age and the overall satisfaction of tourists at Kodaikanal hill station.

Age Categories	Mean	SD	F Value	P Value
Below 25	4.05^b	0.705		
26-35	3.79^{ab}	0.631		
36-45	4.67^c	0.516		
46-55	3.47^a	0.612	4.454	<0.001**
56-65	3.74^{ab}	0.653		
66 and Above	3.56^{ab}	0.727		

Note: ** denotes insignificant @ 1% level.

Means Plots
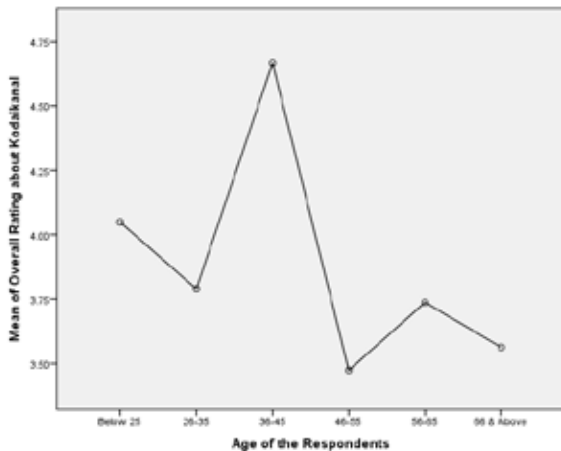
One way Anova technique is used here, and the P value is 0.001, the null hypothesis is rejected at 1% level of significance. Therefore, it is concluded that there is a relationship between the age of tourists and their overall satisfaction about the Kodaikanal hill station when they visit for tour.

Based on the Duncan Multiple Range Test (DMRT) among the six age groups, age group below 25 is significantly different with two groups namely 36–45 and 46-55 and at the same time it does not significantly differ with the other three groups as presented in the above table. It is quite interesting to know that the age group 36-45 seems to different, unique and also significantly differ with all the other five groups whereas the other five groups have some similarity with one or two groups as presented above based on the results of primary data which pertain to the overall tourists' satisfaction at Kodaikanal.

DISCUSSION OF RESULTS

The researcher arranged and grouped many variables which contribute towards the satisfaction of tourists who visit Kodaikanal hill station. When correlation was attempted to find the relationship between variables the following results were acquired:

a) Information received before arrival in the chosen destination played a crucial role and correlated with many variables which describes that the tourists are curious as well as inquisitive. At the time of planning their visit, they start enquiry about the places and other details such as accommodation and other amenities. It exhibits one of the basic nature/ characteristics.

b) Similarly the historical – cultural heritage of this destination played a considerable role and correlated with most of the variables which indicates that Indians are fond of Indian heritage and cultural values. They give importance to visiting such historical and cultural monuments and also heritage places.

c) It is clearly evident that money plays a major role in tourism industry. Here money refers to the personal savings of individuals. It can also be considered as the earning capacity of the tourist. As per the results, it is very apparent that the income level of tourists has an association with the average amount that they spend in a day during their tours.

d) Peace of mind, excitement, aesthetic sense and overall satisfaction does not pertain neither to gender nor to rationality. This is very much proven in the analysis part of this report. Both the variables namely gender of tourists and nationality of tourists has a relationship with the overall satisfaction of the tourists who visit such tour destination.

e) Finally, irrespective of age, people are seeking such kind of enjoyment to deviate from their routine life. This is also proven in the analysis part earlier under one way anova; age categories and overall satisfaction has a relationship with each and it is statistically significant.

CONCLUSION

Motivation is important for every human for various reasons at different circumstances in life. In the similar manner, relaxation preferably with excitement and also delivered with certain traditional and heritage value is again very much essential for people for avoiding monotonous and boredom in life. Tour plan to tremendous and naturally beautiful places like the princess of Western Ghats will definitely yield the result and bring down the stress and mental worries of people in a larger sense; this is more or less proven by the researcher through the primary data collected from the respondents (tourists) who made their visit to Kodaikanal.

REFERENCE 1. Kodaikanal Department of Municipal Administration and Water Supply, Historical Moments. 2005 2. "Aringnar Anna Zoological Park". Tamilnadu. com, 8 February 2013. 3. "About City". Government of Tamil Nadu Kodaikanal Department of Municipal Administration And Water Supply, Retrieved 23 November 2009. 4. Tourism Management Problems and Prospects, By Bijender K. Punia, Ashish and Publishing House. 5. Planning and Development of Tourism and Hospitality. By Sunil Sharma, Rajat Publications New Delhi. 6. Impact of Tourism in South India. B.S Badan. Commonwealth Publishers. 7. Planning and Development of Tourism and Hospitality, By Sunil Sharma Rajat Publications New Delhi.