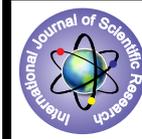


A study on Tourists Satisfaction with Special Reference with to Udhagamandalam



Commerce

KEYWORDS : Tourism, Tourists, Udhagamandalam, Satisfaction, Leisure.

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ABSTRACT

This study investigated the south Indian tourists' satisfaction towards Udhagamandalam. A total 200 tourists interviewed through structured interview schedule. There were 19 variables used to measure tourists' satisfaction. Data were analyzed using descriptive statistics to report demographic variables and responses to the interview schedule. Results of the analyses showed that the respondents have high levels of satisfaction during the trip, Udhagamandalam natural diversity attraction had secured first place followed by Climate and weather conditions, Scenic beauty, Sightseeing, Flora and fauna, varieties of flowers and trees. The analyses also revealed that tourists have lower level satisfaction to the various facilities such as basic amenities, road connectivity, entrée fees, shopping facilities, medical facilities. This research study is finally concluded 83 percentages of tourists expressed overall satisfied Udhagamandalam tour trip, 79 percentages of tourists also have mind to revisit in this place in future

Introduction

"Nilgiris" the name is Sanskrit means BLUE MOUNTAINS and in Tamil NEELAMALAI. The Nilgiris District is situated in the Western Ghats. It is surrounded by the Coimbatore District, Kerala State and Karnataka State on the eastern, western and the northern side respectively. The Nilgiris District is a celebrated summer resort for the tourists from all of India. Udhagamandalam popularly called, as Ooty is the Queen of Hill Stations in India. Udhagamandalam is the capital of the Nilgiris district. The Nilgiris Hill forms a part of the Western Ghats. The name Nilgiris was due to by the blue haze envelopes the range with most distant hills of considerable size. Doddabetta, the highest peak in South India with an altitude of 2,595 Meters lies in this District. The other prominent hills of this District are Elk hills, Devarshola peak, Hulical hill and Cairn hill. The main tourist attraction in this District is the Botanical Garden. Besides the Botanical Garden there are several other places. The important among them are the boat house near Bus-stand, the Rose Garden, the Deer Park, and the Doddabetta peak in Udhagamandalam. Sim's park, Pasture Institute, Kateri falls, Lamb's rock and Dolphin's nose are the Important Tourist sports in Coonoor. In Kotagiri block Kodanadu view point and St. Catherine's falls are the two main tourist attractions. In Gudalur block the main tourist attraction in Mudumalai wild Life Sanctuary¹.

Significance of the Tourism

"Tourism has become, over the years, one of the most dynamic and successful industries of the world. Its capacity to create employment, combined with its capacity to generate foreign revenue². Tourism plays an important role in maintaining peace and world unity by building bridges between different cultures and encouraging tolerance through cultural exchange³. Tourism-related services are a very important or the most important foreign exchange earner⁴. "The tourism sector is a huge employer, creator of economic security and contributor to society"⁵. It also strengthens trade by boosting income for the poorest countries as well as for global suppliers. In this backdrop, the focus of the present study is to measure the Tourists Satisfaction of Udhagamandalam.

Objectives of the study

The main objectives of the study are to examine the profile of the Tourists and to investigate the tourists' satisfaction towards Udhagamandalam District.

Data collection and Research Methodology of the study

In this study has used both primary and secondary data. It was collected from various reports of Central ministry of tourism of India, Ministry tourism of Tamil Nadu, Various research articles from journals, news papers and other reports from different tourism promoting agencies of all over the world. Primary data were collected from tourists in Udhagamandalam. This study covers entire Udhagamandalam District taken purpose of the Study and study period was Sep 2012 to Dec 2012. The personal

interview schedule method used. The study was adopted convenience sampling method to collect sample from tourists. In this study used the various descriptive statistics tools such as, averages, mean and standard deviation used to arrive results and inferential statistical tools Chi- Square Test were used to arrive results.

Result and Discussions

In this research study finds out the majority of the respondents 58 percentage were male and remaining 42 percentage tourists were Females. Tamil Nadu tourists were 35 percentage, 20 percentage of the tourists were Andhra Pradesh and 19 percentage Karnataka. The large number of tourists showed in the age group of 25 to 35 years of age 33 percentage. Websites and tour operators' services were the important medium communication used by tourists 24% and 20% to know the information about destination. 17% of the respondents were got information from of friends and relatives. 1/5th of the tourists were used tour package offered by the different type tour operators and rests of the tourists were used to own arrangements to reach the Destination.

This research study finds out the large number of tourists were used own vehicles for destination 43 percentage followed by the rental and other vehicles contribution was 36 percentage. More than half of tourists 52.5 percentage was the major purpose for visiting for leisure, recreation and holidays. 31.5 percentage tourists were accompanying with the one person and 23.5 percentages of the tourists were come in alone. More than 3/4th number of tourists was literate 75.5 percentage and rest of 1/4th of tourists was illiterate (24.5%). The highest number of tourists having annual income 27 percentage indicated in to Rs.100000 category and followed by 23 percentage of the tourists Rs.100001 to Rs.200000. More than 3/4th of tourists were spend for this up to Rs.5000 category 85 percentage.

Hypotheses Testing

1. Gender and Natural Attraction relating to Tourist satisfaction

H0= There is no association between the Gender and the tourists natural attractions.

H1= There is an association between the Gender and the tourists natural attractions.

2. Types of Tour package and Natural Attraction relating to Tourist satisfaction

H0= There is no Significant difference between Types of tour packages and the tourists natural attractions.

H1= There is Significant difference between Types of tour packages and the tourists natural attractions.

3. Mode of transport Vehicles and Traveling relating to Tourist satisfaction

H0= There is no association between the mode of transport Vehicles and the Traveling Experience.

H1= There is an association between the mode of transport Vehicles and the Traveling Experience.

Table 1. Hypotheses Results

Chi Square Test	Degrees of freedom	Level of significance	Calculated Value	Table Value	Accept /Reject	Result
Gender and Natural Attractions	D.F = 2	5%	6.54	5.991	Reject	an association
Types Tour package and Natural Attractions	D.F = 2	5%	21.34	5.991	Reject	significant difference
Types Tour package and Travelling Experience	D.F = 3	5%	16.93	7.815	Reject	an association

This study is also revealed that 83 percentage of tourists overall satisfied udhagamandalam trip.79 percentage of tourists have mind to revisit this place in future and 71 percentage of the tourists to share the experience with his friends and relatives after trip as well as recommended for their holidays trip to this place.

Tourist’s satisfaction

The following table showed the various variable used for measuring the tourists satisfaction. There were 19 variables were applied to measure level of satisfaction among the tourists of south India. Five point scales were used and given points to each scales Highly Satisfied (5 points), Satisfied (4 points), Neutral (3 points), Dissatisfied (2 points), Highly Dissatisfied(1 points). After the overall score computed and rank assigned each variable based on the score. The diversity natural attractions of Udhagamandalam such as, Botanical and Rose Gardens, Natural Waterfalls, Mountain, Government Museum, Ooty Lake, Glenmorgan, Western Catchment, Wenlock Downs, Elk Hills, Snowden Peak, Kalthatty Falls, Mukurhti National Park and peak, Mudumalai Wildlife Sanctuary, UNESCO Heritage site had secured first palace with overall score of 871 points. The next rank goes to climate and weather conditions of place followed by scenic beauty, sightseeing, and verities of trees and flowers. Photo digital camera facilities have secured 7th rank with score of 744 points and travelling facilities secured next rank with score of 738 points.

Table.2 Tourists’ satisfaction variables

Sno	Variables	Overall Score	Mean	Rank
1	Natural Attractions	871	4.36	1
2	Climate and weather conditions	857	4.29	2
3	Scenic beauty	843	4.22	3
4	Sightseeing	830	4.15	4

5	Flora and fauna	812	4.06	5
6	Varieties of flowers and trees	806	4.03	6
7	Photo and digital camera	744	3.72	7
8	Traveling	738	3.69	8
9	Communications connectivity	733	3.67	9
10	ATM and Other Bank Services	673	3.37	10
11	Accommodation	660	3.3	11
12	Tourist guide	654	3.27	12
13	Food	650	3.25	13
14	Parking facilities	646	3.23	14
15	Road connectivity	640	3.2	15
16	Entrée fees	617	3.09	16
17	Shopping facilities	613	3.07	17
18	Medical facilitates	611	3.06	18
19	Basic amenities	580	2.9	19

Communication facilities and communication connectivity 733 points, ATM and bank services facilities 673 points were secured 9th and 10th positions. The respondents have lower level satisfaction of various facilities such as accommodations of tourists have scored 660 points, tourist guide 654 points, food facilities 650 points, parking facilities 646 points, and road connectivity 640 points. Some of the tourist feels entree fees in various parts is high, so it’s reflected in the score 617 points with 16th rank. The other facilities were secured the last three place shopping facilities 613 points, medical facilities 611 and basic amenities 538 points.

Conclusion

Customer satisfaction is the key to survival in today’s stiff competition of any industry in the world. Tourism usually offers both tangible and intangible experiences to their customers which are complementary each other and perceived as the integral parts of a whole travel experience. Although the tangible and intangible products are dissimilar in characteristics, they can be distinguished by their effects on customer satisfaction or combined for improving customer satisfaction. The findings of the study revealed that the natural diversity of destination Such as natural attractions, climate and weather conditions, scenic beauty, sightseeing, flora and fauna, varieties of flowers and trees are important to attract more tourists during the seasonal and non seasonal periods. This study concluded with suggestions for to improvement of various infrastructure facilities Parking facilities, Road connectivity, Shopping facilities, Medical facilitates and Basic amenities for of various facilities like create and improve various infrastructure facilities and basic amenities like drinking water facilities, road connectivity and other facilities which will brings more tourist from the different part of India and rest of the world in future. The results will contribute in the improvement of the services in the tourism industry.

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