Research Paper Commerce

A Study on Problems And Prospects of Tourism in Virudhunagar District

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ABSTRACT

India is a country with rich cultural and traditional diversity. This aspect is reflected in tourism. Tourism Industry offers an opportunity for earning foreign exchange at a low social cost. Its immense growth potential stimulates the growth rate of overall economy. Many developing countries could augment the backward regions by developing tourism .India is one of the best countries of the world for most productive, creative, enlightening and exclusive tourism. People used to visit South India to participate in different fairs and festivals. Millions of tourists, both domestic and foreign, visit these places every year. The present study has been undertaken from the point of view of tourists. The study concentrates on the various tourism places and attitude of tourists regarding problems of tourism in Virudhunagar district. This study focuses on the opinion of tourists for promoting tourism in virudhunagar district .The respondents are selected on the basis of convenient sampling method.

KEYWORDS Tourism potentials ,development of backward regions, low social cost.

INTRODUCTION

India is a country with rich cultural and traditional diversity. This aspect is reflected in tourism. Tourism Industry offers an opportunity for earning foreign exchange at a low social cost. Its immense growth potential stimulates the growth rate of overall economy. Many developing countries could augment the backward regions by developing tourism .India is one of the best countries of the world for most productive, creative, enlightening and exclusive tourism. People used to visit South India to participate in different fairs and festivals. Millions of tourists, both domestic and foreign, visit these places every year.

STATEMENT OF THE PROBLEM

Tourism has gathered momentum and emerged as the biggest industry of the future. It is an integral part of our tradition and culture. People could see a lot of tourism places in India and Tamilnadu. Many culture and heritage lovers prefer to visit pilgrimages instead of visiting multi faceted cities. Virudhunagar district is a place full of pilgrimages , hills and dams. These places attract a lot of tourists every year. But the encouragements to develop the basic needs in such places are still not good. This study analyses the problems faced by the tourists in the tourism places in virudhunagar district. The findings and suggestions based on this study will act as guidelines for improving the tourism in virudhunagar district.

REVIEW OF LITERATURE

Substantial literature is available with reference to pilgrimage tourism in India and Tamilnadu. A number of textbooks, publications in Ministry of Tourism in India and Tamilnadu, articles published in other journals and internet will provide essential background for the proposed study.

The following are the review of literatures that are helpful to identify the research gap for the present study. Antony Joseph, in his article ,analysed the major problems faced by the pilgrims and has evaluated their level of satisfaction on the various facilities provided to them at the tourism places. Their satisfaction levels are different and they opined that they had met problems during their pilgrimage.

Vikas Sharma has analysed the level of satisfaction of the pilgrims and presented an article which specified that transport facilities provided for the tourists are not adequate and the local administrative authorities could give importance to the construction of roads in the tourism places to avoid this problem.

G.Sudarshan has studied the satisfaction of devotees about the tourism places and revealed that most of the pilgrims had been disappointed in terms of public relation management, places for staying and the availability of inadequate information about the places.

R.M.Patil has discussed in his article that modes of transport, hotel accommodation, support services like Banking, net services should be improved to attract more tourists. He suggested that Public Private Partnership is important to achieve this goal.

SCOPE OF THE STUDY

The present study has been undertaken from the point of view of tourists. The study concentrates on the various tourism places and attitude of tourists regarding problems of tourism in Virudhunagar district. This study focuses on the opinion of tourists for promoting tourism in virudhunagar district.

OBJECTIVES

The objectives of the study are as follows:

1. To study the socio-economic background of Tourists in Virudhunagar District.
2. To find out the problems of tourists regarding tourism in Virudhunagar District
3. To provide suggestion for the problems faced by the tourists.

HYPOTHESES

1. There is no significant relationship between demographic factors of the respondents and the opinion level of tourists on tourism places.

METHODOLOGY

The researcher collected primary data through interview schedule and secondary data through some reliable sources such as journals ,annual ministry reports and the like.

SAMPLING DESIGN

For this study convenient sampling method is adopted. The survey was conducted among 120 respondents in the tourism spots of virudhunagar district.

TOOLS FOR ANALYSIS

The data are going to be analysed by using appropriate statis-

tical techniques such as percentage and chi-square test .

LIMITATIONS OF THE STUDY

The problems of the people will change over time .The direction of change is unknown.

SOCIO-ECONOMIC BACKGROUND OF TOURISTS

FACTORS	CATOGORY	NO.OF RESPONDENTS	PERCENTAGE
Gender	Male Female	72 48	60 40
Age	Upto 25 years 25-40 years 40-60 years Above 60 years	29 43 34 14	24.17 35.83 28.33 11.67
Religion	Hindu Muslim Christian	91 14 15	75.83 11.67 12.50
Marital status	Married Unmarried	82 38	68.33 31.67
Educational qualification	Illiterate School level Graduate Professional Technical	18 23 53 21 05	15 19.16 44.17 17.50 4.17
Monthly income	Less than 10000 10001-20000 20001-30000 Above 30000	17 27 39 37	14.17 22.50 32.50 30.83

Out of 120 sample respondents 60% belong to male category,35.83% were in the age group between 25 and 40 years,75.83% respondents were hindus,68.33% got married 44.17%were graduates,32.50% earned income between 20001 and 30000.

CHI-SQUARE TEST

Chi-square test is applied to measure the opinion level of tourists on promotion measures taken to develop tourism places. Five percent level of significance is taken into consideration.

Particulars	Values	Degrees of Freedom	Significance
Gender and level of opinion	Calculated value=4.03 Table value =5.99	2	No significance
Age and level of opinion	Calculated value=0.45 Table value =5.99	2	No significance
Marital status and opinion level	Calculated value=1.65 Table value =5.99	2	No significance
Educational qualification and opinion level	Calculated value=3.09 Table value =9.49	4	No significance
Monthly income	Calculated value=2.02 Table value =5.99	2	No significance

Since the calculated values of socio-economic factors such as Gender, Age, Marital status, Education and Monthly income are less than table value, at 5% level of significance ,it is determined that null hypotheses framed are accepted. Hence threes no significant relationship between socio-economic factors and their opinion level on promotion measures.

SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSION

The findings of the study are summarized and suggestions are offered to promote the facilities in the tourism places.

60% males are predominant group in the sample respondents.

Majority of the tourists falls between 25and 40 years.

75.83%of the tourists are Hindus.

68.33% respondents are married.44.17% respondents are graduates.

32.50% respondents are in the income group between Rs.20001and Rs.30000.

There is no significant relationship between socio-economic factors of the respondents and their opinion level on promotion measures.

SUGGESTIONS

#It is suggested that construction of cement drains could be done in all the tourism places by the local administration at Virudhunagar District.

#Special drives could be carried out by the local administration every week to keep the riverside clean.

#To overcome the non availability of hygienic food, the state tourism department could launch the hotels to provide for food items to the pilgrims.

#Prompt medical facilities and efficient banking facilities could be provided for to the pilgrims.

#Trained tourist guide could be appointed by the government for promoting tourism places.

#The tourists could be informed of using the places neat and clean.

CONCLUSION

This study highlights the necessary measures that need to be taken regarding issues relating to road facilities environmental cleanliness and so on. It also showed that the place had highly floating population and has provided good business opportunities naturally. The tourist arrival to this place is excessive during the months from September to January .The Tamilnadu Tourism can concentrate more on the advertisement and publicity to create awareness and to solve the problems faced by the tourists.

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