

Tourism in Nagapattinam District- A Study with Reference to Tourists' Satisfaction in Select Tourist Spots

T. Arunmozhi¹, Dr. A. Panneerselvam²

¹Research Scholar, Poompuhar College, Melaiyur, Tamilnadu and Assistant Professor, King Nandhi Varman College of Arts and Science, Vandavasi, Tamilnadu, India

²Principal (Rtd.)&Research Supervisor, Poompuhar college, Melaiyur, Tamilnadu, India

*Corresponding Author

T. Arunmozhi

Email: tarunmozhi@gmail.com

Abstract: Tourism industry is one of the key industries in India. It helps the economy in many ways such as both direct and indirect employment, development of business, transport, hotels and allied industries. The study selected five tourist spots in Nagapattinam district viz., Vaiteeswarankoil, Nagore, Velankanni, Poompuhar and Tharangampadi. Vaitheeswarankoil is the top 'navagraha' spots located in the district because it is one of the 'navagraha' temple and 'nadi' astrology, Velankanni is holy place in south India for Christians, Nagore is top Muslim holy place in south India and Poompuhar and Tharangampadi are famous seashore area in the district. Hence these five spots were selected for the study. The study mainly based on primary data. For this purpose a well structured interview schedule was used to collect primary data from 60 respondents each from the tourist spots. The study used mean, standard deviation, factor analysis and ANOVA as statistical tools. The results of the study indicated that level of satisfaction and tourist spots were significantly differed for the factors transport, sanitation & cleanliness, road & information boards, recreation & food, security & locals attitude, basic expectations and shopping & communication. The study also found significant difference between level of satisfaction and gender of the respondents on the factors transport, sanitation & cleanliness, security & locals attitude, time allowed & entrance fee, basic expectations and shopping & communication. Significant difference was found between age of the respondents and level of satisfaction on the factors of transport, sanitation & cleanliness, recreation & food, security & locals attitude, lightings and shopping & communication.

Keywords: satisfaction, tourists, tourist spot, transport, basic expectations

INTRODUCTION

Tourism industry is one of the key industries in India. It helps the economy in many ways such as both direct and indirect employment, development of business, transport, hotels and allied industries. It provides heritage, cultural, medical, business and sports tourism. Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Tourism promotes international understanding and gives support to local handicrafts and cultural activities. Tamilnadu is the top states in the year 2014 in attracting both foreign and domestic tourists. Nagapattinam is one of the districts of Tamilnadu, which has more tourists spots. Among various tourist spots religions tourist spots of Vaitheeswarankoil for Hindus, Nagore for Muslims and Velankanni for Christians are very popular and gathers more number of tourists. Apart from these spots coastal spots of Poompuhar and Tharangampadi are very famous because Poompuhar is historical place located in the district and Tharangampadi also one of the historical place and even now there is a Danish port.

Hence the researcher has selected these five tourist spots in Nagapattinam district of Tamil nadu.

REVIEW OF LITERATURE

Patil VJ, Bhole RV and Dhake SV [1] in their study found that the tourists were satisfied with the existing facilities at Mahabaleshwar. There was a general dissatisfaction about accommodation and parking facilities. Elangovan A and Govindan P [2] evidenced that the respondents had high levels of satisfaction during the trip, Udhamandalam natural diversity attraction had secured first place followed by climate and weather conditions, scenic beauty, Sightseeing, flora and fauna, varieties of flowers and trees and they had lower level satisfaction to the facilities of amenities, road connectivity, entrance fees, shopping facilities and medical facilities. Jawahar Babu KVS [3] found that 65% of respondents felt that the transportation facility from different places to Tirupati, and from Tirupati to Tirumala was adequate or very much adequate, while the rest see some room for betterment. The sanitation and public conveniences are

very much satisfactory to about 76% of respondents and the overall satisfaction towards price, variety, hygiene and quality of food is 63%. Renuga Devi V and Thamilselvi T [4] identified that that 55.6 per cent of the tourists visit the tourist destination along with their family members, 61.2 per cent of the tourists are aware about the destinations through their friends and relatives and majority of the respondents preferred Government Botanical Garden in Ooty, Kodaikanal Lake and Yercaud Lake. Kumaran S, Kannan R and Milton T [5] evidenced that majority of the tourists expressed staying in this destination was very valuable. They felt good and every rupee paid in this destination was worth and majority of the tourists agreed that the tourist destination exceeded their expectation and they will recommend this tourist destination.

Statement of the Problems

Tamil nadu stands first in attracting more foreign tourists during 2014 with 4.66 million foreign tourist visits, it accounted 20.64 per cent of total foreign visits of India. The state also stood first during 2014 in attracting domestic tourists with 327.56 million tourists with 25.55 per cent share of total domestic tourist visits in India [6]. Tourism industry supports for the development of other industries also such as transport, hotel, accommodation, local community and others. This industry provides employment opportunities to the people both directly and indirectly. Nagapattinam district attracts more tourists in Tamil nadu and seashore and popular temples, churches and mosques are located in the district. A good tourist spot should welcome tourists again and again. Tourists will come again to a particular tourist spot only if they are satisfied about various aspects. Hence satisfaction of tourist is important in order to attract more tourists and repeated visits. Hence the study has made an attempt to study tourists' satisfaction on various aspects in selected tourist spots of Nagapattinam district.

Objectives

- To study reduce number factors using factor analysis and
- To analyse satisfaction of tourists in selected tourist spots of Nagapattinam district.

METHODOLOGY

The study selected five tourist spots in Nagapattinam district viz., Vaitheeswarankoil, Nagore, Velankanni, Poompuhar and Tharangampadi. Vaitheeswarankoil is the top 'navagraha' spots located in the district because it is one of the 'navagraha' temple and 'nadi' astrology, Velankanni is holy place in south India for Christians, Nagore is top Muslim holy place in south India and Poompuhar and Tharangampadi are famous seashore area in the district. Hence these five spots were selected for the study. The

study mainly based on primary data. For this purpose a wells structured interview schedule was used to collect primary data from 60 respondents each from the tourist spots. The study used mean, standard deviation, factor analysis and ANOVA as statistical tools.

RESULTS AND DISCUSSION

Factor Analysis

Factor analysis is a statistical tool used to describe the variability among observed and correlated variables in terms of a potentially lower number of unabsorbed factors. It is mainly used to reduce the number of variables taken by the researcher. On the basis of inter correlation between the variables and several the factors are grouped one. The above analyses were made for all the factors of satisfaction of tourists in the study area. For the purpose of further analysis the factor analysis was applied for all the factors of satisfaction and the results are presented subsequently. The researcher identified 23 factors to assess satisfaction of the respondents namely Transport, Road facility, Signboards about the spot, Connectivity, between railway station to the spot, Local transport, Lightings, Time to allow into the spot, Shopping, Recreational facilities, Refreshment facilities, Entrance fee charged, Guide facility, Accommodation, Boarding facilities, Cleanliness, Sanitation facilities, Availability of drinking water, Personal security, Communication facilities, Approaches of tourism department, Fulfillment of expectations, Attitude of locals and Availability of food. In order to reduce and group the inter correlated variables into one, factor analysis was applied and the results of Eigen values, percentage of variance, cumulative percentage for initial Eigen values and rotation sums of squared loadings are presented in table 1.

Table 1 reports the results of factor analysis in terms of Eigen values at initial stage and after the process of rotation method. The results showed that all the twenty three factors of satisfaction were reduced into ten factors by factor analysis by following rotation method. Its results along with correlation are presented in table 2.

Table 2 gives the results of factor analysis for the factors of satisfaction of the respondents in the study area. Twenty three factors were reduced into ten factors by using factor analysis. The factors transport (0.726), connectivity between railway station and to the spot (0.488) and local transport (0.462) were highly correlated with factor 1, hence they were grouped into one and they were labeled as "Transport". The factors cleanliness (0.755) and sanitation facility (0.588) were highly correlated with factor 2, hence they were grouped into one and they were labeled as "Sanitation and Cleanliness". Road facility (0.754) and signboards

about the spot (0.721) were correlated with factor 3, hence they were grouped into one and labeled as “Road and Information about the Spot”. The variables recreational facility (0.702), refreshment facilities (0.553), boarding facilities (-0.462) and availability of food (0.413) were correlated with factor 4, hence they were grouped into one and named as “Recreation and Food”. The variables personal security (-0.663) and attitudes of locals (0.633) were correlated with factor five, hence they were grouped into one and it was labeled as “Security and Locals Attitude”. The variables time to allow into the spot (0.753) and entrance fee charged (-0.614) were correlated with factor six, hence they were grouped into one and it was labeled as “Time allowed and fee”. The variable lighting (0.720) was correlated with the factor seven, it was labeled as “Lightings”. The variables accommodation (0.767), availability of drinking water (0.469) and fulfillment of expectations (-0.444) were correlated with factor eight, hence they were grouped into one and it was labeled as “Basic Expectations”. The variables guide facility (0.667) and approaches of tourism department (-0.662) were correlated with factor nine, hence they were grouped into one and labeled as “Tourism Department and Guide”. The variables shopping (-0.793) and communication facilities (0.454) were correlated with factor ten, hence they were grouped into one and it was labeled as “Shopping and Communication”. Further analyses were made with these reduced factors.

ANOVA on Tourist Spots and Satisfaction

The researcher analysed whether there was any difference between the level of satisfaction and tourist spots visited, gender and age of the respondents. For this purpose ANOVA test was applied and the results are presented subsequently. Table 3 presents results of ANOVA between level of satisfaction and tourist spots visited by the respondents. For this purpose the following null hypothesis was framed and tested subsequently.

H₀: There was no significant difference between tourism spot and satisfaction.

Table 3 shows that the calculated values of F-statistics of the factors transport, sanitation and cleanliness, road and information about spot, recreation and food, security and locals attitude, basic expectations and shopping and communication were statistically significant as shown by the results of P-value, hence the null hypothesis was rejected for the above factors and therefore there was significant difference between tourist spots and satisfaction on the above factors. The calculated values of F-statistics for the factors time allowed and fee, lightings and tourism department and guides were not significant, hence the null hypothesis was accepted for these cases and therefore there was no

significant difference between tourist spots and satisfaction on these factors.

It was also observed that tourists who visited Vaitheeswarankoil were more satisfied about transport (Mean score 3.80), road and information about spot (3.23), and time allowed and fee (3.66) and they were less satisfied about tourism department and guides (2.74). Tourists who visited Nagoor were more satisfied about security and locals attitudes (3.53) and tourism department and guides (3.02). Tourists respondents who visited Velankanni were more satisfied about sanitation and cleanliness (3.11), recreation and food (3.54), basic expectations (3.53) and shopping and communication (3.58). The tourist respondents who visited Poompuhar were less satisfied about transport (2.74). The respondents who visited Tharangampadi were less satisfied about sanitation and cleanliness (2.53), road and information about spot (2.84) and basic expectations (2.96). The mean score of the factors recreation and food, security and locals attitude, time allowed and fee and shopping and communication were more than 3 in all selected tourist spots, hence the respondents of all tourist spots were satisfied about these factors.

ANOVA between Gender and Satisfaction

In order to know whether there is any significant difference between level of satisfaction and gender of the respondents the following null hypothesis was framed and tested using ANOVA. The results are presented in table 4.

H₀: There is no significant difference between gender of the respondents and satisfaction.

Table shows 4 that the calculated values of F-statistics between gender of the respondents and the factors of satisfaction on transport, sanitation & cleanliness, security & locals attitude, time allowed & fee, basic expectations and shopping & communication were statistically significant as shown by the results of P-value, hence the null hypothesis was rejected and therefore there was significant difference between gender of the respondents and satisfaction on the above mentioned factors. The calculated values of F-statistics between gender and satisfaction on the factors road & information about spot, recreation & food, lightings and tourism department & guides were not statistically significant as per the results of P-value, hence the null hypothesis was accepted for the above factors and therefore there was no significant difference between gender of the respondents and satisfaction on the above factors. It was also found from the table 4 that male respondents were more satisfied on the factors transport (Mean value 3.19), recreation & food (3.36), security & locals attitude (3.46), time allowed & fee (3.57) and shopping & communication (3.43). Female respondents

were more satisfied on the factor basic expectations (3.31). Both male and female respondents were not satisfied much on the factors of sanitation & cleanliness, road & information about spot, lightings and tourism department & guides.

ANOVA between Age and Satisfaction

In order to know whether there was any significant difference among respondents on the basis of their age on level of satisfaction a null hypothesis was framed and it was tested by using ANOVA and the results are presented in table 5.

H₀: There is no significant difference between age of the respondents and satisfaction.

It was observed from table 5 that the calculated values of F-statistics were significant between age of the respondents and satisfaction on the factors of transport, sanitation & cleanliness, recreation & food, security & locals attitude, lightings, shopping & communication as per the results of P-value, hence the null hypothesis was rejected and therefore there was significant difference between age of the respondents and satisfaction on above factors. The calculated value of F-statistics between age of the respondents and

satisfaction on the factors of road & information about spot, time allowed & fee, basic expectations, tourism department & guides were not significant as shown by the results of P-value, hence the null hypothesis was accepted for the above factors and therefore there was no significant difference between age of the respondents and satisfaction on the above factors.

Respondents under the age group of below 30 years were more satisfied on the factors security & locals attitude (Mean value 3.54) and shopping & communication (3.53). Respondents between the age group of 31 and 40 years were more satisfied on the factor recreation & food (3.40). Respondents under the age group between 41 and 50 years were more satisfied on the factors road & information about spot (3.10) and basic expectations (3.35). Respondents under the age group between 51 and 60 years were more satisfied on the factors transport (3.29), sanitation & cleanliness (3.13) and time allowed & fee (3.64). Respondents who were more than 60 years of age were more satisfied on the factor transport (3.29). Respondents under any age group were not satisfied much on the factors lightings and tourism department & guides.

Table 1: Total Variance Explained: Satisfaction on various factors

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Eigen values	% of Variance	Cumulative %	Eigen values	% of Variance	Cumulative %
1	1.983	8.624	8.624	1.631	7.091	7.091
2	1.547	6.727	15.351	1.467	6.377	13.468
3	1.466	6.373	21.723	1.431	6.223	19.691
4	1.433	6.230	27.953	1.378	5.993	25.683
5	1.268	5.515	33.468	1.369	5.951	31.635
6	1.214	5.278	38.746	1.254	5.453	37.088
7	1.188	5.163	43.910	1.238	5.383	42.470
8	1.150	5.000	48.910	1.226	5.331	47.801
9	1.103	4.795	53.704	1.209	5.257	53.058
10	1.046	4.547	58.251	1.195	5.194	58.251
11	.996	4.330	62.582			
12	.931	4.046	66.628			
13	.906	3.939	70.567			
14	.874	3.802	74.369			
15	.836	3.634	78.003			
16	.783	3.403	81.406			
17	.732	3.184	84.589			
18	.696	3.028	87.617			
19	.648	2.817	90.434			
20	.613	2.667	93.101			
21	.607	2.638	95.739			
22	.507	2.205	97.944			
23	.473	2.056	100.000			

Note: Extraction Method: Principal Component Analysis and Rotation Method: Varimax with Kaiser Normalization **Source:** Computed from Primary data

Table 2: Factor Analysis: Satisfaction on various factors (Rotated Component Matrix^a)

Factors	Component										Factor Name	
	1	2	3	4	5	6	7	8	9	10		
Transport	0.726											Transport
Connectivity between railway station to the spot	0.488											
Local transport	0.462											
Cleanliness		0.755										Sanitation & Cleanliness
Sanitation facilities		0.588										
Road facility			0.754									Road & Information about Spot
Signboards about the spot			0.721									
Recreational facilities				0.702								Recreation and Food
Refreshment facilities				0.553								
Boarding facilities				-0.462								
Availability of food				0.413								
Personal security					-0.663							Security & Locals Attitude
Attitude of locals					0.633							
Time to allow into the spot						0.753						Time Allowed & Fee
Entrance fee charged						-0.614						
Lightings							0.720					Lighting
Accommodation								0.767				Basic Expectations
Availability of drinking water								0.469				
Fulfillment of expectations								-0.444				
Guide facility									0.667			Tourism Department & Guide
Approaches of tourism department									-0.662			
Shopping											-0.793	Shopping and Communication
Communication facilities											0.454	

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization.

Source: Computed from primary data

Table 3: Mean, Standard Deviation, F-Statistic and P-Value of Gender and Satisfaction

Sl. No.	Variables	VK		NG		VL		PK		TP		F-Stat	P Value
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
1	Transport	3.80	0.46	3.22	0.56	3.26	0.56	2.74	0.67	2.77	0.47	37.066	0.000
2	Sanitation & Cleanliness	2.54	0.70	3.02	0.81	3.11	0.88	2.57	0.84	2.53	0.70	7.862	0.000
3	Road & Information about spot	3.23	0.59	3.03	0.75	3.04	0.90	2.95	0.75	2.84	0.71	4.130	0.037
4	Recreation and food	3.36	0.40	3.31	0.55	3.54	0.42	3.34	0.57	3.12	0.56	5.423	0.000
5	Security & Locals attitude	3.42	0.77	3.53	0.82	3.42	0.75	3.41	0.87	3.36	0.90	5.368	0.002
6	Time allowed & Fee	3.66	0.91	3.50	0.78	3.58	0.73	3.44	0.92	3.33	0.87	1.326	0.260
7	Lightings	2.72	1.03	2.83	1.11	2.78	1.01	2.93	1.07	2.75	1.00	0.393	0.814
8	Basic expectations	3.50	0.49	3.46	0.60	3.53	0.68	2.98	0.71	2.96	0.56	13.214	0.000
9	Tourism department & Guides	2.74	0.77	3.02	0.93	2.78	0.78	2.88	0.78	2.99	0.82	1.333	0.258
10	Shopping & Communication	3.38	0.86	3.31	0.88	3.58	0.78	3.51	0.96	3.24	0.86	8.579	0.000

Source: Primary Data

VK – Vaiteeswarankoil; NG – Nagore; VL – Velankanni; PK – Poompuhar; TP – Tharangampadi

Table 4: Mean, Standard Deviation, F-Statistic and P-Value of Gender and Satisfaction

Sl. No.	Variables	Male		Female		F-Stat	P Value
		Mean	SD	Mean	SD		
1	Transport	3.19	0.68	3.06	0.65	5.315	0.019
2	Sanitation & Cleanliness	2.70	0.84	2.88	0.78	6.880	0.001
3	Road & Information about spot	3.03	0.76	3.00	0.74	0.069	0.793
4	Recreation and food	3.36	0.50	3.27	0.55	1.542	0.215
5	Security & Locals attitude	3.46	0.84	3.33	0.77	7.519	0.000
6	Time allowed & Fee	3.57	0.83	3.33	0.87	4.759	0.030
7	Lightings	2.83	1.01	2.74	1.12	0.458	0.499
8	Basic expectations	3.28	0.67	3.31	0.65	8.191	0.000
9	Tourism department & Guides	2.92	0.81	2.79	0.85	1.654	0.199
10	Shopping & Communication	3.43	0.87	3.33	0.88	7.885	0.000

Source: Primary Data

Table 5: Mean, Standard Deviation, F-Statistic and P-Value of Age and Satisfaction

Sl. No.	Variables	<30 Years		31-40 Years		41-50 Years		51-60 Years		>60 Years		F-Stat	P Value
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
1	Transport	3.14	0.77	3.09	0.69	3.06	0.60	3.29	0.61	3.29	0.62	5.484	0.000
2	Sanitation & Cleanliness	2.52	0.69	2.61	0.87	2.69	0.67	3.13	0.86	3.01	0.80	5.866	0.000
3	Road & Information about spot	3.04	0.76	3.02	0.78	3.10	0.72	2.98	0.74	2.95	0.75	0.282	0.890
4	Recreation and food	3.34	0.45	3.40	0.51	3.35	0.60	3.22	0.53	3.28	0.51	6.099	0.000
5	Security & Locals attitude	3.54	0.81	3.42	0.84	3.45	0.77	3.51	0.83	3.21	0.80	6.194	0.000
6	Time allowed & Fee	3.44	0.89	3.53	0.84	3.39	0.70	3.64	0.89	3.49	0.91	0.590	0.670
7	Lightings	3.04	1.27	2.72	1.02	2.80	0.98	2.77	1.02	2.77	0.87	5.881	0.000
8	Basic expectations	3.15	0.66	3.33	0.67	3.35	0.63	3.33	0.76	3.23	0.56	0.884	0.474
9	Tourism department & Guides	2.93	0.92	2.85	0.80	2.84	0.71	3.00	0.90	2.83	0.78	0.398	0.810
10	Shopping & Communication	3.53	0.79	3.47	0.85	3.25	0.91	3.32	0.90	3.33	0.95	5.967	0.000

Source: Primary Data

CONCLUSION

Repeated visits of tourists and attracting new tourists will increase income of tourist spots and will standard of living of the people who live in and around the spot. Tourists will come again to a particular tourist spot only when they are satisfied about various aspects such as transport, food, accommodation, safety and security, parking, shopping and so on. Hence the researcher has made an attempt to study satisfaction of tourists in select tourist spots in Nagapattinam district. The results of the study indicated that level of satisfaction and tourist spots were significantly differed for the factors transport, sanitation & cleanliness, road & information boards, recreation & food, security & locals attitude, basic expectations and shopping & communication. The study also found significant difference between level of satisfaction and gender of the respondents on the factors transport, sanitation & cleanliness, security & locals attitude, time allowed & entrance fee, basic expectations and shopping & communication. Significant difference was found between age of the respondents and level of satisfaction on the factors of transport, sanitation & cleanliness, recreation & food, security & locals attitude, lightings and shopping & communication.

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