



A STUDY ON TOURIST OPINION IN MADURAI DISTRICT

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ABSTRACT:

The tourism industry offers an opportunity to earn foreign exchange at a low social cost. It stimulates the rate of growth of the overall economy because of its immense growth potential. In addition, under certain situations it also functions as an important industry, promoting diversification of the industrial structure as well as augmenting regional development of backward areas. In many underdeveloped and developing countries, it is an important sector that provides employment, propagates cultural and ethnic values, and ensures sustainable economic development. The tourism industry strengthens national integration and enriches social interaction. 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. It is an important segment of the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income, and creation of employment opportunities. Tourism is the third largest foreign exchange earner for India.

KEYWORDS:

TOURISM, HANDICRAFTS, ECONOMY, MADURAI, CULTURAL VALUES, ETHNIC VALUES.

1.1 INTRODUCTION

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. The significant feature of the tourism industry is that it employs a large number of people and generates employment opportunities, particularly in remote and backward areas. It also contributes to the economic development of an area and a country as a whole. Due to the increase of both domestic and foreign tourist arrivals to India, Indian planners have given high priority to the expansion of infrastructural facilities.

1.2 STATEMENT OF THE PROBLEM

The problems faced by the domestic tourists of the tourism promotional agencies are also taken into consideration for this study. Hence the present study focuses on the attitude of domestic tourists in Madurai district. It also focuses on the various monuments, festivals, and attractive places of Madurai District.

1.3 REVIEW OF LITERATURE

P C Sinha (2002) in his book titled "Tourism Transport and Travel Management" focuses on various crucial issues regarding modern international tourism. It analyses problems relating to the transportation of tourists. It considers various issues relating to demand and

motivation for tourism travel management. The book studied in detail the various modes of transport like rail, road, water, and air transport and their problems. The stimulus-response model of buyer behavior is applied in this study to analyze the factors influencing the personal interest of tourists. The socio-cultural factors which influence tourist behavior are studied in detail.

1.4 OBJECTIVES OF THE STUDY

The study was aimed to address the following objectives

- To analyze the profile of the tourists visiting Madurai.
- To find out the mode of transportation used by the tourists.
- To assess the various sources consulted to be aware of the destination.
- To evaluate tourists' opinions about the destination.
- To provide better suggestions for improvement of tourism.

1.5 RESEARCH DESIGN:

The source of the project is fully based on the Primary data and Secondary data.

PRIMARY DATA

This study has used primary data for collecting primary data for gathering essential information. A very much

organized survey was dispersed to the individual in the form of Google Forms. For this study, primary data were collected from around the Madurai district.

The primary data were obtained through a market survey by Questionnaire method in Madurai region.

SECONDARY DATA

Secondary data are those which have been already collected by someone else and which already had been passed through the statistical process. The secondary data was collected through websites, books, and magazines.

SAMPLE SIZE:

50 Samples are collected by Google form.

SAMPLING METHOD:

- Convenience Sampling technique
- The Population is large and the time for the project is limited, urged to choose the technique

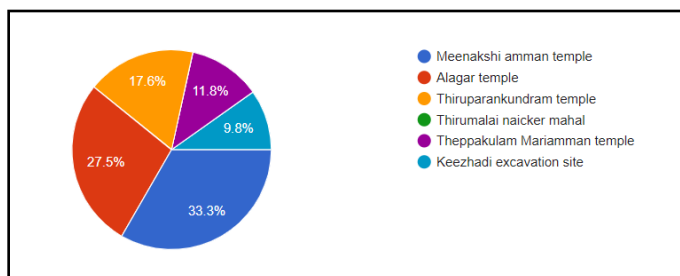
1.6 DATA ANALYSIS:

The data collected were categorized and tabulated. Various aspects of the themes under study and the observations made from the data were discussed in detail.

TABLE 1.6.1 MOST VISITED PLACES OF RESPONDENTS

PURPOSE OF VISIT	NUMBER OF RESPONDER	PERCENTAGE
Meenakshi Amman Temple	17	33.3
Alagar Temple	14	27.5
Thiruparankundram Temple	9	17.6
Thirumalai Naicker Mahal	0	0
Theppakulam Mariamman Temple	6	11.8
Keezhadi Excavation Site	5.6	9.8
Total	50	100

PIE CHART:



INTERPRETATION:

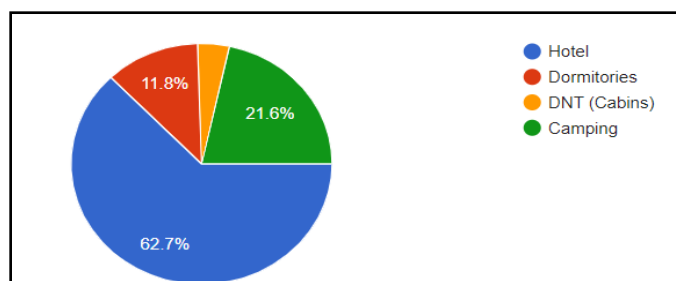
The researcher identifies the purpose of the visit of tourists which is an important factor for tourism development. Of the 50 tourists surveyed, 33.3% are

coming to the Meenakshi Amman temple, 27.5 % for Alagar temple and 17.6% for Thiruparankundram.11.8% for Theppakulam Mariamman temple.9.8% for the Keezhadi excavation site. The study reveals that the majority (33.3%) of the tourists come to Meenakshi Amman temple. Most of the tourists are coming to visit the Meenakshi Amman temple.

TABLE 1.6.2 BOOKING RESPONDENTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Hotel	32	62.7%
Dormitories	6	11.8%
DNT Cabins	2	3.9%
Camping	11	21.6%
Total	50	100%

PIE CHART:



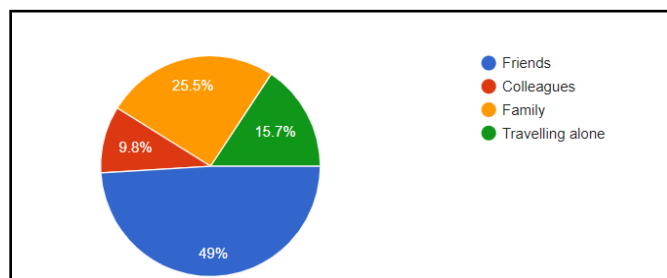
INTERPRETATION

The researcher attempts to study the person who accompanies the tourists. 62.7% of tourists are accompanied by a hotel.21.6% of tourists are accompanied by camping. 11.8% of tourists are accompanied by dormitories. 3.9% of tourists are accompanied by DNT(cabins). Most of the tourists are choosing to stay in hotels.

TABLE 1.6.3 LIKE TO TRAVEL WITH YOU, RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Friends	25	49%
Colleagues	5	9.8%
Family	13	25.5%
Travelling alone	8	15.7%

PIE CHART:



INTERPRETATION

The study indicates the majority 49% of tourists travel with their friends, 25.5% of tourists travel with their family, or 15.7%travelling alone, and 9.8% of tourist travel with their colleagues.

FINDINGS:

- The majority of the tourists are coming with friends.
- The majority of the tourists are booking hotels to stay.
- The majority of the tourists are visiting the Meenakshi Amman Temple.

CONCLUSIONS

Tourism plays an important role in the economy for most of the countries. The World Tourism Organization defines tourism more generally, in terms that go "beyond the

common perception of tourism as being limited to holiday activity only ", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes". The tourism industry gives various opportunities in the country and also suggested that the Madurai Railway Junction should be developed and upgraded with all facilities, arrange for foreign and domestic planes should be operated from various places.

REFERENCES

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