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Analysis of Socio, Economic Impact on Tourism Development in Nagapattinam District using in SPSS

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ABSTRACT

The present paper analyze about the tourism of Nagapattinam district with various dimensions. "Coastal and marine tourism includes those recreational activities which involve travel away from one's place of residence which have as their host or focus the marine environment and/or the coastal zone." ICMTS. The present study analyzed using the Simple statistical methods, Chi square Test, ANOVA Test and SPSS Factor analysis. Nagapattinam is a developing district and it also a major pilgrimage centre for Hindu, Christians and Muslim. So the district has the religious values. It also having the coastal tourist spots of Kodyakkarai, Tharangambadi, Poombuhar and Velankanni. From the findings there is significant development in economy of Nagapattinam district due to tourism. In general, Nagapattinam district has enormous the potential to attract tourists which will generate employment opportunities economic status of the people.

Key words: Tourism, Development, Determining factors, social impact.

INTRODUCTION:

Tourism is a Major industry and it plays a essential role in the economic progress of a country. It gives immense pleasure to the people. So people desire to seen various places and have interest to see different places. The number of Foreign Tourist Arrivals (FTAs) in India during 2018 increased to 10.56 million as compared to 10.04 million in 2017. The growth rate in FTAs during 2018 over 2017 was 5.2% as compared to 14.0% during 2017 over 2016 (India Tourism Statistics 2019. According to India Tourism Statistics 2019,"Tourism continues to play an important role as a foreign exchange earner for the country. In 2018, foreign exchange earnings (FEE) from tourism were US\$ 28.59 billion as compared to US\$ 27.31 billion in 2017, registering a growth of 4.7%." According to United Nations World Tourism Organization (2020, "Travel as the activity of moving between different locations offense for any purpose but more so for

leisure and recreation. People are mostly attracted to coastal areas and beaches because they get the peaceful atmosphere and more pleasure to enjoy. They feel relaxed to see the blue oceans from their daily hectic life.

STUDY AREA:

The East of Tamilnadu is a Coastline and it is shared by 13 districts including Nagapattinam. This district has an area of 2715.83 kms. Nagai district is divided into 2 revenue divisions namely Nagapattinam and Mayiladuthurai. It has 8 Taluks and 4 Municipalities. The Latitude and Longitudinal location is The district is geographically locates between 10° 10' and 11° 50' North latitude and between 79° 30' and 79° 50' East longitude.

METHODOLOGY:

The study is based on both primary and secondary data. Respondents were picked from the various tourism destinations in Nagapatinam district. 150 tourist respondents were collected in which domestic tourists and foreign tourists. In this study, the data were analysed by using statistical methods like Chi-square test, Factor Analysis method and Simple percentage analysis by the help of SPSS.

OBJECTIVES:

1. To study about the socio economic background of the Tourists in Nagapattinam District.
2. To find out the factors determining the tour plan of respondents.
3. To analyze the development and environmental awareness of the tourist.

Demographic details of the Respondents:

The total number of 150 visitors completed the demographic questionnaires. The breakdown of gender was 50.7% male and 49.3% female. 47.3% of respondents are below 25 age group and 38% of people are 26 to 40 age group. It indicates young people willing to go tours and especially coastal areas. From this study 62% of respondents were married and 38% are unmarried. From the observations 32% of Tourists came from nearby areas. 67.3% of tourists were belongs to Tamil nadu State and 32% of respondents foreigners. From this study 65.3% of respondents were Hindus, 18% and 16.7% are Christian and Muslims respectively. 67.3% of respondents Speak Tamil, 32% English and 1% other languages.

15.3% of respondents are completed PG and Above, 34% UG degree, 1% Diploma, 29.3% High school, 3.3% middle school and 4% illiterate and primary. 10% of visitors are government employees, 31.2% private sector, 30.7% business and 28% tourists belongs to daily labors 30.7% of tourists said their annual income was above 50000, 12.7% earn 10 to 20000 and 26% of tourists annual income was below 10,000

36.7% of the respondents prefer to visit Environment related tourist places. 21.3 percent of the respondents visit tourist places with their business work. 19.3% of respondents interested to visit recreation purpose and 6.7% of respondents visit as a educational tour.

TABLE 1**DEMOGRAPHIC AND ECONOMIC BACKGROUND OF THE RESPONDENTS**

S.No.	DETAILS	CATEGORY	PERCENTAGE
1.	Age	Below 25	47.3
		26 to 40	38.0
		Above 41	14.7
2.	Gender	Male	50.7
		Female	49.3
3.	Educational Qualification	Illiterate	4.0
		Primary School	4.0
		Middle School	3.3
		High School	29.3
		Diploma	10.0
		UG Degree	34.0
4.	Occupation	PG and Above	15.3
		Daily Labor	28.0
		Business	30.7
		Private	31.3
5.	Income	Government	10.0
		Below 10000	26.0
		10001 to 20000	12.7
		20001 to 30000	9.3
		30001 to 40000	16.0
6.	Nationality	40001 to 50000	5.3
		Above 50001	30.7
6.	Nationality	Indian	68
		Foreigner	32
7.	Religion	Hindu	65.3
		Muslim	18.0
		Christian	16.7

Compiled by Author

TABLE 2**ENVIRONMENTAL DEVELOPMENT OF THE STUDY AREA**

S.No.	VARIABLE NUMBER	NAME OF THE VARIABLE	FACTOR LOADING
1	34	Protect Monuments	.500
2	33	Promote Nature	.435
3	23	Income	.434
4	32	Select the Nature	.386
5	35	Promote desire to select the nature	.379
6	31	Natural Environment Protect	.359
7	25	Income Tax	.237
8	21	Expenditure	.165
9	24	Job Opportunities	.162
10	29	New Occupation Started	.129
11	47	Road Maintenance	.128
12	30	Foreign Exchange	.089
13	44	Basic Expenditure	.089
14	45	Shortage of labour	-0.225

Compiled by Author

Table 2 gives the results of factor analysis for the factors of Awareness on environment and Development of environment of the respondents in the study area. Thirty two factors were reduced into seven factors by using factor analysis. The factors protect Monuments (.500, Promote nature (.435, Select the natural environment (.386, Promote desire to select the nature (.379 , Natural environment protect (.359 were highly correlated with factor 1, so they grouped into one and titled as Environmental development and awareness. The Eigen value 7.077, % of variance 28.674.

TABLE 3
TRANSPORT AND EXPENDITURE

S.No.	VARIABLE NUMBER	NAME OF THE VARIABLE	FACTOR LOADING
1	7	Distance came from	.826
2	19	Accommodation	.573
3	8	Religion	.348
4	10	Educational Qualification	.337
5	20	Food	.282
6	33	Promote Nature	.127
7	26	Transport cost	.100
8	36	Civilized life	.056
9	12	Annual Income	.035
10	43	Land cost Rise	-0.082
11	47	Road Maintenance	-0.124

Compiled by Author

Table 3 gives the informs about tourist travel distance (.826, Accommodation (.573, Education (.337, Food (.282 and Road maintenance (-.124. from the analysis people willing to see best places and also not bother about the distances. They spend more money to Accommodation, food and Transport. The road maintenance was not good in the study area. The Eigen value 3.022, % of variance 12.244 and Cumulative percentage 40.918.

TABLE 4
ROLE OF ECONOMY IN TOUR

S.No.	VARIABLE NUMBER	NAME OF THE VARIABLE	FACTOR LOADING
1	11	Occupation	.750
2	12	Annual Income	.660
3	10	Educational Qualification	.484
4	20	Food	.298
5	19	Accommodation	.193
6	34	Protect Monuments	.123
7	1	Age	.102
8	25	Income Tax	.059
9	3	Marital Status	-.067
10	30	Foreign Exchange	-.089
11	2	Gender	-.161

Compiled by Author

Occupation (.750, Annual Income (.660, Education (.484, are play an important role to make a tour. Expenditure items like Accommodation (.193, Food (.298, and Age (.102, Gender (-.161 are controlling factors of tour. Eigen value 2.405, % of variance 9.745 and cumulate % 50.663.

Table 5
ENVIRONMENT AND ECONOMIC PROBLEMS

S.No.	VARIABLE NUMBER	NAME OF THE VARIABLE	FACTOR LOADING
1	21	Expenditure	.618
2	10	Educational qualification	.231
3	43	Land cost rise	.104
4	33	Promote Nature	.103
5	34	Protect Monuments	.076
6	32	Select Nature	.075
7	42	Price Rise	.025
8	44	Basic Expenditure	-.051
9	36	Civilized life	-.124

Compiled by Author

Table Five indicates the economic impact of tourism. Expenditure factor (.618). Its impact is Land cost rise (.104), Price rise in all products. Tourism impact reflects the civilization and local culture. Eigen value 2.265, % of variance 9.176, Cumulative % 59.838. Eigen value 1.545, 1.128 and 1.064 represents respectively Role of Education in Environmental awareness, Protect the Environment and Overall attitude.

HYPOTHESIS 1

NULL HYPOTHESIS: There is Relationship Between Annual Income and Nature of Tour.

TABLE 6

RELATIONSHIP BETWEEN ANNUAL INCOME AND NATURE OF TOUR

Chi -Square Test

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	77.972 ^a	40	.000**
Likelihood Ratio	72.567	40	.001**
Linear-by-Linear Association	18.426	1	.000**
N of Valid Cases	150		

1. ** denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with regard to all the Statements on related to Income. Hence the opinion regard to all the Statements on Income level of Employees is not equal to average level. From the test there is close relationship between the income and determining the tour. Income determine the arrange a tour, nature of tour and tourist spot.

TABLE 7

IMPACT ON ECONOMIC DEVELOPMENT ON SUBSTANCES AND INCOME OF PEOPLE

	Income	Job Opportunities	Income. Tax	Transport	Shops	Impact Global Economy	New occupation Started	Foreign exchange
Chi-Square	58.440 ^a	138.280 ^a	59.080 ^a	72.520 ^a	1.313E2 ^a	64.480 ^a	139.360 ^a	85.240 ^a
df	2	2	2	2	2	2	2	2
Asymp. Sig.	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to Factors of Income, Job Opportunities, Income tax, Transport, Shops, New Occupation and Foreign Exchange. Tourists directly and indirectly help to increase the economy of tourist places. Tourism is a major industry and it helps the country's economic development. There is a positive correlation between the arrival of tourists and economic development of the tourist places. Development seen in the Income and subsidence of people in the study area (.000). Tourism gives a lot of job opportunities to the local people (.000). Implement of Taxation affects the Economy (.000) . All products have a tax. Transport facilities improved due to tourism (.000). Shops are increased like Shopping centers, motels, snack stalls, toys stalls monumental shops,

handicrafts and local products etc., increased due to the tourism and direct and indirectly increasing the Economy and job opportunities. Low impact of Globalization is seen in the study area(.000). Tourism industry encourages the new occupations (.000). Tourism receives foreign exchange and develops the economy of the Study area.

TABLE 8
ASSOCIATION BETWEEN TOURISTS VISIT AND ENVIRONMENTAL PROBLEMS (ANOVA)

		F	Sig.
No Pollution	Between Groups	.396	.674
	Within Groups		
Impact on Agri land	Between Groups	1.888	.155
	Within Groups		
Cost of living	Between Groups	.490	.613
	Within Groups		
Reduce open space	Between Groups	3.226	.043
	Within Groups		
Floral. Destruction	Between Groups	2.016	.137
	Within Groups		
Monuments. Destruction	Between Groups	.068	.935
	Within Groups		
water. Shortage	Between Groups	.557	.574
	Within Groups		
Origin of highbred Species	Between Groups	.189	.828
	Within Groups		
Change.in.Reproduction	Between Groups	1.081	.342
	Within Groups		

The P value is above 0 .051 the Null Hypothesis is Accepted at 5% of significant. The factors are not significant. The factors of No Pollution, Impact on Agricultural land, Expenditure on substances, Reduce the Open space, Flora and fauna destruction, Destruction of Monuments, Origin of highbred Species, Changes in Reproduction are analyzed. From the Analysis there is no significant is identified. From the visitors the area is Polluted (.674) .The study area is basically a rural area. The agricultural land was situated away from the coastal tourism areas. So there is no impact on agricultural lands (.155), Cost of living (.613), Reduce open space .043, Floral. Destruction (.137), Monuments. Destruction (.935,) water. Shortage (.574,) Origin of highbred Species (.828,) Changes in Reproduction (.342). From the analysis there is no Environmental problems identified in the study area. Because it is a rural area, it is a developing area. The population and the tourist visitors low compare to other coastal areas like especially, marina beach, nagapattinam (kodikkarai), thanuskodi and kanniyakumar.

CONCLUSION:

From the study we conclude that tourist desire to visit the coastal areas of Kodiakkarai, Nagapattinam beach, Poombuhar, Tranquebar (Tharangambadi) and Vedaranniyam. 32.7% of Tourists came from Above 250 kms. 25.3% of visitors belongs to 51 to 100 km distance. 41.3% of tourists are visit the place every year. People said Drinking Alcohol in tourist places 86.7%, No smugglings in the study area 93.3%, no necessary changes in the life style of local people 68.7%, 62% of people replied no changes in the settlements, 69.3% of visitors told no changes in customs, no destructions in natural resources 57.3%. Tierney et al. (2011) investigated the current attitudes of tourists from the general population and found that many tourists support green and environmentally responsible practices in the tourism industry. Lauren Jackowitz (2016) et.al There is no significant difference in environmental behavior based on the preference level of tourists in environmentally responsible tourism. The higher the level of environmental preference reflected a higher score for environmental behavior. R. Karthi (2012) et.al Based on the analysis and findings, it is concluded that the Tamilnadu tourist department is at present concentrating much on the development of this sector. But at the same time, they should conduct periodical visit to all the tourist spots and interview the tourist to know about their grievance when they visit various places. In the Study area Positive economic development is identified. Economy is one of the major factor determining the visiting tourist places. Respondents said there is no water shortage in the study area. T.Suba (2018 et.al) said that some basic amenities like sanitary, hygienic, transport , road and water facilities were not up to the level of expectation of the tourist and hence necessary steps should be taken to fulfill the lacunas.

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