



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

PROBLEMS FACED BY TOURISTS IN DINDIGUL DISTRICT WITH REFERENCE TO KODAIKANAL

Dr. A.S. Vijay Anand

Assistant Professor and Head, Department of Tourism, Government Arts College, Udumalpet

Abstract: Tourism is one of the largest businesses in the world. It contributes a major share of foreign exchange earnings to every country. Throughout the world, tourism has emerged as a major sociological and economical factor. The turnover figures are indeed tremendous. Objectives of the study to analyze problems faced by tourists in Kodaikanal. Methodology, Data were collected from both primary and secondary sources. The primary data were collected through interview schedule. Journals, newspapers, magazine and e-articles form the secondary source. Data collected from the tourists in Kodaikanal using convenient sampling techniques used. The sample size composed from 100 tourists visiting in Kodaikanal. Stastical tools such as simple percentage, fried man rank test have been used to analyze the primary data. Findings of the study, The tourists have given first rank to parking facilities which has a mean value 6.90, second rank to lack of communication lines at the hills which has a mean value of 6.76 and lack of accommodation and restaurant, no lifesaving security at the lake, remote location, lack of rest room & sanitation facility and lack of medical facilities problems showing mean ranks of 5.38, 5.38. 5.22. 4.95. 4.50 and 4.20 respectively. Suggested this study, Creation of more hotels and accommodation and improve basic amenities such as roads, electricity, water, transport and communication services as there will bring more tourists come to the destination. Conclude this study. Youngsters visit Kodaikanal more than the children and aged people. The tourists are able to visit Kodaikanal independently without the help of travel arrangements or tour operators.

Key words: Accommodation. Rest room, amenities, etc.

INTRODUCTION

Tourism today is one of the fastest growing industries throughout the world. Though the third world share a small slice of the growth, in a large number of developing countries tourism is an important economic force and its study is of increasing academic and practical interest. A large number of developing countries today are aware of the potential benefit of tourism and most of those having suitable infrastructure are well ahead in the way of exploiting this avenue for economic development. Tourism can earn not only foreign exchange but also a lot of Government revenue by way of taxes. It generates mostly indirect taxes for the Government.

Like any other industry, tourism industry comprises a number of enterprises dealing with the sale of goods and services tourist. The industry has been given the greatest impetus by many enterprises. Like hotels, restaurants, tour operator's entertainment houses and a large variety of shopkeeper are its principle beneficiaries. Now people prefer travelling and Government earn huge foreign exchange through such travel. Hence tourism has assumed the role of industry and Government pay much attention to development of tourism.

KODAIKANAL - AN OVERVIEW

Kodaikanal is a hill town in the Dindigul District of Tamil Nadu situated in the southern part of India. It is popularly known as the "Princess of Hill stations" and its history can be traced back to the period of the Britishers as they were the people who were instrumental in identifying it as a popular destination. Actually Kodaikanal was established as a place of asylum in order to escape from the high temperatures prevailing during summer and to protect oneself form the tropical diseases prevalent in the plains especially developed from mosquitoes.

Kodaikanal is a town located in the upper portion of Palani Hills as an escarpment between the parappan and Gundar valley. The total area is 21.45 km² (8.28 sq mi) and the elevation is 2,133 m (6,998 ft). The density of the population is 1,100/km² (3,000/sq mi). The average summer temperature is 19.8°C (67.6°F) and the average winter temperature is 8.3 °C (49.9°F).

Tourism contributes to the major income of the people of Kodaikanal. Much of the local economy is based on the hospitality industry serving tourism. The tourist destinations at Kodaikanal are Berijam Lake, Bryant Park, Shenbaganur Museum, Boat Club,

Kodaikanal Lake, Coaker's Walk, Guna Cave (Devil's Kitchen) KurinjiAndavar Temple, Silver Cascade falls, Bear Shola Falls, Pillar Rocks and Dolphin's Hose.

TOURIST

The World Tourism Organization defines a tourist as temporary visitor, whose purpose of visit may be for pleasure. Visitors are further distinguished as "day visitor or excursionist". Who stays less than 24 hours, and the tourist who stays longer than 24 hours. It further says that tourists who are temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following headings: leisure (recreation, health, study, religion and sports), business, family, mission and meeting.

REVIEW OF LITERATURE

Manimekalai&Karthik (2017) entitled "Tourist's expectation and satisfaction towards amenities in Udhagamandalam" in their objectives of the study analyze tourists expectation and satisfaction towards amenities in Ooty. Methodologies of this study, both primary and secondary data were used. Purposive random sampling technique is used to select the sample of 400 respondents in this study. The various statistical tools used in this study are simple percentage analysis, standard deviation, weighted average and factor analysis. The research work was carried out for the period of 1 year starting from June 2015 to May 2016. In their findings drinking water facility, totally 63% of the respondents are satisfied, of which 30% are having higher level of satisfaction. 37% of the respondents are totally satisfied with transport facility which was provided by both public and private, out of which 14% are having higher level satisfaction. 45% of the respondents are totally satisfied with commercial tourist attractions, of which 19% are having higher level satisfaction. In communication services 40% of the respondents are totally satisfied, of which 11% are having high level satisfaction. 36% of the respondents are totally satisfied with banking services which was offered by both public and private, out of which 12% are having high level satisfaction.

Kumaran, Kannan and Milton (2013) entitled "Tourist satisfaction with cultural/heritage sites at Madurai" in their objectives of the study to find out the feelings and the general satisfaction of the tourists about the destination. Methodology of this study, both primary and secondary data were used. Simple random sampling technique has been used to select the sample of 100 respondents in this study. The various statistical tools used in this study are percentage analysis and weighted average method. In their findings majority of the tourists expressed staying in this destination is very valuable and they have good knowledge about the destination. Majority of the tourists are very much satisfied about the historical places, food, accommodation and kindness of the tour operator. Most of the tourists have dissatisfied about the tour operators communication skill, road links, local traffic, car parks, pedestrian area. Parks and green area and quality - price ratio. Most of the tourists felt satisfied about the kindness of the local people.

STATEMENT OF THE PROBLEM

The development of tourism in India is a fascinating subject. What makes it fascinating is its history. India's glorious traditions and rich cultural heritage are closely linked with the development of tourism. No doubt India is a tourist paradise from North to South, it has a number of tourist destination depending upon the taste of tourists. India has pleasing weather in Himalayas, Kulu, Simla, Darjeeling, and Ooty. These places also have an emerald scenic attraction. Further, it has beautiful elegant forts, historical places etc. Kodaikanal are a holy place in Dindiguldistrict, which attracts many people for religious and also for tourist purpose. The basic facilities like restaurants, accommodation, entertainment and shopping facilities are not available as comparing to other tourist areas.

OBJECTIVES OF THE STUDY

1. To analyze problems faced by tourists in Kodaikanal.

METHODOLOGY

Data were collected from both primary and secondary sources. The primary data were collected through interview schedule. Journals,newspapers, magazine and e-articles from the secondary source. Data collected from the tourists in Kodaikanal using convenient sampling techniques used. The sample size composed from 100 tourists visiting in Kodaikanal. Stastical tools such as simple percentage, fried man rank test have been used to analyze the primary data.

LIMITATIONS OF THE STUDY

The research study was confined to Kodaikanal only. Opinion of the respondents may be biased in nature. Therefore caution should be exercised while generalizing the results.

ANALYSIS AND INTERPRETATION

Table 1: Demographic profile of the Respondents

| S.No. | Factor | Demographic | No. of Respondents | Percentage |
|-------|----------------|---------------|--------------------|------------|
| 1 | Gender | Male | 60 | 60% |
| | | Female | 40 | 40% |
| | | Total | 100 | 100% |
| 2 | Age (in years) | 11 – 20 | 8 | 8% |
| | | 21 – 30 | 68 | 68% |
| | | 31 – 40 | 16 | 16% |
| | | 41 – 50 | 8 | 8% |
| | | Total | 100 | 100% |
| 3 | Occupation | Self-employee | 44 | 44% |
| | | Agriculturist | 12 | 12% |
| | | Private | 22 | 22% |
| | | Government | 22 | 22% |
| | | Total | 100 | 100% |
| 4 | Status | Single | 30 | 30% |
| | | Married | 70 | 70% |
| | | Total | 100 | 100% |
| 5 | Income | Below 5000 | 20 | 20% |
| | | 5001 – 10000 | 14 | 14% |
| | | 10001 – 15000 | 22 | 22% |
| | | Above 15000 | 44 | 44% |
| | | Total | 100 | 100% |
| 6 | Nationality | Indian | 100 | 100% |
| | | Total | 100 | 100% |

Source: Primary Data

The profile of the respondents is shown in the above table. The profile focuses on the demographics of the respondents. It shows that out of 100 respondents, 60 (60%) are male and it depicts the domination of male in tourism sector. 68 per cent of the respondents belong to the age group of 21 years to 30 years. As per the classification of occupation is concerned, the majority of the tourists are self-employees. Based on their family income, 44 per cent of the respondent's family income ranges above 15000. Moreover, 70% of the respondents are married. Totally all the respondents are Indian.

Table 2 : Fried Man Rank Test on Problems in the Destination

| Problems | Mean score | Ranks |
|---|------------|-------|
| Parking Facilities | 6.90 | 1 |
| Communication lines | 6.76 | 2 |
| Entertainment factors | 6.06 | 3 |
| Shopping facilities | 5.65 | 4 |
| Lack of Government involvement in maintenance | 5.38 | 5 |
| Lack of Accommodation, Restaurant | 5.38 | 6 |
| No lifesaving security in lake | 5.22 | 7 |
| Remote location | 4.95 | 8 |
| Rest room/sanitation facilities | 4.5 | 9 |
| Lack of medical facilities | 4.2 | 10 |

Source: Primary Data.

Table 2 shows the test result of fried man rank test for identifying the list of ranks of the problems faced by the tourists in Kodaikanal. The tourists have given first rank to parking facilities which has a mean value of 6.90, second rank to lack of communication lines at the hills which has a mean value of 6.76, third rank to lack of entertainment factors having a mean rank of 6.06, fourth rank to lack of shopping facilities having a mean rank of 5.65, fifth, sixth, seventh, eighth, ninth and tenth rank assigned to lack of Government involvement in maintenance, lack of accommodation and restaurant, no lifesaving security at the Lake, remote location, lack of rest room and sanitation facility and lack of medical facilities problems showing mean ranks of 5.38, 5.38, 5.22, 4.95, 4.50 and 4.20 respectively.

H_0 : There is no significant difference between mean ranks for respondent's problems towards while tourist in Kodaikanal.

Table – 3 Friedman Test

| No. of respondents | Calculated value | DF | P - value | S/SN |
|--------------------|------------------|----|-----------|------|
| 100 | 76.192 | 9 | .000** | S |

This table lists the result of the Friedman test. For these rankings, the chi-square value is 76.192, Degree of freedom is equal to the number of values minus 1. As 10 options are ranked, there are 9 degrees of freedom. It is clear from the above table that significance level is 0.000 at one percent level of significance. Hence the hypothesis is rejected. At least one of the variable differs from the others.

SUGGESTIONS

The Government should take effective steps to beautify Kodaikanal. Music fountains, theme parks, botanical garden should be in Kodaikanal so that tourists may visit even during off seasonal periods.

Take necessary steps for providing adequate parking space facility and providing adequate number of clean toilet facilities.

The economy of Kodaikanal is very much considered by tourists, the Government should take proper planning and publicity to arrive more number of tourists, domestic as well as foreigner.

Creation of more hotels and accommodation and improve basic amenities such as roads, electricity, water, transport and communication services as there will bring more tourists come to the destination.

CONCLUSION

Kodaikanal are visited mostly by male visitors, they come for rest and relaxation, Youngsters visit Kodaikanal more than the children and aged people. The tourists are able to visit Kodaikanal independently without the help of travel arrangements or tour operators. Kodaikanal are a very comfortable budget place for self-employees and private workers because they spend low amount of money to fulfill their basic needs.

REFERENCES:

1. D. Manimekalai& Dr. V. Karthik (2017). "Tourist's expectation and satisfaction towards amenities in Udthagamandalam", International Journal of Current Research and Modern Education (IJCRME), Vol: 2, pp 71 -78.
2. Dr. S. Kumaran& Dr. R. Kannan& T. Milton (2013). "Tourist satisfaction with cultural/heritage sites at Madurai", Asia Pacific Journal of Marketing & Management Review, Vol: 2 (3), pp 62 – 68
3. Bhatia. A.K., "Tourism Development", Sterling Publishers Pvt. Ltd., New Delhi, 1992.
4. www.indiantourism.org.
5. www.tamilnadutourism.org

