

A STUDY ON TOURISM (WITH SPECIAL REFERENCE TO PALANI)

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Abstract

Tourism is the world's largest and rapidly growing Global Industry. It widens our horizon promote understanding stimulate trade fosters fellow ship and equitable development of the country. The Earth with all its beauty is for the people to enjoy and explore new things. Travel for the purpose of pleasure is fascinations to mankind from the prehistoric time. Leisure with guest for pleasure and recreation is the force for the development of tourist travel. The increasing material wealth as a result of industrialization and the development of various modes of the transport facilities and organization of travel paid holidays and leave travel benefits are the basic motives for the development of tourism in recent years. The basic resources for the development of tourism are the various natural and cultural endowments. The diversified and the unique characteristic make each country and exciting and fascinating destination for tourist attraction.

Positioning tourism as a major engine of economic growth and harnessing its direct and multiplier effects on employment and poverty eradication in a sustainable manner by active participation of all segments of the society is the main objective of the tourism policy of Government of India. Tourism sector is one of the largest employment generators in the Country and it plays a very significant role in promoting inclusive growth of the less-advantaged sections of the society and poverty reduction. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been re-defined from that of a regulator to that of a catalyst.

Key words: Tourism, Visitors, Pilgrimage.

Introduction

“The totality of the relationship and phenomenon arising from the travel and stay of strangers provided the stay does not imply the establishment of permanent residence and is not connected with remunerated activities”.

-Hunzilher and Kraph

India is one of the amazing destinations for vacations that offer different blends that praise each one of us favour. The history of India goes back no less than 5000 years, making it one of the most cultured and fascinating tourist destinations throughout the world. The scenic hills stations, ladakh's old deserts, the valleys of Himachal, north-east's rain forecasts, the most cultured and inviting regions of Rajasthan, the exclusive beaches of

Goa, and last but not the least, the royal wildlife sanctuaries in India and its vibrant uniqueness in the Ayurveda, yoga and natural traits making this dream land as the discoverable destination among all tourist. Near about all cities and places of India have some or the other attractions to invite tourist.

Statement of the Problem

Palani is one of the important holy places in India. Large number of people are coming to palani as pilgrims. But this place is not only a place of pilgrimage but also a place which have enough potentiality to be developed as one of the finest tourist centres in Tamilnadu. The researcher is very much interested in knowing the growth of tourism industry and particularly promotion of Palani as a tourist centre.

Review of Literature

A review of such studies has been presented below.

Dr.G.Ganasan and Dr.K.ChandraSekar Rao have published a thesis on “The study on rural tourism marketing”. A strategy for global - local linkage had found out that rural tourism marketing not only has offered business opportunities to local residents but also it served as a vehicle for marketing a place to potential resident and firms.

M.Bhaskar Rao has submitted his thesis titled, “Tourists’ perceptions towards package tours”. This study analyses the socio-economic implications of tourism including enhancement of domestic and foreign exchange growth, employment generation, cultural assimilation and support to the local people. He identifies the motivators of tourism and studies the relationship between the socio-demographic factors of tourists and their preference towards package tours. The propensity to pleasure is considered to be the most important motivator of tourism.

G.Sathyanarayana, M.VRaghavalu and M.ReddiRamu have published a thesis on “Tourism and its impact on socio-economic sectors in developing countries”. The receipt from international tourism provides a valuable source of earnings from many countries both developed as well as developing. The economic development through a high level of international tourism may be the best option for developing countries.

Objectives

The present study has been done with the following objectives

- To find out tourist arrivals in Palani.
- To trace out the potential tourism destination in the study areas.
- To estimate the infrastructure available at Palani.
- To assess the economic influence of the tourist arrivals in Palani.

- To analyse the potentialities and way and means to promote Palani as a tourist centre.
- To analyse the problems of tourist in the study area.
- To offer suggestions to improve Palani as a tourist centre.

Scope of the Study

India has lot of innumerable tourist attractions like beautiful temples, hill stations, beaches, wild life sanctuaries and the like. The scope of the present study is to identify the tourist potentialities of Palani. There is enough scope to promote Palani as a tourist centre. Adequate care is not given to the maintenance of temple surroundings, and the conduct of various festivals. The researcher has attempted to study the various issues relating the interests of tourism at Palani.

Methodology

Both primary and secondary data are extensively used in this study. For the collection of primary data, a well-structured questionnaire has been used. Secondary data have been collected from journals, magazines, text books and web sites.

Tools used for Data Analysis

- Percentage Analysis
- Tables
- Garrett's Ranking Method
- Chart

Problems of Tourists

The researcher now proceeds to report the analysis of problems / difficulties encountered by the tourists. The problems are classified as problem of security, food, and accommodation facility, toilet facilities, lack of communication, absence of medical facilities, transport problems, absence of banking facilities (ATM), Language problem, environment problem, pestering of temple staff, safety in which/ rope car, which are listed in table.

- Problem of Security
- Food and accommodation facility
- Toilet facilities
- Lack of Communication
- Absence of medical facilities
- Language problem
- Environmental problem
- Pestering of temple staff and safety in winch/ rope car.

The respondents gave ranks to various reasons. The reasons are analyzed with the help of Garrett ranking technique. The Garrett's ranking technique is applied to rank the each reason. From these eleven problems the order of rank given by respondents was converted into rank by using the formula.

$$\text{Percent position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where,

R_{ij} - Rank for the i^{th} reason by the j^{th} individuals.

N_j - Number of reasons ranked by the j^{th} individuals.

The above formula was used to find out the present position of each rank. Then, for each factor, the scores were added to get the total score and divided by the number of interviews who responded to it in order to get the mean score. The values of mean score for all the eleven problems are arranged in descending order and the ranks were given to identify the most important problems.

Problems of Tourists

Problems	Ranks											Total
	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	
Problems of Security	22	17	21	26	18	25	32	18	18	17	20	200
Food and accommodating facility	37	9	10	5	9	25	32	18	18	17	20	200
Toilet facility	45	45	13	9	13	5	17	9	20	16	8	200
Lack of communication	23	28	14	12	9	14	15	32	23	14	16	200
Absence of medical facilities	13	24	35	16	13	20	10	21	17	13	18	200
Transport problems	7	21	35	25	18	12	12	17	29	11	13	200
Absence of banking facilities	6	11	24	25	20	11	11	19	27	26	20	200
Language problem	5	14	9	25	21	16	17	23	17	36	17	200
Environment problems	14	6	10	25	27	20	26	14	16	21	21	200
Pestering of temple staff	22	16	10	17	16	18	17	17	16	21	30	200
Safety in winch or rope car	6	9	19	15	36	32	23	16	9	15	20	200
Total	200											

Source: Primary Data

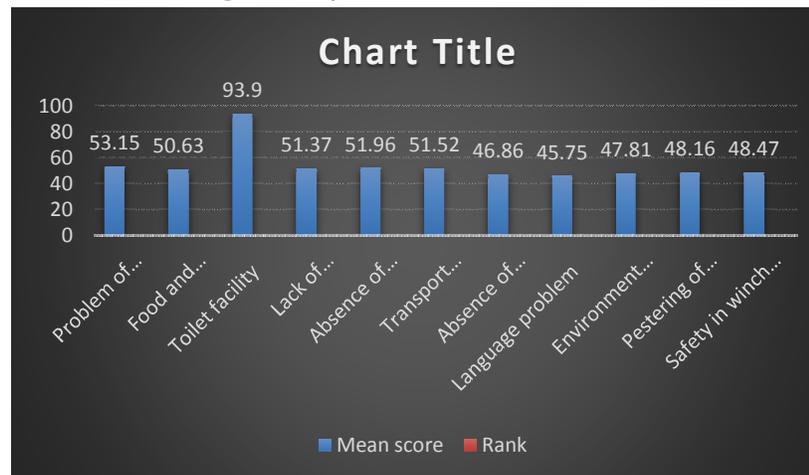
Problems - Garrett Ranking Technique

Problems	Mean score	Rank
Problem of security	53.15	II
Food and accommodating facility	50.63	VI
Toilet facility	93.90	I
Lack of communication	51.37	V
Absence of medical facilities	51.96	III
Transport problems	51.52	IV
Absence of banking facilities	46.86	X
Language problem	45.75	XI
Environment problems	47.81	IX
Pestering of temple staff	48.16	VIII
Safety in winch or rope car	48.47	VII

Source: Primary data

The Garrett's Ranking reveals that toilet facilities(93.90, rank I) is the main problem followed by problem of security (53.15, rank II), absence of medical facilities (51.96), rank III), transport problems (51.52, rank IV), lack of communication (51.37, rank V), food and accommodation facilities (50.63, rank VI), safety in which / rope car (48.47, rank VII), pestering of temple staff (48.16, rank VIII), environment problems (47.81, rank IX), absence of banking facilities (ATM) (46.86, rank X), language problem (45.75, rank XI).

Problems - Garrett Ranking Technique



Findings of the Study

- It is inferred that the most of the tourists are males.
- It is inferred that the most of the tourists fall in the age group of 21 to 30 years.
- It is inferred that the most of the respondents are married.
- It is inferred that the most of the respondents have education upto school level.
- Among 200 respondents, it is inferred that the most of the respondents are private employee.
- The survey reveals that the majority of respondents (56%) have the family annual income of above Rs.25,000.
- The survey reveals that many of the respondents 165 (82.5%) have already visited Palani.
- The survey reveals that out of 200 respondents, 122 (61%) respondents come as pilgrimage.
- Among 200 respondents half of the respondents have made their visit as package tour.
- The survey reveals that guide service ranks first.
- The study reveals that many of the respondents 122 (61%) have come for reasons of pilgrim.
- More than half of the respondents 128 (64%) visit Palani regularly.
- The study highlights that more than half of the respondents 180 (90%) are impressed by the temple of Palani.
- The study reveals that 117 (58.5%) of the tourists have arranged their tour by themselves.
- Most of the respondents 160 (80 %) are not aware of the guide operated at Palani.
- The survey clearly shows that the majority of the respondents 89 (44.5%) used to come to Palani by bus.
- The study reveals that many of the respondents 94 (47%) respondents did not prefer to use any transport within Palani.
- The study reveals that most of the respondents, 85 respondents have good opinion.
- The survey shows that majority of respondents 76 (38%) preferred to stay in temples lodges.
- The study reveals that many of the respondents 123 (61.5%) have availed to get moderate accommodation.
- It is inferred that the most of the respondents 134 (67%) felt that the quality of accommodation as convenient.

- It is inferred that the most of the respondents 111 (55.5%) got accommodation by spot booking.
- 'The study reveals that many of the respondents 115 (57.5%) have booked accommodation by themselves.
- The study reveals that many of the respondents 126 (63%) used hotels.
- Out of 200 respondents, 120 (60) respondents felt the cost as moderate.
- The study reveals that many of the respondents 140 (70%) of them preferred Indian food only.
- The survey clearly shows that the majority of the respondents, 96 (48%) respondents fall in the category of Rs.5000 slot.
- It is vividly explained that purchases ranked first, followed by hotel and lodging, transportation and entertainment. Now-a-days, purchasing has played a crucial role among the tourists.
- Among the 200 respondents, 94 (47%) respondents fall in the range of below Rs.150.
- The study reveals that many of the respondents 85 (42.5%) respondents fall below Rs.5000 slot.
- Out of 200 respondents, 182 (91%) respondents have not received any allowance from the employer.
- Among the 200 respondents, 149 (74.5%) respondents accept that they do purchase during the tour.
- Out of 200 respondents, 80 (40%) respondents have purchased toys. Using Garrett Ranking Technique, the problems faced by the tourist are analyzed from this study and it is concluded that the main problem faced by the tourists in the toilet facility.

Suggestions

- As the saying goes cleanliness is next to Godliness, the government should take necessary steps to maintain toilet facilities in the tourists spot.
- The available public lavatory is not adequate. The upkeep of the free toilet in this tourist city is not upto the required hygienic level. In order to overcome this problem paid toilet system with private participation should be encouraged. The number of paid and free toilet facility should be created to cater to the needs of the tourists.
- From the survey it is found that the security level is not so promising to the tourists. There is some form of insecurity prevailing in the minds of tourists. To remove this, enough uniform personnel may be deployed. The very presence of more uniform personnel will help to dispel the fear in the minds of tourists.

- During the peak period (PanguniUthiram,Thaipusam) tourist felt that transport facility as a problem. To remove this, the road transport authorities may increase the frequency of bus trip and also railway authorities may introduce special trains during peak season.

Conclusion

The Palani pilgrimage is an important source of income from tourism of our state. The Government should take adequate measures to solve the problems discussed so as to provide a warm welcome to the pilgrim tourists to the God's own country.

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