

## A STUDY ON QUALITY OF TOUR LIFE AND EXPECTATIONS OF TOURISTS WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT OF TAMIL NADU

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### ABSTRACT

The economic and cultural progress of humanity depends on tourism. Tourism is generally considered a smoke-free business. Tourists need to be enticed and inspired to visit if the industry expands. Consequently, the current research focuses on the experience of domestic tourists in Tirunelveli and what they might expect from their trip there. The investigation, which was a success, drew on both primary and secondary sources of information. Secondary data was gleaned from academic journals, newspaper articles and bulletins. Calculations were made using percentages, standard deviations, Garret ranking approaches, t-tests, chi-square tests, and probability analyses. The report states that the availability of low-cost travel is the most critical expectation, coming in at number one. The next step is to see any meals available at the tour stop. The cleanliness of the tour area is the third major assumption. Fourth and fifth on the list of travellers want more security and better infrastructure. Complimentary access to a wide range of information is ranked as the sixth most important feature. At a 5 percent level, the research shows a correlation between tourist satisfaction and socio-economic variables like age, marital status and monthly personal income. The remaining socio-economic variables, such as gender, family size, and educational achievement, do not significantly impact satisfaction with tourism facilities and services at the 5% level. Consequently, the null hypothesis has been accepted for these variables. For this study, the 't' value was calculated to determine whether or not there was a significant difference in expectations among sample respondents depending on their gender classification. There is no substantial variation in the sample respondents' expectations based on gender status. Hence the null hypothesis is accepted.

**Keywords:** tourism, support facilities, revenue growth, marketing activities, environmental change.

## **INTRODUCTION**

Aside from being an enjoyable pastime, tourism has become a sustainable business in many countries worldwide. It can boost trade, tax revenue growth, and event marketing activities like carrying fruit, manufacturing crafts, or giving productive services. Local communities and tourism planners must consider both the short- and long-term benefits of tourism, such as increased living standards and environmentally friendly tourism (Kim et al., 2013). The extent to which sustainable development can be aided by responsible tourism (Rajamanicam et al. 2018). Tourism researchers have continued to look at the link between sustainable tourism and environmental change to provide a set of persuasive approaches for policymakers to use (Farid, 2016 et al.). Hence the present study focuses on the quality of tour life and expectations of domestic tourists in Tirunelveli District.

## **OBJECTIVES**

The main objectives of the study areas are below.

- 1) To study the socio-economic status of domestic tourists.
- 2) To examine the frequency of visit and tour period
- 3) To understand the quality of tour life.
- 4) To find the expectation of tourists
- 5) To examine the level of satisfaction of facilities and services among the sample respondents.

## **METHODOLOGY**

Primary and secondary data were used to conduct the study. The questionnaire was used to obtain primary data. The researcher could not study the attitudes of the entire population of domestic tourists in the Tirunelveli District. As a result, the researcher only received 140 responses from domestic tourists in Tirunelveli District, a small sample size. The method of sampling chosen by the researcher is simple random sampling. It is solely a descriptive research project. The major data pertains to December in the year 2021. Books, journals, newspapers, the internet, and bulletins gathered secondary information. The following calculations were used: percentage, standard deviation, Garret ranking technique, t test, chi-square test, and probability analysis.

## **REVIEW OF LITERATURE**

The influence of tourism and sustainability initiatives was studied by Ramamoorthi and Kumar (2019). Due to heavy development and rising pollution, tourism has a significant detrimental impact. As a result, the destination's infrastructure becomes overburdened.

According to Akash and Aram (2018), ecotourism information obtained through digital media is more convincing, even though newspapers are more trustworthy.

The tourism market potential was assessed by Chitra and Arun (2016). Nowadays, the hospitality and tourism sectors are receiving greater attention regarding a country's economy, as they must be developed to attract more tourists and help the country flourish.

According to Hajduova et al. (2014), the quality of life is complicated because various elements influence it.

## ANALYSIS AND INTERPRETATION

**TABLE 1**  
**AGE-WISE ANALYSIS OF THE RESPONDENTS**

SI. No	Age (in years)	No. of Respondents	Percentage
1	Below 25	19	13.57
2	25-40	36	25.71
3	40-55	62	44.29
4	55-70	23	16.43
	Total	140	100

Source: Primary data

Among the 140 sample responses, most of them fall into the 40-55-year-old range, according to table 1. Fewer than 13% of respondents are under 25 years old, whereas 36% are between 25 and 40. The 40-55 age bracket accounts for 44.29 percent of the total responders, with the 55-70 age bracket accounting for the remaining 16.43 percent. There was a 42.04-year-old average age of respondents.

**TABLE 2**  
**SEX-WISE ANALYSIS OF THE RESPONDENTS**

Sl. No	Sex	No. of Respondents	Percentage
1	Male	108	77.14
2	Female	32	22.86
	Total	140	100

Source: Primary data

From Table 2, it has been inferred that out of 140 respondents in the Tirunelveli district, the majority of 108 (77.14 percent) are male, and the rest 32 (22.86 percent) are female.

**TABLE 3**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Sl. No	Education	No. of Respondents	Percentage
1	Illiterate	17	12.14
2.	Primary	23	16.43
3.	High school	64	45.71
4.	College	21	15.00
5.	Technical	15	10.72
	Total	140	100

Source: Primary data

Out of the 140 respondents, 17 persons (12.14%) are illiterate, 23 respondents (16.43) are completed their primary school level. 64 persons (45.71%) have completed their high school education, 21 persons (15.00%) have finished a degree, and 15 people (10.72%) have finished technical level education.

**TABLE 4**  
**MARITAL STATUS OF THE RESPONDENTS**

Sl. No	Marital Status	No. of Respondents	Percentage
1	Married	123	87.86
2	Unmarried	17	12.14
	Total	140	100

Source: Primary data

Table 4 reveals that out of 140 respondents, 123 (87.86%) respondents are married 17 (12.14%) respondents are unmarried.

**TABLE 5**  
**FAMILY SIZE OF RESPONDENTS**

Sl. No.	Family Size	No. of Respondents	Percentage
1.	Below 2	16	11.43
2.	2-3	65	46.43
3.	3-4	38	27.14
4.	4 and above	21	15.00
	Total	140	100

Source: Primary data.

A maximum of 65 (46.43 percent) respondents has a family size of 2- 3 members, followed by 38 (27.14 percent) having a family size of 3 - 4 members. 21 (15.00 percent) have a family size

of 4 and above, and only sixteen (11.43 percent) have a family size of below 2. It is observed from Table 5 that most of them have a family size of 2- 3 members. The average size of the family worked out to be 2.96.

**TABLE 6**  
**OCCUPATION OF THE RESPONDENTS**

Sl.No.	Occupation	No. of Respondents	Percentage
1.	Agriculture	47	33.57
2.	Service	18	12.86
3.	Small Business	26	18.57
4.	Government employee	12	8.57
5.	Private employee	23	16.43
6.	Entrepreneurs	14	10.00
Total		140	100

Source: Primary data.

Table 6 shows the permanent occupations of selected respondents. The table shows that out of 140 selected respondents, 47 (33.57%) respondent's occupation was Agriculture, followed by 26 (18.57%) respondent's occupation was a small business, 23 (16.43%) respondents are private employees, 18 (12.86%) respondent's occupation was servicing 14 (10.00%) respondents are Entrepreneurs and 12 (10.00%) respondents are Government employees.

**TABLE 7**  
**MONTHLY PERSONAL INCOME OF THE RESPONDENTS**

Sl. No.	Monthly Personal Income (in Rs.)	No. of Respondents	Percentage
1.	Less than Rs.15,000	19	13.57
2.	Rs.15,001 – Rs.25,000	28	20.00
3.	Rs.25,001 – Rs.35,000	65	46.43
4.	Rs.35,001 and above	28	20.00
Total		140	100.00

Source: Primary data.

Table 7 shows that out of 140 respondents, a majority of 65 (46.43 percent) earn a monthly income of Rs.25 001 to Rs.35, 000 followed by 28 (20.00 percent) earning Rs.15001to Rs.25, 000 and Rs.35,001 and above. 19(13.57 percent) of the respondents earn less than Rs.15000, The mean monthly personal income worked out to be Rs.27286.21.

**TABLE 8**

**RESIDENCE STATUS**

Sl. No.	Residence Status	No. of Respondents	Percentage
1.	Rural	52	37.14
2.	Urban	88	62.86
Total		140	100.00

Source: Primary data.

Residential status reveals that 37.14% are rural and 62.86% are urban tourists.

**TABLE 9****FREQUENCY OF VISITS OF THE RESPONDENTS**

Sl. No.	Frequency of Visit	No. of Respondents	Percentage
1.	First Time	72	51.43
2.	Second Time	38	27.14
3.	Third Time	19	13.57
4.	More than the third time	11	7.86
Total		140	100.00

Source: Primary data.

The above table indicates that 51.43 percent of the respondents visit the first time, 27.14 per cent of the respondents visit the second time, 13.57 per cent of the respondents visit the third time, and 7.86 per cent of the respondents visit the place more than three times.

**TABLE 10****TOUR PERIOD**

Sl. No.	Tour Period	No. of Respondents	Percentage
1.	Less than 3 days	56	40.00
2.	3 – 5 days	41	29.29
3.	5 – 7 days	26	18.57
4.	More than 7 days	17	12.14
Total		140	100.00

Source: Primary data.

The tour period reveals that 40% are in less than 3 days of the tour, 29.29% are in 3 – 5 days of the tour, 18.57% are in 5 – 7 days of the tour, and 12.14% are in more than 7 days of the tour.

**TABLE 11****INFORMATION SOURCES OF THE RESPONDENTS**

Sl. No.	Information Sources	No. of Respondents	Percentage
1.	Through Advertisement	32	22.86
2.	Friends & Relatives	51	36.43
3.	Tourism Department	12	8.57

4.	Tour Agent	16	11.43
5.	Tour Guide	10	7.14
6.	Individual Interest	19	13.57
Total		140	100.00

Source: Primary data.

The above table indicates 22.86 percentage of the respondents to know the tourisms place through advertisement, 36.43 percentage of the respondents to know the tourisms place through their Friends and relatives, 8.57 percent of the respondents to know the tourisms place through tourism department, 11.43 percentage of the respondents to know the tourisms place through a tour agent, 7.14 percentage of the respondents to know the tourisms place through a tour guide and 13.57 percentage of the respondents to know the tourisms place in individual interest.

**TABLE 12**

**QUALITY OF TOUR LIFE (N= 140)**

Sl. No.	Quality of Tour Life	No. of Respondents	Percentage
1.	Amenities	78	55.71
2.	Attractions	52	37.14
3.	Accommodation	92	65.71
4.	Security	81	57.86
5.	Food	117	83.57
6.	Local Care	92	65.71
7.	Pleasure	121	86.43

Source: Primary data.

Table 12 discloses that pleasure is the prime outcome attained in the tour; it gets 86.43 percent. Tourists get sufficient and satisfied food in various tour places, getting 83.57 percent. Tourists access enough local people care in different tour places; therefore, it attains 65.71 percent. Similarly, accommodation (65.71 percent), security (57.86 percent), amenities (55.71 percent) and attractions (37.14 percent) subsequently. It is confirmed that pleasure, food, and local care are the significant quality of tour life factors of tourists.

**TABLE 13**

**EXPECTATION OF TOURISTS**

Sl. No.	Expectation of Tourists	Average Score	Rank
1.	Hygiene	58.05	III
2.	Access to food	61.52	II
3.	Safety	52.07	IV
4.	Reliable assistance	36.41	VIII

5.	Availability of communication	44.24	VI
6.	Travel at a low cost	64.13	I
7.	Better infrastructure	49.32	V
8.	Packaged tour	40.01	VII

Source: Computed from Primary Data

Table 13 presents that the availability of low-cost travel is the most important expectation and ranked first. It is followed by food availability of the tour place. The hygienic condition of the tour place is the third important expectation. The fourth and fifth expectations of tourists are safety and better infrastructure. Factors such as accessibility of communication, packaged tour, and reliable assistance are ranked in the sixth, seventh, and eighth positions.

**TABLE 14**

**The effect of socio-economic characteristics on the satisfaction of facilities and services in tourism using the chi-square test**

Socio-Economic variables	Chi-Square values	P Values	Significance
Age	14.629	0.010*	Significant
Sex	19.341	0.237	Not Significant
Family Size	10.953	0.352	Not Significant
Marital Status	28.748	0.001*	Significant
Educational Qualification	22.065	0.264	Not Significant
Monthly Income	6.201	0.001*	Significant

\* Significant level of 5 per cent.

The above table reveals that the association between the satisfaction of facilities and services in tourism and socio-economic variables, namely age, marital status, and personal income per month, is significant at a 5 per cent level as the P-value is less than 0.05. Hence, the null hypothesis was rejected for these variables. The rest of the socio-economic variables, namely, sex, family size and educational qualification, are not significantly associated at a 5 per cent level with the satisfaction of facilities and services in tourism. Hence, the null hypothesis has been accepted for these variables.

**TABLE 15**

**SIGNIFICANT DIFFERENCES IN EXPECTATIONS AMONG THE SAMPLE TOURISTS BASED ON GENDER STATUS**



Gender Status	N	Mean	S. D	't' Value	Interpretation
Male	108	27.14	11.03	0.5234	Not Significant
Female	32	12.51	6.17		

Source: Computed from Primary Data

The 't' value was calculated, and the calculated 't' value was found to be 0.5234, which is lower than the table value of 1.97, which is significant at the 0.05 level of significance for the sample. Therefore, it is recognised and stated that there are no significant differences in expectations among the sample respondents based on gender.

## CONCLUSION

The tourism industry is essential to the economic well-being of any region. One of India's most vital businesses, tourism brings in a large amount of foreign cash while also creating numerous jobs, both directly and indirectly. Tamil Nadu is the most popular Indian tourist destination for domestic and international tourists. The tourism industry in Tamil Nadu has risen rapidly over the years due to the region's distinctive natural and visual attractiveness and its historical significance to the nation.

The tourism industry has profoundly influenced Tirunelveli District's economic history and social and political climate. Tirunelveli District has a shaky track record regarding industrial growth, owing to the ever-growing tourism industry. It has been established that tourists' enjoyment, cuisine, and local support are important aspects of their tour life. Food accessibility, sanitary conditions, and low-cost transport are among the top priorities for visitors. According to the study, improving existing services and introducing new services and amenities in the study's selected tourist locations will attract more visitors and lead to economic development in these areas by providing job possibilities for the people of Tirunelveli.

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