

A Study on Tourism Development in Tamilnadu – Review of Literature

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Abstract- *Tourism industry is the fast growing industry in developing country like India. Because of growing industry there are some hurdles faced by tourist. This will affect the growth and economy of this industry. The level of satisfaction is important for revisiting the destination. It is measured by some factors like attraction accessibility accommodation amenities. This paper focused on literature review of problems faced by tourist and satisfaction on tourist visiting Velankanni.*

Keywords- Problem faced, Tourist satisfaction, Destination loyalty

I. INTRODUCTION

Tourism plays the important role in economic and social activity. Tourism is now an industry with many facets and varied activities. Tourism is a fast growing industry up to some dimensions and important that it has become the largest industry in the world. This is the industry to earn third highest foreign exchange in India. This amazing growth is not due to any particular phenomenon but only the result of evolutionary process. This future industry needs concentration on many dimensions such as improving the industry, developing newness in the industry and developing the industry. This paper focuses on literature review of various problems expressed by tourists and tourist satisfaction on destination.

II. TOURISM PRODUCTS

The Tourism product may be defined as the sum of the physical and psychological satisfaction it provides to tourist during their travelling to the destination. It focused on facilities and services designed to meet the needs of the tourist. Tourism product consist of 4 A's that is Attraction, Accessibility, Accommodation, Amenities.

ATTRACTION

ATTRACTION ATTRIBUTES characteristics of an attraction that are relevant to the management of an area as a tourist destination and that should be periodically measured and

monitored, includes ownership, orientation, spatial configuration.

ATTRACTION INVENTORY a systematic list of the tourist attraction found in a particular destination.

The availability of tourist attractions is an essential 'pull' factor and destinations should therefore benefit from having a diversity of such resources. The compilation of an attraction inventory incorporating actual and potential sites and events, is a fundamental step towards ensuring that a destination realises its full tourism potential in this regard. There is at present no classification system of attractions that is universally followed among tourism stakeholders. However, a distinction between mainly 'natural' and mainly 'cultural' phenomena is commonly made. Four basic categories of attraction are thereby generated: natural sites, natural events, cultural sites and cultural events

NATURAL SITES geographically fixed attraction that are more natural then constructed, these can be sub divided into topography, climate, hydrology, wildlife, vegetation and location.

NATURAL EVENTS attraction that occurs a fixed period of time in one or more location and are more natural then constructed.

CULTURAL SITES geographically fixed attraction that are more constructed than natural these are classified into pre-historical, historical, contemporary, economical, specialized recreational.

CULTURAL EVENTS attraction that occurs a fixed period of time in one or more location and are more constructed then natural, theses includes historical commemorations and re-creations, sports events, festivals.

ACCESSIBILITY

Access is a subject of transport infrastructure and transport technology. It is a means by which a tourist can reach the area where attractions are located. It is related to the

possibility to visit, to feel, to see or to acquire the experience. If tourist destinations are located in places where no transport can reach or where there are adequate transport facilities, they become of little value. Accessibility is not to have any travel barriers. It is the process of accessing the tourist location by ascendancy of the car and the aero plane at the expense of water- and rail-based transport. There are some of ways to access they are Air, Road, Railway, Water.

ACCOMMODATION

Accommodation within the context of the tourism industry, commercial facilities primarily intended to host stay over tourists for overnight stays. Accommodation plays a vital role and basic to tourist destinations. The range of accommodation is quite varied and has undergone considerable change since the half of century. Tourist accommodation have been divided into two groups, service accommodation and supplementary accommodation. Service accommodation are the hotels, lodges, resorts, inns etc operating as business enterprises and provide housekeeping facilities. Supplementary accommodations are not registered as tourism organization but provide accommodation .facilities as Dharmasalas, camping grounds, youth hostels etc. The vast majority of stay overs who do not stay in the homes of friends or relatives use commercial tourist accommodation. Once restricted to a narrow range of conventional hotels and motels, the accommodation industry is now characterized by a high level of diversity and specialization.

AMENITIES

Facilities are a necessary aid to the tourist centre. Amenities are the facilities and services added with attraction, accommodation and accessibility to create the tourism. Some other natural amenities such as spacious waters for the purpose of sailing or the opportunities of fishing and hunting are also very important without amenities a destination will be a place, accommodation will be a local hotel, a transport will be local transport, etc.

III. PROBLEMS FACED BY TOURIST

BEGGING

India, despite its rapid economic growth in recent years, still remains a developing country with a lot of poverty and begging. It's prevalent anywhere that there are tourists. This includes important monuments, railway stations, religious and spiritual sites, and shopping districts. Beggars can be quite challenging and determined, and you should give some advance to deal with them.

SANITATION AND HYGIENE

Unfortunately sanitation and hygiene is severely lacking in India, and can be the cause of many problems and illness for visitors. Some adjustments are required while traveling in India. However, with a bit of care it's possible to avoid getting sick.

SCAM AND FRAUD

It's impossible to come to India and not encounter at least one scam or someone trying to rip you off. As a general rule, when someone approaches you in India (and they will, often), they do so for a reason and more than likely it's because they want to take advantage of you in some way. You shouldn't be suspicious, but it's wise to be very aware and cautious.

CONCEPT OF TIME

Indian Standard Time is more than just the official name for the local standard time. It's also jokingly referred to as the loose concept of time that the country runs on. Traffic and unforeseen circumstances often result in it taking longer to get to places and get things done than planned. Not only that, Indians have an infuriating habit (by western standards) of saying "in 10 minutes" when in reality the actual time is likely to be half an hour or more. People will also come unexpectedly, not turn up when expected. In addition to that, many government offices and shops entirely close for lunch in the early afternoon, so they avoid trying to do business in that time.

CROWDS AND LINING UP

India's population has now grown to over a billion people. Many of these people have migrated from rural areas to the major cities in search of work. These cities are teeming with life and the sheer amount of people can take quite a bit of getting used to. It doesn't help that lining up in an orderly manner are quite unnoticed in India. Simply because there are so many people, everyone struggles to get in front of everyone else to avoid missing out. Pushing-in and pushing other people out of the way are common activity. Therefore it's important that you to stand your ground. Don't be afraid to push back or tell someone off.

IV. REVIEW OF LITERATURE

Castro et al., (2007) studied the relationship between destination image, service quality, tourist satisfaction and future behavioral intentions and impact of market

heterogeneity. The authors developed a model for measuring destination image on the loyalty intentions of tourists in Spain. Data were analyzed by using Factor analysis and Path analysis. Kaiser Meyer Olkin (KMO) score was 0.88. Five dimensions were loaded viz., popularity of destination, fun of destination, and development of the destination, attractiveness of destination and range of tourism products. The study found positive relationship among destination image, service quality, tourist satisfaction and future intentions, but conditioned by market heterogeneity.

Prayag's (2008) study explored the relationship between destination image, tourist satisfaction and loyalty in the Cape Town context. In-depth interview technique was used to collect data from various stakeholders of the destination and structured questionnaire was used to collect data from 819 tourists. The data were analysed by using Confirmatory and Explorative Factor analysis methods and regression. The results revealed that destination image and tourist satisfaction had significant influence on tourist loyalty.

Majed et al., (2010) in their study examined the influence of destination image, tourist satisfaction on destination loyalty and established the relationship among destination image, tourist satisfaction and destination loyalty at Dead Sea, Jordan on a sample of 202 tourists. The authors found that destination image and tourist satisfaction had a positive significant influence on destination loyalty.

Zabkar et al., (2010) study of Slovenia focused on the relationship among destination quality, tourist satisfaction and tourist future behavioural intentions. This is study of a huge sample. Using Convenience sampling technique the authors collected data from 1056 respondents. Data were analysed with the help of descriptive statistics and Confirmatory Factor Analysis (CFA). The authors found that destination attributes were major predictors of perceived quality of destination offerings. Further, perceived quality of destination loyalty and tourist satisfaction had a positive relationship with future behavioural intentions.

Mahasuweerachai et al., (2011) investigated the influence of destination image on perceived destination value, tourist satisfaction and destination loyalty on Oklahoma tourism. Data was obtained from a sample of 783 respondents through an online survey using non-probability sampling method. This study established that the relationship between destination image and destination loyalty was not gender and marital status specific but depends on tourist's age, income and level of involvement of tourists. The researchers concluded that destination loyalty could be developed through

positive perceived value, favourable destination image and by increasing tourist satisfaction.

Assakera et al., (2011) examined the consequences of novelty seeking behaviour of tourists, destination image and tourist satisfaction on intentions to revisit from the data collected from 450 respondents in European tourism. The study found that a higher level of novelty seeking behavior of tourists could lead to a lower intent to revisit the destination. Further, satisfactory destination image directed to a higher satisfaction level which in turn directed to repeat visits as tourists held positive perceptions about a tourism destination.

Puad et al., (2011) attempted to assess the influence of destination image and tourist satisfaction on foreign tourist loyalty in Penang tourism. The researchers found that destination image had an important influence on the tourist's satisfaction and intentions to recommend the destination for possible tourists.

Sadeh et al., (2012) developed a tourist satisfaction model with the help of six variables: tourist expectation, destination image, perceived value, tourist satisfaction, tourist loyalty and tourist complaints and their influence on tourist satisfaction. The study, among others, reinforced the influence of all the six variables on the tourist satisfaction in varying proportions.

Chi (2012) investigated the differences between first-time and repeat visitors' assessment of destination image, tourist attributes, satisfaction and destination loyalty. The impact of traveller's previous experiences on all these variables was also assessed at Eureka Spring's hotel and motel in Arkansas, United States. Proportionate stratified sampling technique was used. Data was collected from a sample of 345 respondents through a structured questionnaire, focus group and unstructured interviews and managerial judgment methods. The study found that repeat visitors were favourably disposed to recommend to potential tourists, apart from their own future plans of revisits.

Osti et al., (2012) in their study of sports tourism in Italy, investigated the impact of tourist satisfaction and tourist loyalty on intentions to revisit sports events. The study concluded that repeat visits partly influenced the future behavioural intentions to revisit the sports events and to recommend others to visit.

Majid et al., (2012) examined the impact of destination image and tourist satisfaction on destination loyalty at Dead Sea in Jordan. The study established a solid relationship among destination image, tourist satisfaction and destination loyalty. Further, the study found that destination

image and tourist satisfaction had a positive and significant influence on destination loyalty.

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Kim et al., (2012) study centered on destination image, service quality, perceived value, and tourist satisfaction, revisit intentions and recommending behaviour to others in the context of Orlando, Florida. In line with the findings of several other studies, this Florida study also brought out the influence of destination specific issues on tourist satisfaction and loyalty.

V. CONCLUSION

It is concluded that some of the problems faced by tourist in that destination which will affect the happiness of the tourist and made as a remembrance for that trip then it leads to reduce the recommendation for the potential tourist and also some factors like 4A i.e Attraction, accessibility, accommodation, and amenities are the component of tourism products. This tourism products will influences to understand the level of satisfaction and takes necessary steps to increase the revisit of the tourist.

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