A Study on Tourism Promotion And Marketing In Ooty (Tamil Nadu)

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Abstract- *As tourism is one of the quickest developing industries today, hence withinside the tourism enterprise activities are getting increasingly more important. People have come to be greater interested by activities of all kinds, and could journey a way away to take part in activities that they locate interesting. Events can provide numerous monetary and social blessings for destinations, and consequently vacation spot managers can and must rent activities correctly in a tourism role. It has come to be extensively every day that each network and vacation spot desires to undertake a long-term, strategic method to occasion tourism thereby making plans and improvement for you to understand the total tourism capability of activities. This observe became released as a reaction to the shortage of research on how occasion tourism techniques are actually utilized in destinations. The observe became directed to 4 Nordic tourism businesses, and the purpose became to explore how those businesses works strategically with activities. The major findings of the observe suggest that although tourism businesses have an increasing number of realised the capability and significance of activities, the quantity to which activities are used strategically in tourism businesses varies. Some tourism businesses have incorporated activities deep into their ordinary tourism techniques, and activities shape their very own commercial enterprise location and feature their very own commercial enterprise method. In different instances activities are protected withinside the ordinary tourism techniques, however, the paintings with activities are as substitute haphazard and different commercial enterprise regions are prioritised. At the give up of the observe a version that describes how occasion tourism method improvement in tourism businesses may be visible to comply with sure ranges is developed. In relation to the version, the observe shows that the degree to which tourism businesses have been available relation to strategic occasion tourism control relies upon on elements together with the possession shape and useful resource base of tourism businesses, town involvement in terms of activities, and the potential and activities infrastructure of destinations.*

Keywords- Events, Strategy, Tourism Business.

I. INTRODUCTION

The travel industry is the conventional term to cover both interest and supply that has been taken on in different structures and utilized all through the world. The Tourism is planned as the activities if that people distinguished as visitors. The reason for the review is to inform common understanding and responsibility about supportable the travel industry and to exhibit how it is variable to quicker monetary and social development, through the accomplishment of improvement goals, while limiting negative social, cultural and ecological emplaces.

The tourism is going for joy or business; additionally, the hypothesis and practice for visiting, the business of attracting, accommodating, and engaging travellers, and the matter of working visits. The travel industry might be worldwide, or insidethe voyager’s country.

Ooty is a scenic hill town in southern India. It is surrounded by the Nilgiris Hill and is popularly known as the “Queen of Hills”. Ooty is immensely blessed by nature with Stunning mountains, hill station, beautiful little villages, forests, lakes, variety of huge trees, grasslands, fine viewpoints, tea plantation etc. These forests are home town to s large number of elephants, tigers, some endangered species and many wild animals and birds.

Scope of study

Tourism is one of the fastest growing economic sectors and it is an important driver of economic growth and development. Tourism is an important source of income and employment for developed and developing countries.

Statement of the problem

Tourism industry is one of the quickest developing industries, that enriches knowledge, brings social development and economic growth also. Now a days tourism and medical tourism are fastest growing areas. But there are lots of problems faced by tourists during their travel due to languages barrier, safety, poor facilities etc. In our country also many people planning for their tour as a regular basis or may be once in a year. In this growing sector it is important to reduce the problems faced by them and take necessary steps to developing and promoting the tourism sector. In this study is most relevance to Tamil Nadu and particularly to Ooty.

Objectives of the study

- To find out the level of satisfaction among tourists to visiting Ooty.
- To study the nature of the infrastructural facilities such as roads, rails, lakes, falls etc.,
- To investigate the problems encountered by the tourists while visiting the hill station.
- To evaluate the role played by the Government in Tourism Department, Private Resort, House Boats, Tea Estates for the promotion of tourism in the Ooty.
- To make suitable suggestion for the promotion of Tourism in Ooty.

II. RESEARCH METHODOLOGY

Thetool used in this research is convenience sampling. In this study the sample was collected among the size of 136 respondents. This study is focused on primary data and secondary data. This researcher is collected required data from the respondents.Primary data will be collected by preparing a well-structured questionnaire, which to find out current tourism marketing strategies used, to identify challenges faced by tourism department in promoting tourism in Ooty. And to analyse and suggest measures to promote and market Ooty tourism.The Literature provided by the Tourism Department, Statistics provided by the department of tourism, various magazines, Journals and Newspapers etc., are referred to collect secondary data.

TOOLS USED FOR DATA ANALYSIS

- Chi square test.
- Percentage Analysis

LIMITATION OFSTUDY

A) The study is limited with 136 responses.
B) Lack of accurate information and materials.
C) Lack of cooperation from some authorities.

III. REVIEW OF LITERATURE

Ashish Ankush Naik& Sunil Kumar Jangir (2013)[1]analyse a social aspect of tourism development in India and mainly focused on the prospects of tourism industry especially in India in the present era of liberalisation, privatisation and globalisation. Now in India tourism industry is on the initiation of a major breakthrough for great financial gains.

Leena Kakkar and Sapna (2012)[2] this study generally focuses on impact of tourism on Indian economy and they mainly focus on how India is emerging as a global tourist centre because of innovation and creating value for tourist. The contribution of travel and tourism to country's GDP will grow after passing of time as expected to grow from 4.5 percent in 2011 to 4.9 percent in 2021. Simultaneously the contribution of travel and tourism towards employment will grow from 7.5 percent in 2011 to 8.17 percent by 2021.

Mohammad Nayef Al Sarayreh et.al (2011)[3] talk about how the status of tourism is been promoted in Jordan, particularly by using Internet, with a future prospective in mind how Internet can play as a major contributor towards the growth of tourism in Jordan which is needed badly by the country. Internet can help to disseminate maximum information about the country at global level easily. Suman Kumar Dawn and Swati Pal (2011) this research article gives information of various scopes of medical tourism and its strengths and weaknesses in India. They also detect the main problems and opportunities possessed by Indian medical tourism sector which can overcome domestic and international difficulties on upgrading its medical services.

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IV. ANALYSIS AND INTERPRETATION

GENDER OF RESPONDENTS

SN O	GENDE R	NO OF RESPONDE NTS	PERCEN T AGE
1	Male	51	37.5
2	Female	85	62.5
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 37.5 percent of respondents are male and 62.5 percent of respondents are female. Thus, the majority of respondents are female.

AGE OF RESPONDENTS

SNO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	Below 25	78	57.4
2	26-35 years	43	31.6
3	36-45 years	8	5.9
4	Above 45 years	7	5.1
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 57.4 percent of respondents are in the age of below 25 years, 31.6 percent of respondents are in the age of 26-35 years, 5.9 percent of respondents are in the age of 36-45 years, 5.1 percent of respondents are in the age of above 45 years. Thus, the majority of respondents are in the age group of below 25 years.

MONTHLY INCOME

SNO	INCOME	NO OF RESPONDENTS	PERCENTAGE
1	Less than 10000	22	16.2
2	10000-20000	27	19.9
3	20000-30000	24	17.6
4	30000-40000	41	30.1
5	Above 40000	22	16.2
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 16.2 percent of respondents are earning less than 10000 of income, 19.9 percent of respondents are earning 10000-20000 of income, 17.6 percent of respondents are earning 20000-30000 of income, 30.1 percent of respondents are earning 30000-40000 of income, 16.2 percent of respondents are earning above 40000 of income. Thus, the majority of respondents are earning 30000-40000 of income.

SAVINGS PATTERN

SNO	PATTERN	NO OF RESPONDENTS	PERCENTAGE
1	Bank	43	31.6
2	Chit	29	21.3
3	Real Estate	28	20.6
4	Post Office	36	26.5
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 31.6 percent of respondents are saving in bank, 21.3 percent of respondents are saving in chit, 20.6 percent of respondents are savings in real estate, 26.5 percent of respondents are saving in post office. Thus, the majority of respondents are saving in bank.

SAVINGS PER MONTH

SNO	SAVINGS	NO OF RESPONDENTS	PERCENTAGE
1	Less than 1000	27	19.9
2	1000-2500	37	27.2
3	2500-5000	41	30.1
4	Above 5000	31	22.8
	Total	**136**	**100**

Source: Primary Data

Interpretation:

The table shows that 19.9 percent of respondents are saving less than 1000 per month, 27.2 percent of respondents are saving 1000-2500 per month, 30.1 percent of respondents are saving 2500-5000 per month, 22.8 percent of respondents are saving above 5000 per month. Thus, the majority of respondents are saving 2500-5000 per month.

MARITAL STATUS

SNO	MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
1	Married	38	27.9
2	Unmarried	98	72.1
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 27.9 percent respondents are married and 72.1 percent respondents are unmarried. Thus, the majority of respondents are unmarried.

EDUCATIONAL QUALIFICATION

SNO	QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	Schooling	32	23.5
2	Undergraduate	47	34.6
3	Postgraduate	35	25.7
4	Diploma	22	16.2
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 23.5 percent of respondents are school level, 34.6 percent of respondents are undergraduate level, 25.7 percent of respondents are postgraduate level, 16.2 percent of respondents are diploma level. Thus, the majority of respondents are undergraduate level.

OCCUPATION

SNO	FIELD	NO OF RESPONDENTS	PERCENTAGE
1	Government Employee	7	5.1
2	Private Employee	31	22.8
3	Business	16	11.8
4	Professional	9	6.6
5	Unemployed	40	29.4
6	Others	33	24.3
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 5.1 percent of respondents are government employee, 22.8 percentif respondents are private employee, 11.8 percent of respondents are doing business, 6.6 percent of respondents are professionals, 29.4 percent of respondents are unemployed and 24.3 percent of respondents are doing other occupations. Thus, the majority of respondents are unemployed.

OPINION ABOUT TOURISM

SNO	POINT OF VIEW	NO OF RESPONDENTS	PERCENTAGE
1	Develop local economy	33	24.3
2	Increase international cultural exchange.	55	40.4
3	Creates a large number of jobs and income for local residents.	48	35.3
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 24.3 percent people have chosen develop local economy, 40.4 percent people have chosen increase international cultural exchange, 35.3 percent people have chosen creates large number of jobs and income for the local residents. Thus, the majority of respondents opted for increase international exchange.

PREFERENCE ON TOURIST GUIDE SERVICES

SNO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	Tourist guide services	8	5.9
2	Tour independently	88	64.7
3	Both	40	29.4
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 5.9 percent of respondents have chosen tourist guide services, 64.7 percent of respondents have chosen tour independently, 29.4 percent of respondents have chosen both. Thus, the majority of respondents have opted tour independently.

TRAVEL PREFERENCE

SNO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	Family	68	50
2	Friends	58	42.6
3	Colleagues	2	1.5
4	Alone	8	5.9
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 50 percent of respondents have chosen to travel with family, 42.6 percent of respondents have chosen to travel with friends, 1.5 percent of respondents have chosen to travel with colleagues, 5.9 percent of respondents have chosen to travel alone. Thus, the majority of respondents have chosen to travel with family.

PREFERENCE ON CLIMATE CONDITION

SNO	CLIMATE	NO OF RESPONDENTS	PERCENTAGE
1	Winter	46	33.8
2	Summer	44	32.4
3	Spring	37	27.2
4	Autumn	9	6.6
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 33.8 percent of respondents have chosen winter, 32.4 percent of respondents have chosen summer, 27.2 percent of respondents have chosen spring, 6.6 percent of respondents have chosen autumn. Thus, the majority of respondents have chosen winter.

EXPENSES OCCURANCE DURING TRIP

SNO	EXPENSES	NO OF RESPONDENTS	PERCENTAGE
1	0-5000	52	38.2
2	5000-15000	70	51.5
3	15000-25000	11	8.1
4	25000 and above	3	2.2
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 38.2 percent of respondents have chosen to spend 0-5000, 51.5 percent of respondents have chosen to spent 5000-15000, 8.1 percent of respondents have chosen to spent 15000-25000, 2.2 percent of respondents have chosen to spent 25000 and above. Thus, the majority of respondents have chosen to spent 5000-15000.

DAYS SPENDING ON VACATION

SNO	NO OF DAYS	NO OF RESPONDENTS	PERCENTAGE
1	A week	82	60.3
2	More than 10 days	41	30.2
3	20 days and above	7	5.1
4	More than a month	6	4.4
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 60.3 percent of respondents have chosen for a week, 30.2 percent of respondents have chosen more than 10 days, 5.1 percent of respondents have chosen 20 days and above, 4.4 percent of respondents have chosen more than a month. Thus, the majority of respondents have opted for a week.

MEMBERSHIP IN HOLIDAY CLUBS

SNO	RESPONSES	NO OF RESPONDENTS	PERCENTAGE
1	Yes	12	8.8
2	No	124	91.2
	Total	**136**	**100**

Source: Primary Data

Interpretation:

The table shows that 8.8 percent of respondents have membership in holiday clubs, 91.2 percent of respondents does not have membership in holidays club. Thus, the majority of respondents does not have membership in holiday clubs.

PROBLEMS FACED DURING DESTINATION SELECTION

SNO	PROBLEMS	NO OF RESPONDENTS	PERCENTAGE
1	Language difficulty	41	30.1
2	Reliability	20	14.7
3	Quality of services	48	35.3
4	Other	27	19.9
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 30.1 percent of respondents have chosen language difficulty, 14.7 percent of respondents have chosen reliability, 35.3 percent of respondents have chosen quality of services and 19.9 percent of respondents have chosen others, Thus the majority of respondents have chosen language difficulty.

FREQUENT PLACE OF TOURISM

SNO	PLACE	NO OF RESPONDENTS	PERCENTAGE
1	Hill station	80	58.8
2	Beaches	27	19.9
3	Deserts	10	7.4
4	Historically significant places	12	8.8
5	Commercially busy cities	7	5.1
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 58.8 percent of respondents have chosen hill station, 19.9 percent of respondents have chosen beaches, 7.4 percent of respondents have chosen deserts, 8.8 percent of respondents have chosen historically significant places, 5.1 percent of respondents have chosen commercially busy cities. Thus, the majority of respondents have chosen 58.8 percent have chosen hill stations.

TRAVELLED INTERNATIONALLY

SNO	RESPONSE	NO OF RESPONDENTS	PERCENTAGE
1	Yes	32	23.5
2	No	104	76.5
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 23.5 percent of respondents have travelled internationally, 76.5 percent of respondents have not travelled internationally.

LEVEL OF SATISFACTION ON RECENT TRAVEL

SNO	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	Very satisfied	57	41.9
2	Satisfied	62	45.6
3	Moderate	16	11.8
4	Dissatisfied	1	0.7
	Total	**136**	**100**

Source: Primary Data

Interpretation

The table shows that 41.9 percent of respondents are very satisfied, 45.6 percent of respondents are satisfied, 11.8 percent of respondents are moderate, 0.7 percent of respondents are dissatisfied. Thus, the majority of respondents are satisfied.

SELECTION OF ACCOMMODATION

SNO	ACCOMODATION	NO OF RESPONDENTS	PERCENTAGE
1	Guest house	20	14.7
2	Farm house	25	18.4
3	Hotel	60	44.1
4	Camping/caravan site	7	5.1
5	Outdoor activity center	2	1.5
6	Tents	15	11
7	Others	7	5.2
	Total	**136**	**100**

Source: Primary Data

Interpretation:

The table shows that 14.7 percent of respondents have chosen guest house, 18.4 percent of respondents have chosen farm house, 44.1 percent of respondents have chosen hotel, 5.1 percent of respondents have chosen camping/caravan site, 1.5 percent of respondents have chosen outdoor activity center, 11 percent of respondents have chosen tents and 5.2 percent of respondents have chosen others. Thus, the majority of respondents have chosen hotel.

OPINION ON ENCOURAGING THE TOURISM DEVELOPMENT BY THE GOVERNMENT

S NO	OPINIONS	NO OF RESPONDENTS	PERCENTAGE
1	Policies	7	5.1
2	Financial investment	25	18.4
3	Benefit sharing	12	8.8
4	Training to improve the quality of human resources.	35	25.8
5	Promoting and marketing	31	22.8
6	Others	26	19.1
	Total	**136**	**100**

Sources: Primary Data

Interpretation

The table shows that 5.1 percent of respondents have chosen policies, 18.4 percent of respondents have chosen financial investment, 8.8 percent of respondents have chosen benefit sharing, 25.8 percent of respondents have chosen training to improve the quality of human resources, 22.8 percent of respondents have chosen promoting and marketing, 19.15 of respondents have chosen others. Thus, the majority of respondents have chosen training and improve the quality of human resources.

Chi-Square Test

Relationship between Savings pattern and Gender of respondents

Hypothesis:

H0: There is no significant relationship between Gender and Savings Pattern.

H1: There is significant relationship between Gender and Savings Pattern.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.066[a]	3	.382
Likelihood Ratio	3.162	3	.367
N of Valid Cases	136		

0 cells (0.0 percent) have expected count less than 5. The minimum expected count is 10.50.

Table value:

The table value of chi square for degrees of freedom at 5 percent level is 0.05.

INTERPRETATION

From the above-mentioned table, the P-value is greater than significant value. Hence the hypothesis is rejected and alternate hypothesis is accepted. Therefore, there is a significant relationship between gender and savings pattern.

Relationship between Gender of respondents and Savings per month

Hypothesis:

H0: There is no significant relationship between gender and savings per month.

H1: There is significant relationship between gender and savings per month.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.144[a]	3	.067
Likelihood Ratio	7.384	3	.061
N of Valid Cases	136		

0 cells (0.0 percent) have expected count less than 5. The minimum expected count is 10.13.

Table value:

The table value of chi square for degrees of freedom at 5 percent level is 0.05.

INTERPRETATION

From the above-mentioned table, the P-value is greater than significant value. Hence the hypothesis is rejected and alternate hypothesis is accepted.

Therefore, there is a significant relationship between gender and savings per month.

V. FINDINGS

- 62.5 percent of respondents are female.
- 57.4 percent of respondents are in the age of below 25 years.
- 72.1 percent respondents are unmarried.
- 29.4 percent of respondents are unemployed.
- 40.4 percent people have chosen to increase international cultural exchange as their opinion about tourism.
- 64.7 percent of respondents have chosen to tour independently.
- 50 percent of respondents have chosen to travel with family.
- 33.8 percent of respondents have chosen to travel in winter season.
- 51.5 percent of respondents have chosen to spent 5000-15000 on tourism.
- 60.3 percent of respondents have chosen for a week to spend holidays.
- 91.2 percent of respondents does not have membership in holidays club.
- 35.3 percent of respondents have chosen quality of services as the most difficult problem they face while choosing the destination.
- 58.8 percent of respondents hastravel to hill station most often.
- 76.5 percent of respondents have not travelled internationally.
- 44.1 percent of respondents have chosen hotel as their accommodation on their holiday.
- 45.6 percent of respondents are satisfied on their recent trip.
- 22.8 percent of respondents have chosen promoting and marketing as the problem that the government should improve.

Chi-Square Test

- As the result derived from the chi-square test, the P-value is greater than significant value. Hence the hypothesis is rejected and alternate hypothesis is accepted. Hence there is significant relationship between the chosen variables.

VI. SUGGESTIONS

The tourism authority should consider providing special packages on off season for attracting tourist to Ooty.The tourism authority should also want to provide more security systems and rules on the destination for the secureness of the tourist. For solving accessibility problem tourism authority should forming committee comprising of officials from the motor transport department along with the representative among the government approved tour operator who can monitor and submit the performance of schedule bus operations in operating regular services to the spot. The tourism authority wants to conduct some fest like programme in the destination for developing the tourist flow to Ooty.The tourism authority should upgrade the system followed by them, associated with the tourism in Ooty. The tourism department wants to make more online advertisement through Facebook, Instagram, Twitter and tourism pages created in online and other social medias.

VII. CONCLUSION

Ooty is the one of the significant travellerobjectives in India. It is famous for trout fishing, other activities that are popular here are camping, rafting and trekking to nearby hilly regions such as Upper Bhavani. One of the most important tourist destinations in Ooty is Ooty lake. This lake is famous for drifting. Botanical Garden of Ooty is certainly perhaps the most famous spot to see in Ooty. Spread more than 55 acres of land, this garden is isolated into five unique segments like Fern House, Lower Garden, Italian Garden, Conservatory and Nurseries. It is kept up with by Horticultural Department of Tamil Nadu. Deer Park is located at a distance of 2 km from Ooty Lake, With its rich fauna along with variety of deer, for example, Sambhar and the Chithal. Other attraction places in Ooty areDoddabetta Peak,Mudumalai National Park, Mukurthi National Park, Needle Rock View-point, Ooty Rose Garden,Pykara Waterfalls, Toda Huts Ooty, Tea Estates view point, Pine tree backwoods, Stone House Ooty etc.,

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