ANALYSIS OF THE PROBLEMS OF TOURISM INDUSTRY IN MADURAI DISTRICT, TAMIL NADU

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Abstract

Various challenges/issues faced by the domestic travel and tourism industry in Madurai district are: Lack of proper infrastructure, Human resources, Service levels, Lack of adequate marketing and promotion, Taxation, Security and Regulatory issues.

Introduction

Tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics. Worldwide tourism is ranked second highest revenue-generating industry. It is necessary to differentiate between different type of tourists to understand and analyze their purpose of visit. There are different ways to attract domestic and foreign tourists, we need to understand which type of services is required to attract and retain their tourists. There is a large potential market for rural tourism especially for foreign tourists, which has not yet developed because government has not taken up any systematic approach to attract foreign tourists. Tourism industry is one of the emerging industries capable of shaping the entire economic potential of a nation. It is one of the most important civil industries of the world contributing about 10% to the world's Gross National Product.

To quote G. Fraustie "It is generally expected at present that fairly in near future the average citizen of the economically developed country will be able to meet his needs by working thirty hours a week. Thus the time that an individual will devote to productive in future will take up about 6 percent of his existence."

The tourism policy, of India recently revised and redesigned by the Government of India includes the long sought after steps like encouragement to greater privatizing of tourism related services, stress on tourism education and training, selection of priority areas and activities for immediate attention and action, much effective publicity measures, organization of special fairs and festivals, holding of international seminars, symposia and workshops on tourism and last but not the least the simplification of frontier facilitation of the year 1991 as 'Visit India Year' 1990-2000 as Tourism Decade well reflect the interest of Government of India in achieving a major breakthrough in international tourism.

Review of Literature

Ravi Bhushan Kumar (1995) in his study analyses the impact of tourism in developing countries. For this he has relied more on secondary data supplied by the govt.

and other agencies. He has used two approaches in this study, i.e., Political economy approach and functional economy approach. The political approach examines economic dependency of backward countries on the developed countries and very often the impact is found totally negative. As per the functional approach, he divide the tourism process into three elements, dynamic phase – movement to and from destinations, static phase of stay and consequential element of considering socio economic and physical impact on environment. The study concludes that the tourism can play important role in the development of country. It provides a variety of opportunities for the development of industries and thereby the economic development of the society.

P C Sinha(2002) in his book titled "Tourism Transport and Travel Management" focuses on various crucial issues regarding modern international tourism. It analyses problems relating to transportation of tourists. It considers various issues relating to demand and motivation for tourism travel management. The book studied in detail the various modes of transport like, rail, road, water and air transport and their problems. Stimulus response model of buyer behaviour is applied in this study to analyze the factors influencing the personal interest of tourists. The socio cultural factors which influence the tourist behaviour are studies in detail. Primary and secondary data are used in this study. Statistical methods like correlation, regression, etc are applied for analyzing the data. Interview cum questionnaire schedule is used for collecting primary data.

The book titled "Tourism and Economics" by Saurabh Kumar Dixit (2005) provides a purposeful literature on demand, supply, implications and impact of economics on tourism industry. Tourist seeking to maximize the benefits he expects from travel experience. Firms providing tourist goods and services seek to maximize profits. The government and host community trying to utilize the tourist expenditure in their area. Tourism provides a large employment opportunity to the economy. This will increase the income of the host country. The book analyses the impact of tourism in the economics of the host country. The book concludes that tourism can contribute to poverty alleviation through the creation of employment and changes in the existing employment practices. Tourism can create jobs, which benefit the poor where specific measures are taken to recruit and train workers from among the poor. Primary and secondary data are used for analysis. Samples are selected by using multistage stratified random sample method. Statistical methods like averages, indifference curve, regression, etc are applied in analyzing the data and inferences are reported as conclusion.

The book titled "Tourism Research Policy and Regulations" by P C Sinha (2005) focuses on various crucial issues pertaining to modern international tourism like tourism research, tourism education, tourism marketing, tourism policy, etc. This work provides a detailed analysis on the ways and means for the sustainable development of tourism. This book gives an attempt to cultivate global interest towards integrated development of

tourism. It makes a comprehensive analysis and evaluation of the process of tourism development and various strategies put forward for its growth and development. Issue identification and planning strategies in the sphere of travel and tourism is well covered and described in detail. The primary and secondary data are used in the study. Statistical methods like ski square test, regression, variance analysis, etc are applied in analyzing the data.

Objectives of Study

In this paper to find out the problems faced by the foreign and domestic tourists, during their visit to Madurai district

Significance of the Present Study

In fact, tourism is inter disciplinary subject for the study by nature, each of its aspect being too complex and too complicated, and hence any amount of knowledge may still leave much quarter for further studies. Form the state's point of view, the significance of the study lies in identifying and highlighting the problem areas in the field of tourism development. It specially aims towards finding answers to problems and shortcomings in the field of infrastructure development, quantity and quality of transport, accommodation, entertainment and recreation, training, marketing and publicity etc. The suggestions from the respondents incorporated herein, would provide guidelines for future course of action to be followed. The study on tourism in India may be equally important for all those interested in undertakings similar studies in the context of other states and regions, because certain methods and approaches evolved and employed here by the researcher ought to be helpful in carrying out further studies of a similar nature.

Methodology

The data required for the study collected from the both primary sources and secondary sources:

The researcher collected the primary data from the various tourist places in around Madurai district form the domestic and foreign tourists with the help of interview schedule method. The secondary data were collected from the related review of literature from various sources like books, journals, websites, newspapers and magazines at various universities libraries, Department of Tourism of Madurai District and Tamil Nadu, Government of India and research institution.

Tools for Analysis

The data are going to be analyzed by using appropriate statistical techniques such as Garrett's ranking test.

Analysis of the Problems of Tourism Industry in Madurai District, Tamil Nadu

In this paper, an attempt has been made to analyze the opinion level of the responds on problems in tourism in Madurai district. For this purpose, the opinions were collected from the tourists through interview schedule. This article focuses on identifying such problems and their intensity level. The researcher also attempted to study the significant relationship of the tourists in each of the problems are Meenakshi Amman Temple, Algarkovil and Aanaimalai.

Table 1: Garret Table Value

Rank	Percentage	Calculated value	Garrets table value
1.	100(1-0.5)/6	8.33	77
2.	100(2-0.5)/6	25.00	63
3.	100(3-0.5)/6	41.67	55
4.	100(4-0.5)/6	58.33	46
5.	100(5-0.5)/6	75.00	37
6.	100(6-0.5)/6	91.67	23

Source: Primary Data

For each cause, the score value is calculated by multiplying the number of respondents and that cause with corresponding table value. The total score for each cause has been calculated by dividing the total score, by the number of respondents. Garrets tanks are allotted on the basis of mean score. The following table 2 explains the mean score

Table 2: Opinion score to garrets score calculation

Zones	Rank						Garrets score	Average score	Rank
Aanaimalai	I	II	III	IV	V	VI			
Gandhi Museum	1463	3969	1375	1196	185	46	8234	58.81	II
Varicciyur	231	693	605	552	888	1817	4786	34.19	VI
Temples/ pilgrimages	5775	441	165	874	518	506	8279	59.14	I
Settipodavu	2387	1890	2585	826	333	115	8136	58.11	III
Muthupatti	154	441	1155	1058	2368	529	5705	40.75	V
Thirumalai Naicker Mahal	770	1386	1815	1932	888	207	6998	49.99	IV

Source: Primary Data

It is inferred from table 2 Madurai district tourists gave the first rank to temple/ pilgrimage centre, followed by Algarkovil, Thirumohoor ,Aanaimalai, Thirupparkundram,

Mennakshiamman temple ,Gandhi Museum, Settipodavu, Muthupatti ,Thirumalai Naicker Mahal and historical place

Conclusion

In this article, the researcher has analyzed the association between factors and level of problems in the tourism places in madurai district. The annova test and Garret table value confirms that there is no significant relationship in the opinion of the tourists regarding lack of accommodation facilities, poor qualities of food and beverages, beggar nuisance and higher prices of services in tourism places in case of domestic and foreign tourists.

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