

ANALYSIS OF SOCIO-ECONOMIC BACKGROUND OF TOURISTS IN MADURAI DISTRICT

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Abstract

Tourism industry offers an opportunity for earning foreign exchange at a low social cost. It stimulates the rate of growth of the overall economy because of its immense growth potential. In addition, under certain situations it also functions as an important industry, promoting diversification of the industrial structure as well as augmenting regional development of backward areas. In many under developed and developing countries, it is an important sector that provides employment, propagates cultural and ethnic values and ensures sustainable economic development. Tourism industry strengthens national integration and enriches social interaction. Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Tourism promotes international understanding and gives support to local handicrafts and cultural activities. It is an important segment of the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities. Tourism is the third largest foreign exchange earner for India.

Keywords: *Tourism, handicrafts, economy, Madurai, cultural values, ethnic values, social interaction*

The tourism sector of Indian economy is at present experiences a huge growth. The tourism sector of Indian economy has become one of the major service sectors under the Indian economy. The tourism industry earns foreign exchanges worth 21,828 crore. Previous year the growth rate of the tourism sector of Indian economy was record as 17.3%

Tourism industry is the wide range of constituent and world second largest industry. Tourism activity has everlasting socio-economic impacts on the best of economy and community.

The tourism industry is playing important role in national growth and development. Every country, every space, every location has its own identity as such, and several location of Madurai district has their own importance.

This survey consist of 300 tourist, who were on visit of tourism places in Madurai district .The researcher has palmed to survey domestic as well as foreign tourists.

Objectives of the Study

The objectives of the study are as follows:

1. To know the theoretical view of tourism.
2. To study the socio economic background of tourism industry in Madurai District.
3. To offer conclusions of the study.

Scope of the Study

The present study has been undertaken from the point of view of tourist. An attempt is made to analyse the Challenges Faced by Tourism Industry in Madurai District, Tamilnadu. The study concentrates on the various tourism places and attitude of tourists regarding problems of tourism in Madurai District. This study also focuses on the opinion of tourists for promoting tourism in Madurai District.

Sampling Design

For this study, the convenient sampling method was used by the researcher for collecting primary data. The survey was conducted among 300 domestic and foreign tourists. The sample tourists were selected from tourism places in Madurai District.

Distribution of Tourist According to Gender

Gender is an important factor in determining the promotion measures .table 1 elucidates the details regarding the gender of the tourist.

Table 1: Classification of Tourists According to Gender

Sl. No.	Gender	No of Tourist	Percentage
1	Male	150	50.00
2	Female	150	50.00
	Total	300	100

Source: Primary Data

It is inferred from Table 1, gender profile of tourist indicates the male's predominant group in the sample of domestic tourist. About 50 per cent of domestic tourists respectively found to be male's. It indicates that a tourism place in Madurai district is slightly more popular with the males, than with the females, 50 per cent of domestic tourist is found to be female.

Distribution of Tourists According to Age

Age gives different analytical thinking process for the person according to their preference and response will be decided. So the researchers have taken up this factor for the analysis. Table 2 shows the classification of tourist according to their age.

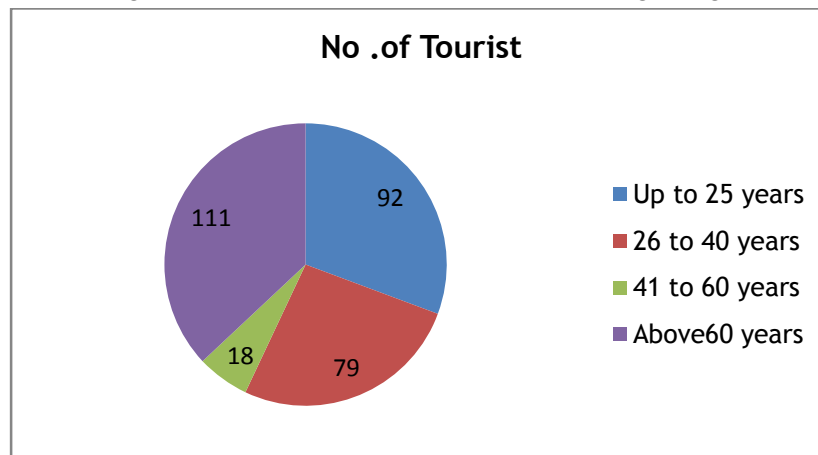
Table 2: Classification of Tourist According to their Age

Sl. No	Age Group	No. of Tourist	Percentage
1.	Up to 25 years	92	30.60
2.	26 to 40 years	79	26.30
3.	41 to 60 years	18	6.00
4.	Above 60 years	111	37.00
	Total	300	100

Source: Primary Data

Table 2 shows that age of the tourist out of 300 tourist 37 percent of the domestic and foreign tourists comes under the age group of above 60 years. 30.6 percent of the tourists come under the age grouped upto 25 year 26.3 percent of the tourists comes the age group of 26 to 40 years. Only 6.0 percent of the tourist comes under the age group of 41 to 60 years. 37 percent of the tourist comes under the age group of above 60 years majority of 56.9 percent of the tourist comes under the age group of upto 40 years.

Figure 1: Classification of Tourist According to Age



Distribution of Tourist According to Nationality

The researcher has classified the tourists on the basis of nationality. Table 3 illustrate the nationality -wise classification of the tourists

Table 3: Classification of Tourists According to Nationality

Sl. No	Nationality	No. of Tourists	Percentage
1.	Indian	150	50.00
2.	Foreigner	150	50.00
	Total	300	100

Source: primary data

Table 3 shows the result of the nationality of the tourists has ever visited this tourism places. Whereas in case of 150 domestic tourists out of (50 percentage) domestic tourist have available of the tourism places, and the foreign tourists available of the tourism places out of 150 (50 percent) in Madurai district.

Religion - Wise Classification of the Tourists

The researcher has classified the tourists on the basis of religion .Table 4 illustrates the Religion wise classification of the tourists.

Table 4: Religion Wise Classification of Tourists

Sl. No	Religion	No. of Tourists	Percentage
1.	Hindu	112	37.30
2.	Muslim	96	32.00
3.	Christian	92	30.60
	Total	300	100

Source: Primary Data

It is observed that from the above Table 4, 37.3 per cent of the tourists are Hindus 32 per cent of the respondents are Muslims, 30.6 per cent of the tourists are Christians.

Tourist Places in Madurai District

There are many tourist places in Madurai district. Each places gives a different experience and services. It also helps in different types of relaxation. Table 5 examines the opinion of the tourist's level to the destination.

Table 5: Places of Visited in Tourist in Madurai District

Sl. No	Tourist Places	Visited	Planned to visit	No opinion	Total
1.	Madurai Meenachi Amman temple	195 (65%)	56 (18.67%)	49 (16.33%)	300 [100%]
2.	Thirupparankundram Temple	198 (66%)	58 (19.33%)	44 (14.67%)	300 [100%]
3.	Gandhi museum	170 (56.67%)	66 (22%)	64 (21.33%)	300 [100%]
4.	Eco park	155 (51.67%)	86 (28.67%)	59 (19.66%)	300 [100%]
5.	Mariamman Thepakulam	160 (53.33%)	73 (24.33%)	67 (22.33%)	300 [100%]
6.	Thirumohoor	188 (62.67%)	33 (11%)	79 (26.33%)	300 [100%]
7.	Samamar hills	193 (64.33%)	20 (6.67%)	87 (29%)	300 [100%]
8.	Alagar kovil	135 (45%)	95 (31.67%)	70 (23.33%)	300 [100%]
9.	Thirumalai Naicker Palace	138 (46%)	88 (29.33%)	74 (29.33%)	300 [100%]
10.	Arritapatti	157 (52.33%)	88 (29.33%)	55 (18.33%)	300 [100%]
11.	Kuruvithurai vallaba perumal temple	195 (65%)	56 (18.67%)	49 (16.33%)	300 [100%]
12.	Kongarpuliyankulam	198 (66%)	58 (19.33%)	44 (14.67%)	300 [100%]
13.	Yanaimalai	170 (56.67%)	66 (22%)	64 (21.33%)	300 [100%]
14.	Mangulam	155 (51.67%)	86 (28.67%)	59 (19.67%)	300 [100%]
15.	Settipodavu	157 (52.33%)	88 (29.33%)	55 (18.33%)	300 [100%]
16.	Muthupatti	160 (53.33%)	73 (24.33%)	67 (22.33%)	300 [100%]
17.	Varichur	188 (62.67%)	79 (26.33%)	33 (11%)	300 [100%]
18.	Anapatti anjanayar temple	193 (64.33%)	87 (29%)	20 (6.67%)	300 [100%]

It is clear from the above table 5, most of the tourist 195 (65per cent) of tourists visited Madurai Meenachi Amman temple, other 18.67 per cent of tourist planned to visit and the remaining 16.33 per cent of the tourist have no opinion of visiting Meenachi Amman temple at Madurai, 66 per cent of the tourists visited Thiruparankundram, other 19.33 per cent of tourist planned to visit and the remaining 14.67 per cent has no opinion of visiting

Thirupparankundram, 56.67 per cent of tourists visited Gandhi museum, 22 per cent of tourist planned to visit and the remaining 21.33 per cent of the tourist have no opinion of visiting Gandhi museum, 51.67 per cent of tourists visited Eco park, other 28.67 per cent of tourist planned to visit and the remaining 19.67 per cent of the tourist have no opinion of visiting Eco park, 52.33 per cent of tourists visited Madurai Tepakulam, 29.33 per cent of tourist planned to visit and the remaining 18.33 per cent of the tourist have no opinion of visiting Madurai Tepakulam, 53.33 per cent of tourists visited Thirumohoor, 24.33 per cent of tourist planned to visit and the remaining 22.33 per cent of the tourist have no opinion of visiting Thirumohoor, 62.67 per cent of tourists visited Samamar Hills, 11 per cent of tourist planned to visit and the remaining 26.33 per cent of the tourist have no opinion of visiting Samamar Hills, 64.33 per cent of tourists visited Alagar Kovil, 6.67 per cent of tourist planned to visit and the remaining 29 per cent of the tourist have no opinion of visiting .46 per cent of tourists visited Mannar Thirumalai Naickar Palace, 24.67 per cent of tourist planned to visit Arritapatti and the remaining 24.67 per cent of the tourist have no opinion of visiting Arritapatti, 46 per cent of tourists visited Kuruvithurai Vallaba Perumal Temple, 24.67 per cent of tourist planned to visit and the remaining 29.33 per cent of the tourist have no opinion of visiting Kuruvithurai Vallaba Perumal Temple, 66 per cent of tourists visited Kongarpuliyankulam, 19.33 per cent of tourist planned to visit and the remaining 14.67 per cent of the tourist have no opinion of visiting kongarpuliyankulam, 56.67 per cent of tourists visited Yanaimalai, 22 per cent of tourist planned to visit and the remaining 21.33 per cent of the tourist have No opinion of visiting Yanaimalai, 51.67 per cent of tourists visited Mangulam, 28.67 per cent of tourist planned to visit and the remaining 19.67 per cent of the tourist have no opinion of visiting, 52.33 per cent of tourists visited Settipodavu, 29.33 per cent of tourist planned to visit and the remaining 18.33 per cent of the tourist have No opinion of visiting Settipodavu, 53.33 per cent of tourists visited Muthupatti , 24.33 per cent of tourist planned to visit and the remaining 22.33 per cent of the tourist have no opinion of visiting Muthupatti, 62.67 per cent of tourists visited Varichur, 26.33 per cent of tourist planned to visit and the remaining 11 per cent of the tourist have no opinion of visiting Varichur, 64.33per cent of tourists visited Anapatti Anjanayar temple, 29 per cent of tourist planned to visit and the remaining 6.67 per cent of the tourist have No opinion of visiting Anapatti Anjanayar temple .

Conclusion

This chapter examines the Socio-economic background of the tourist and problems of the tourist regarding tourism place. For the purpose of this study 300 domestic and foreign sample tourists were selected from the tourism places based on convenient sampling method.

The purposes of visit of majority of the respondents are in religious aspect and own interest is an important motivation to visit this tourism places. Religious aspect is more attract of the tourists on tourism and majority of the tourist give their opinion about

factors of tourism is excellent and fulfill all the expectation of the tourists, more than 65% tourists recommended this tour to others and come again to the tutors.

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