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A study on traveller's perception and preferences towards tourism services

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Abstract

Tourism is important in many ways- it can be for leisure, business, education, culture and for fun; it is very happiest part of the life. Tourism industry is a fast developing sector for the economy worldwide. Tourism has become a popular global leisure activity. India offers myriad flavors mingling in the steam of a country coming of age. Teeming with over a billion people who voice over a million concerns in fifteen hundred different languages, India is where people live with variety, thrive on diversity and are too familiar with largeness to let it boggle them. Travelers and tourists to India may however not find it so undoubting. Mud huts and mansions face off across city streets and lurid luxury and limp living are inhabitants of the same lane. Just like in the "masala" box in every Indian kitchen, measures of Calm and "Kaam" (work) craft the people of India. In this beautiful and bountiful land i.e. India events, experiences and sensations heap themselves on the tourist at every step. Tourism is a significant sector of the Indian economy and contributes significantly to the country's Gross Domestic Product (GDP) and Foreign Exchange Earnings (FEE). The Indian tourism sector is also linked with important sectors such as transportation, infrastructure, and handicraft, which further helps in the growth and development of the country. India currently holds the 12th position in Asia and 68th position in the overall list of world's most attractive tourist destinations, as per the Travel and Tourism Competitiveness Report World The increasing numbers of both domestic as well as an International tourist have been very encouraging for the Indian travel and hospitality sector.

Keywords: Tours and travels, travelers perception, travelers preferences and satisfaction level

Introduction

Tourism means people traveling for fun. It includes activities such as sightseeing and camping. People who travel for fun are called "tourists". Places where many tourists stay are called "resorts". Some people travel to do an activity which they cannot do at home.

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Domestic tourism refers to touring of a country for leisure and adventure by the residents of the country while international tourism is the visit of persons from one country to places of interest in another country.

Tourism has become an important source of income for many regions and even entire countries. The Manila Declaration on World Tourism of 1980 recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."

The hospitality industries which benefit from tourism include transportation services (Such as airlines, cruise ships, trains and taxicabs); hospitality services (Such as accommodations, including hotels and resorts); and entertainment venues (Such as amusement parks, restaurants, casinos, shopping malls, music venues, and theaters). This is in addition to goods bought by tourists, including souvenirs.

Statement of problem

The tourism is always related to human being and human nature. So it is a complex proposition to investigate why people travel and what they want to enjoy. Tourist motivations differ from one person to other, because of their needs and wants, tourism sector has been at increased demand and hence forth the tourism service provide us should know the change in perception of traveler’s on tourism services. The study hence at identifying the preferences, at the traveler’s in choosing the destination which based on the several tourism services like transport, accommodations, travel agencies, etc.

Scope of the study

Tourism is considered as economic and mechanical tools which focus on social upliftment as well as economic prosperity for the society. It also brings international awareness and understanding between different cultures and societies. Due to automation and technological advancement, the global accessibility is now possible and it has manage to reduce the distance and time barriers. The study is conducted to know the traveler’s perceptions towards tourism services.

Objectives of the study

1. To study the traveler’s preferences towards tourism services.
2. To study the factors influencing the traveler’s preferences.
3. To study the level of satisfaction of the traveler’s on tourism and hospitality services.
4. To study the challenges faced by the traveler’s.

Research methodology

Area of study refers to Coimbatore city.

Sources of data

The study has used primary data and data has been collected through questionnaire, secondary data has been collected from sources like magazines, journals, books, websites, etc.

Tools for analysis

Descriptive Analysis, Chi-square Analysis.

Limitations

The study has been confined to Coimbatore city only.

Review of literature

Diana Foris (2014) presents the comparative study regarding the classification of tourism accommodation units, operating within rural tourism in the EU member states. The result of this research offer, resourceful pieces of information in that identifying the role, objectives, procedures, and purpose of such classification as well as its types and categories for rural tourism.

Attallah and Nashwa F (2015) [4] made a study on services provided by tourism establishment in Egypt. The study explore the perceptions of international tourist concerning the service quality provided by three of the main tourism establishment in Egypt, including airlines, hotels, and travel agencies. Tourist had in general good perceptions as regards his services provided by the tourism establishments

investigated, and hence they were satisfied with their quality. However, there are some weak aspects that need improvement.

Analysis and interpretation

Percentage analysis

Table 1: Mode of transport preferred by the respondent

Mode	Respondent	Percentage
Personal vehicle	40	40 %
Rental vehicle	11	11%
Bus	08	08%
Railways	16	16%
Ship	3	3%
Airways	22	22%
Total	100	

From the above table, it is found that 40% of the respondents preferred to travel by their personal vehicles, 22% of the respondents preferred to travel by airways. 16% of the respondents preferred to travel by railways, 11% of them preferred to travel by rental vehicles.,8% of them preferred to travel by Bus and 3% of the preferred to travel by ship.

Thus it has been inferred that most of the respondents preferred to travel by their personal vehicles

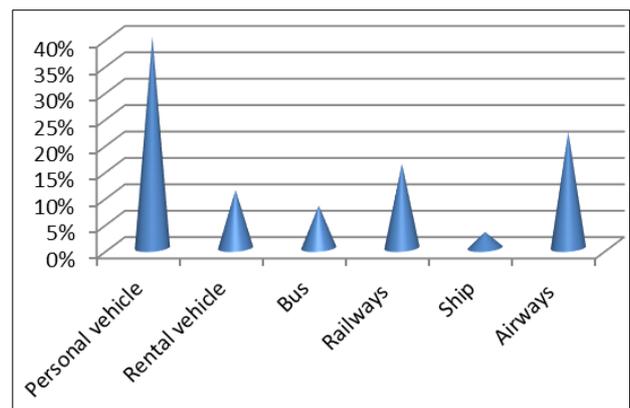


Chart 1: Mode of transport preferred by the respondent

Table 2: Purpose of visit by the respondents

Purpose	Respondents	Percentage
Education	11	11%
Business	4	4%
Spiritual	15	15%
Adventurous	52	52%
Recreation	19	19%
Total	100	

From the above table, it is clear that 51% of the respondents travel for adventurous purpose, 19% of the respondents travel for recreation purpose, 15% travel for spiritual purpose, 11% travel for the education purpose and 4% travel for the business purpose.

Thus it has been concluded that majority if the respondents travel for adventurous purpose.

Chi- square analysis

Table 3: Personal factors of the respondents and the purpose of visit

Personal Factor	Chi-square value	P- value	Significant/Not significant
Gender	3.63	0.304	Not significant
Age	39.92	0.000	Significant
Educational Qualification	23.74	0.005	Significant
Occupational Status	35.94	0.000	Significant
Marital Status	19.99	0.000	Significant
Family Monthly Income	17.19	0.046	Significant

Interpretation

From the above table is clear that there is no significant relationship between gender of the respondents and purpose of travel.

There is a significant relationship between age, educational qualification, and occupational status, family monthly income of the respondents and the purpose of visit.

Findings

- Most of the respondents preferred to travel by their personal vehicles.
- Majority if the respondents travel for adventurous purpose.
- There is no significant relationship between gender of the respondents and purpose of travel. There is a significant relationship between age, educational qualification, occupational status, family monthly income of the respondents and the purpose of visit.

Suggestions

▪ Tourism destination

Most of the traveler's decide a particular destination based on the entertainment factor. So, the tourism Ministry can give more importance in the development of entertainment factors in the tourism destination. The traveler's before deciding particular tourist destination collect information about that destination. Hence, the information source for the tourist destination can be increased for the benefit of travelers. Online advertisement can be improved to attract the traveler's to know about a particular destination.

▪ Transportation

Road and Rail transport facilities has to be improved for the tourism destination, since, the traveler's prefer to travel by car, bus, and trains. In recent days, the traveler's prefer airlines. So, the airline services can be provide air travel concessions and other benefits to attract the traveler's prefer to travel in airlines as it is the fastest means of transport.

▪ Travel agent

The travel agent should provide a wide range of travel options to attract the traveler's with a best price. The travel agent can provide better services with regards to their guide services. They should offer attractive range of travel options.

In modern days, International tours are also preferred by most of the traveler's. So, the travel agents should improve their passport and visa services for the traveler's.

Conclusion

Deemed as one of the World's largest industries to be earning foreign exchange, the travel and tourism sector indeed as a lot to offer to the growing population, owing to the increasing number of job opportunities in a number of associated departments like government tourism department,

immigration, and customer services, travel agencies, airlines, tour operators, and, hotels in addition to many associated service industries such as airline catering or, laundry services, guides. For India, tourism to grow rapidly and significantly, some key areas of concern like infrastructure, promotion and marketing at domestic and International level, and skill development, tourism related education, has to be addressed. Some existing new trends that will have a positive impact in the development of Indian tourism, over the next two years are those of adventure and responsible tourism. India's pledge to sustainable tourism development as led to the industry making up to the need for doing its bit of giving back to the society through corporate social responsibility and environment protection.

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