



TOURIST PREFERENCE ON CHENNAI TOURISM

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Abstract: *Tourism is travelling for primarily recreational or leisure purposes. Tourism has become a popular global leisure activity.*

TamilNadu one of the most attracted tourist spot in 2009 and it also rank in 2011. The Chennai city situated at the coast of Bay of Bengal, has its own unique charm and has a great influence of rich tradition, varied heritage, modern amenities and technology and based on this it has become a vibrant place in the vicinity of nature. The Ministry of Tourism also take all possible steps to make the tourist spots a global one and try to help the tourist in terms of achieving their expectation as well as feeling 'home away from their home'.

The research is considered as an important one to evaluate the market potential for tourism in Chennai. Nowadays more concentration in terms of countries economy is given to hospitality and tourism sector which has to be developed and attract more tourists and make the country a developed one.

The research is based on survey method through questionnaire and it consists of both primary and secondary data. The sample size is 100 respondents, and it has been analyzed by using the statistical techniques such as percentage, pie chart, bar graph and advanced statistical method been used for the research

Keywords: *Tourist, Travel Agency, Hospitality, Package*

INTRODUCTION

Tourism is a pleasure or leisure travel. The tourism industry may be termed as a smoke less industry which improves a region or country's socially and economically. Tourism is a travel for recreational, leisure or business purposes. The World Tourism Organization defines tourist as people who travel to and stay in places outside their usual environment for more than twenty four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited¹. Tourism classified as domestic or international according to the boundary of travel. Nowadays, travelling and spending leisure time to enjoy off work life or during vacation has developed a projection in tourism and hospitality.



Tamilnadu the state of cultural heritage and historical significance is situated at the southern part of India, Madras now Chennai is the capital city of Tamil Nadu is about 350 years old but ever growing and pulsating with trends and new activities. Chennai is one of the most visited cities in the country in 2009 Chennai attracted the highest number of foreign tourist. During the first half of 2010, the state recorded a 26 % growth in domestic tourist; Chennai is also a Mecca for medical tourism. TTDC has identified Meditour India, a voluntary non-profit medical organisation, as the nodal agency to promote wellness tourism².

TOURIST PREFERENCE TO CHENNAI

“Atithi Devo Bhava” is part of the verse mentioned in the Taittiriya Upanishad; Shikshavalli I.20 Atithi Devo Bhavah is a Sanskrit verse which simply means – consider the guest as god.³ The slogan brings out the actual hospitality quality of Indians treating the guest to feels as home away from their home

In July 2015, when the Union tourism ministry released data of the most favored state where foreign tourists flocked, Tamil Nadu name figured right on the top. There is a reason why Tamil Nadu attracted 4.66 million visitors in 2014⁴.

Chennai is well developed city in the entire infrastructure for tourism which includes the basic components of infrastructure like the electricity, water supply, drainage, solid waste disposal system, transports like airport, railways, etc, Chennai has been connected to all major cities and districts with a wide network of roadways. Chennai has been enriched with the amenities of tourism like manmade amenities and natural amenities.

In 2011, Chennai was ranked 41st in global top 100 city destination ranking, with 3,174,500 tourists, a 14 percent increase from 2010⁵. Chennai, formerly known as Madras, recognized as the ‘Detroit of India’ and the ‘Gate way of south’ is the capital city of the Indian state of Tamil Nadu. Chennai is the fourth largest and most populous metropolitan city. Its prime location on the Coramandel coast of Bay of Bengal has facilitated it with many natural amenities for tourism. The city holds its own charm with the second longest beach in the world. Beside the natural amenities Chennai encompass a great influence of rich tradition, modern amenities and technologies, colonial monuments, historical and pilgrimage centres etc.



Chennai being developed in the areas of information technology whereas it acts as a hub of tourism with modern technologies. Any tourist national or international can select his option for his stay in a star categorised hotel to his basic daily travel in taxi without depending on any agencies

OBJECTIVES OF THE STUDY

Specific Objective

To study about the preference of tourist with regards to Chennai tourism.

General Objective

- i) To find out the factors that influences the Selection of Tourist Places in Chennai.
- ii) To Know the Awareness level of tourist places among the tourist.
- iii) To study about the popular recreational spots in Chennai
- iv) To study about the Facilities offered to the tourist.
- v) To create an awareness of the various tourist centers to tourist's in Chennai
- vi) To study about the drawbacks that exists in Chennai tourism.

NEED FOR THE STUDY

The study is to evaluate the position of market potential for tourism in Chennai city. The potentiality of Chennai tourism spots depends on the better path to be rooted to attract more visitors to Chennai. The tourism industry of India is economically important and grows rapidly. The world travel and tourism council calculated that tourism generated INR6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicated to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries.

Since the Chennai tourism attracts so many tourists from all over the world, certain developments are not enforced and there is no proper security for the tourist. Though government take certain steps to ensure proper security, but still it is in a dilemma the tourist feel the security offered to them is improper and this study gives a feed back as well as the infrastructure facilities to be developed could also be identified. Based on the above criteria the study is considered as an important one.



RESEARCH METHODOLOGY

The Study is a descriptive one which consists of both primary and secondary data, where the respondents are interviewed in the form of questionnaire. Stratified random sampling method is adopted and sample size is 100 respondents and it has been analyzed by using the statistical techniques such as percentage, bar graph and advanced statistical method been used for the research.

REVIEW OF LITERATURE

1. According to Michael C. Linderman, in *International Journal of Contemporary Hospitality Management* titled "Royal accommodations: pilgrim rest houses in early colonial South India" (2013) states that background on the historical development of royal hospitality in India before the advent of commercial hospitality in the twentieth century. It is based on archival research into the role of institution building in strategies of indigenous kingship in early colonial India. The primary methodology used is content and descriptive analyses of archival documents in the Tamil language related to chatrams constructed by the Maratha court of Tanjavur between 1739 and 1855 CE. It also reveals the manner in which practices such as hospitality could sustain aspects of the traditional relationship between ruler and this article focuses attention on the diversified social functions of these institutions in the early colonial period in south India, and introduces these institutions as a potential precedent of later forms of commercial hospitality.⁶
2. According to Scott, Daniel in *Journal of Sustainable Tourism* Titled "Why sustainable tourism must address climate change" (2011) states that the sustainable tourism's current expanding engagements with climate changes may not necessarily be conducive to the interests of tourism sustainability. It critically examines and responds to the seven interrelated issues presented by Weaver to support the opinion. The author states that some common climate science myths that continue to hamper scientific progress and complicate debate over climate change policy responses and specifically refutes recent claims of compromised and inaccurate research findings. It is argued that climate change studies reveal a deficiency in past conceptualizations of sustainable tourism that focused almost exclusively on destination scale issues and highlight the need to properly account for the



environmental and social impacts of tourism's travel phase. Addressing climate change is considered a prerequisite to sustainable development and therefore germane to advancing sustainable tourism research.⁷

3. According to Stehen Waering, et al., in the book titled "Ecotourism (Impacts, Potentials & Possibilities)" (2010) states that tourism industry does not produce close substitute products as does the manufacturing industry, but it comprises sectors each of which produces closely substitutable products the tourism industry sectors include accommodation attractions, arrive, coordination, promotion and distribution, tour operators whole sales and miscellaneous group. Ecotourism: Impacts, Potentials and Possibilities analyses the impacts of mainstream tourism in first, second and third world countries, argues the benefits of adopting the philosophical approaches of ecotourism to create a more sustainable tourism industry in every country around the world.⁸
4. According to Xuan Van Tran et al., in the book titled "Advance in culture, Tourism and Hospitality" (2009) states that people have unconscious motives which affects their decision making and associated behaviour and thematic apperception test (TAT) to measure how unconscious motives influence traveller's interpretations and preferences towards alternative tour and hotels. The author states that the relationship between three unconscious needs, 1.achievement 2.affiliation 3.Power and preferences for four package tours (adventure, culture, business and escape tour) and for seven hotel identities (quality, familiarity, location, price, friendliness, food and beverage, and cleanliness and aesthetics. The study has canonical correlation analyses to examine the relationships between unconscious needs and preferences for package tour and hotel identities to indicate that people with high needs for affiliation prefer and experiences based on cultural values and hotels that are conveniently located, Individuals with a high need for power indicate a preference for high prices and good value for their money and people with a high need for achievement prefer a travel experience with adventure as a motivation.⁹
5. According to Aman Nath, et al., in Express Hospitality titled "A tryst with the past" (2013) states that the India's biggest tourism draws the many heritage properties that have been painstakingly restored to former glory. A rich architectural legacy is



India's greatest tourism asset and the many heritage hotels across the country are destination in themselves. India's heritage hotels are unique and they don't have all too be extravagant and expressive. Heritage hotels will always be more charismatic based on the history, size and age of the building these hotels have been categorized into three sub-brands names, legends hotels, heritage hotels and nature resorts. Tourists these days be they foreign or domestic want to experience something special to witness local distinctiveness and connect with a historical past heritage hotels allow guests a chance to relive history and understand our evolution be it cultural socio-economic or political.¹⁰

6. According to Bindu Narayan et al. in An International Journal titled "Scales to measure and benchmark service quality in tourism industry" (2008) states that to develop and validate scales to measure and benchmark service quality (SQ) in tourism industry. The author also describes that each pattern may be different in a different destination, and in a different context. A destination with good logistics and assurance for security, value for money, impressive hospitality and food, can satisfy a customer. The studies also have modelled factors with and without significant impact on satisfaction separately, and the approach does not seem to have precedence in literature. The inclusion of the factor, "Fairness of Price" is also a new contribution to literature¹¹
7. According to Brian payea in Express Hospitality titled "Trip Advisor offers hotels and upgraded management centre" (2013) states that the trip advisor is rebuilding and redesigning its management centre for hotels they offers. Every hotel listed a management centre which has been rebuilt based on feedback and information. The aim is to allow the overload information to be converted into workable data and therefore actions this allows hotel to understand areas of improvement and elements of customer service. Business listings were started by trip advisor in 2012. Business listing creates a commerce opportunity offering a direct connection with the consumer.¹²
8. According to Byungsun Lee in Vogager's World titled "Examining India's outbound mice segment" (2014) states that the India is one of the fastest growing economics of the world with rising travel potential. Incentive travel is one of the fastest growing



segments within India's outbound MICE movement. India's new elite middle class who are spending exorbitantly for their holidays a board as well as Indian HNWLs and closet customers are also a segment that are too important to be ignored. New Zealand currently hosts many Indian incentive groups annually with group sizes usually ranging from 50 -150 passengers. The eagerness of Indian travellers to explore and experience new places coupled with increase in their spending power, makes India an important market for luxury travel as hotel. ¹³

9. According to Gour kanjilal, in Safari Plus titled "Heritage tourism in India" (2014) states that the tourism to any destinations largely depends upon the tourism resources, general facilities and specific services available at a destination to the tourists. Heritage of any destination act a strong resources for tourism. India as a heritage destination is well known for its immense potential with special focus on ancient monuments. Our heritage is divided into natural cultural archaeological historical prehistorically and digital. Experts and decision makers must join hands together and find out the solution to the problems in heritage tourism development and problems faced by local as well as tourists and especially for conservation.¹⁴
10. According to Jagir Singh Bajwa et al in the book titled "Tourism Management" (2009) states that the southern-most part of India and most of the ancient India here survives in its original Dravidian culture, the southern tip of the Indian peninsula is surrounded on the east by Bay of Bengal, in the west by Arabian sea and in the south by Indian Ocean and also the author describes about places of tourist interest in Chennai such as Fort St. George, Fort Museum, The High Court, Napier Bridge, Marina Beach, parthasarathi Temple etc.¹⁵
11. According to Mr. Joe Rajan in Safari Plus titled "Good Days ahead for .tourism" 2014 states that there will be extremely positive that the tourism and hospitality industry will get a great boost under the leadership of government and India will not just see an increase in domestic travelers, but also a surge in international new arrivals. He also states that according to BJP, tourism and hospitality can play a major role as a foreign exchange earner and has ability to create millions of jobs every year, He also states that tourism plays a key role in socio-economic progress through creation of jobs, enterprise, infrastructure development and foreign exchange earnings. ¹⁶



12. According to Zia Shiekh in Vogager's World titled "Stay well Hospitality group to expand in India" (2014) states that the Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is an employment generators and a significant source of foreign exchange for the country. The tourism industry in India is thriving due to greater number of Indians travelling to domestic destination than before the revenue from domestic tourism is likely to grow by 8.2% in 2014 as compared to 5.1% a year ago, the Indian hospitality sector has been growing at a cumulative annual growth rate of 14% ever year adding significant amount of foreign exchange to the economy. According to WTC, India's travel and tourism industry's expected to grow by about 7.3%.¹⁷

ANALYSIS OF DATA

The data has been developed and analysed

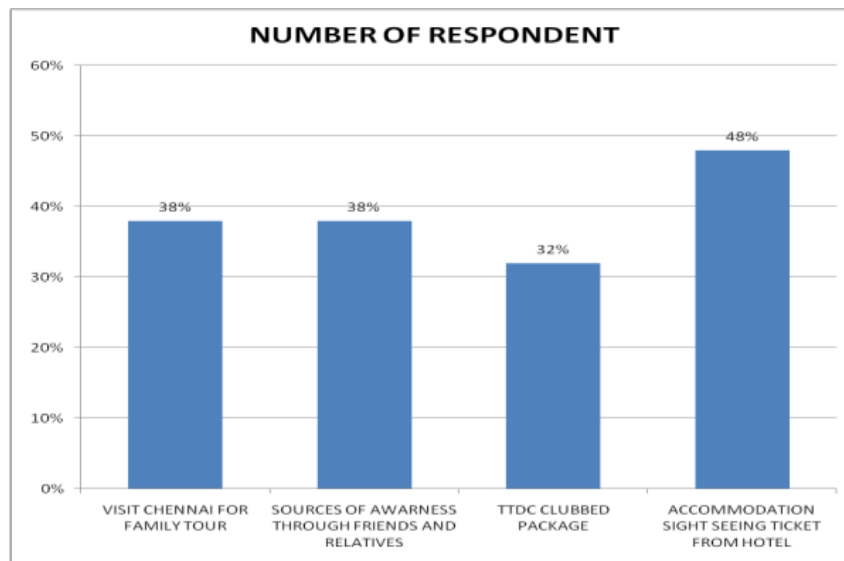


Figure 1

From the figure 1 it is clear that the tourism gain importance in Chennai on the basis of family tour and also the tourist try to get the sources from friends and relatives. It is also identified that they use clubbed packages offered by Tamilnadu Tourism Development Corporation (TTDC) and the guidance and support is given by travel agents.

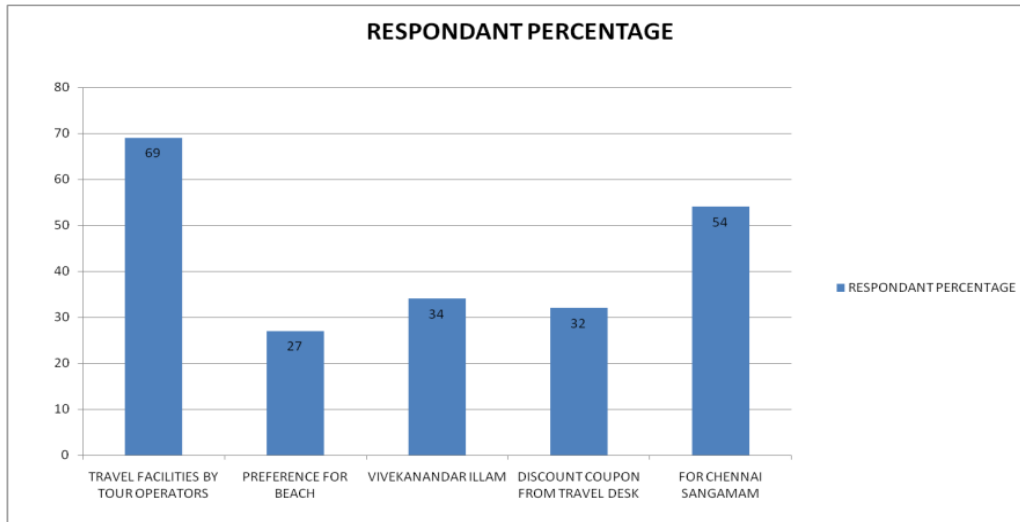


Figure 2

From figure 2 it is identified that most of the tourist are satisfied with the transport facilities offered by the tour operator and they admire beach as their favorite tourist place. The tourist get attracted by Vivekanda Illam , which is a monument one in Chennai and enjoy Chennai sangamam festival. The tourist gets discount coupons for the group arrival and travel desk in hotels.

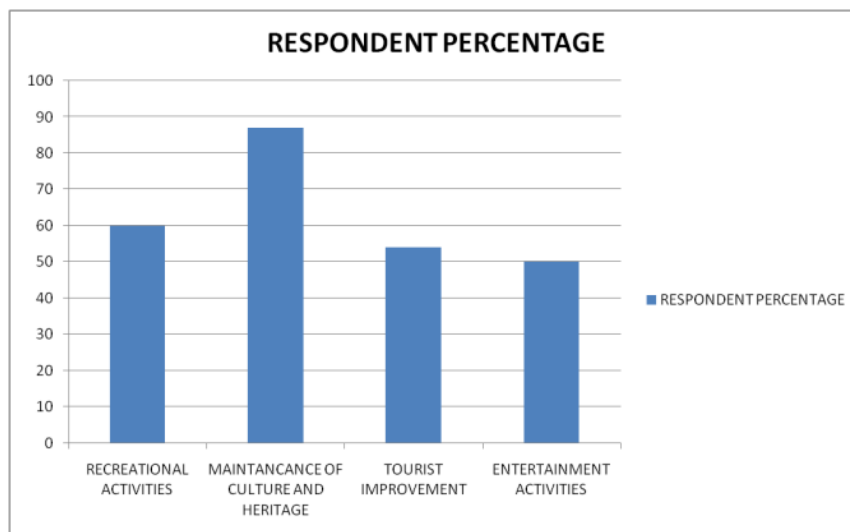


Figure 3

From figure 3 it is found that the majority of the tourist enjoy swimming and they are also believe that the culture and heritage are maintained in Chennai tourism. The tourist also gives preference to entertainment trips and they need some improvement in terms of cleanliness and accessibility of tourist spots.



H_0 : There is a relationship between the package provided by travel agency and the favorite place in Chennai.

	A	B	C	D	E	F	G	TOTAL
A	6	4	2	2	1	2	1	18
B	8	10	4	3	9	1	1	36
C	13	9	2	2	14	6	0	46
TOTAL	27	23	8	7	24	9	2	100

O	E	O-E	(O-E)	(O-E) ² /E
6	4.86	1.14	1.2996	0.267407
8	9.72	-1.72	2.9584	0.304362
13	12.42	0.58	0.3364	0.027085
4	4.14	-0.14	0.0196	0.004734
10	8.28	1.72	2.9584	0.357295
9	10.58	-1.58	2.4964	0.235955
2	1.44	0.56	0.3136	0.217778
4	2.88	1.12	1.2544	0.435556
2	3.68	-1.68	2.8224	0.766957
2	1.26	0.74	0.5476	0.434603
3	2.52	0.48	0.2304	0.091429
2	3.22	-1.22	1.4884	0.462236
1	4.32	-3.32	11.0224	2.551481
9	8.64	0.36	0.1296	0.015
14	11.04	2.96	8.7616	0.793623
2	1.62	0.38	0.1444	0.089136
1	3.24	-2.24	5.0176	1.548642
6	4.14	1.86	3.4596	0.835652
1	0.36	0.64	0.4096	1.137778
1	0.72	0.28	0.0784	0.108889
0	0.92	-0.92	0.8464	0.92
			TOTAL	6.965501

CV	6.965501
TV	21.026

Result: Since the calculated value is lesser than the table value the hypothesis is accepted, because there is a relationship between the package provided by travel agency and the favorite place in Chennai.



2. There is a relationship between TTDC package and Tamilnadu government motivation

X	Y	X-X'	Y-Y'	(X-X') ²	(Y-Y')	(X-X')(Y-Y')
18	13	-2	-7	4	49	14
12	33	-8	13	64	169	-104
32	30	12	10	144	100	120
31	23	11	23	121	529	253
7	1	7	0.472508	49	0.223264	3.3075582
100	100	99,47251	100	333	847	283

X'	20
Y'	20

$$r = 0.527492$$

Result: Since the calculated value is positive so there is relationship between the utilization of TTDC tour package and the Tamil Nadu government encouraged visiting Chennai.

RESULT AND CONCLUSION

From the research it is understandable that Chennai attracts more tourist because of its own structure and publicity at the world level. It has got its own monument and recognition in terms of cultural diversity and customs that is preferred by tourist.

Tamilnadu Tourism Development Corporation also develop the tourist spots which pave the root for economic development and ultimately leads the country forward in terms of economy . The study also gives a feedback to the ministry of tourism that the places and monuments which are to be developed and create an awareness in the minds of the tourists that the earlier kings have contributed in developing Chennai a big Monument one and attract the world level tourists. Since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourist industry.

CONCLUSION

Chennai Tourism is all about travel and the role of transportation in its operation is vital. It is largely due to the improvement of transportation that Chennai tourism has expanded. The advent of flight has shrunk the world, and the motor vehicle has made travel to anywhere possible. Changing work patterns and innovative marketing has driven international mass tourism through the years. For the biodiversity-rich areas of the Third



World. The growth of Chennai tourism and the search for alternative destinations have created a new market for nature reserves. Chennai tourism is considered by governments as an economic and conservation strategy in terms of attracting more tourists. But sometimes it is dangerous the same government who sign the development plans that exploit the environment. The need for regulation to ensure proper care and development is advocated. Tamil Nadu tourism Development Corporation has to coordinate with the ministry so that immediate feedback could be taken as an appropriate measure.

SUGGESTIONS

- It is suggested that Chennai its own infrastructure and hospitality needs of the travelers should be met.
- It has to develop new themes to attract more tourists.
- The tourist spot has to develop new thought and new technology for customer services.
- The guides are expected develop their skills like language skills and he/she should be well versed with computer and the tourism spots and their history.

More researchers could be developed to make Chennai world tourism

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