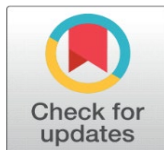


SATISFACTION OF TOURISTS TOWARDS SERVICES RENDERED BY TAMIL NADU TOURISM DEVELOPMENT CORPORATION (TTDC) WITH SPECIAL REFERENCE TO DHARMAPURI DISTRICT

K.K. Kumar¹✉, Dr. B. Sudha²✉

¹Research Scholar, Guest Lecturer in Commerce (CA), Government Arts College, Dharmapuri

²Assistant Professor of Commerce, Government Arts & Science College, Pappireddipatti, Dharmapuri



Corresponding Author

K.K. Kumar,

kkkumar10@outlook.com

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ABSTRACT

The service sectors are proving the vital strength behind the economic development of the country. The tourism sector was classified to be service sector which provides relaxation and peace of mind to the visitors. The sector was primarily focusing on the basis of crowd management has later on spread its aims on maintenance of places, promotional strategies and various infrastructural development around the tourism destination sites. The state and central government are taking various promotional steps to enhance flow of tourists. The various measures are adopted to brand the tourism places based on the states and endowments at the places. The problems lie in the context of whether these will have any impact on the flow of tourists. The tourism plays a significant role in the economic development and standard of living of the people among the destination sites. The study focused on the objectives of identifying the various factors those is influencing the people on satisfaction level towards the marketing of tourist service by TTDC. The research methodology of the study reveals the nature of the study is empirical which is based on primary data and it is collected based on the structured interview schedule. The population frame of the study involves the tourists who are visiting various tourism places of Dharmapuri. The analysis and interpretation reveal that the major factors influencing satisfaction level are cost incurred for the trip, variety of spots in trips and Hygienic Assets across trips. The conclusion of the study explains the existing satisfaction level strongly influence the tourist mind for revisiting the place.

Keywords: Tourism, Marketing, Non- random, Foreign Currency and Substantial Stress.

1. INTRODUCTION

Tourism offers as the much-needed leisure for the people from their hard day to day lives. The folks are engaged in routine activities of their lives with substantial stress involved dependent on sort of employment. They work for their welfare of the self and their family yet this procedure produces the demand for leisure. The relaxation for the people is attained only when have a break from the regular activity. The thoughts of the individuals get strained when they go through routine procedure for a lengthy period of time. Therefore, it becomes important to take a leisure at regular intervals to keep them engaged. The relaxation has provided the individuals to pick for various natural spots around their surroundings. There are also those that go great distance for a spot of their desires. This has offered the opportunity for tourism industry that has been booming in the nation for the last three decades.

The natural spots of the interest of people provide them the leisure that they need. From the outset the upkeep of the natural locations was done by the government to maintain them clean. The tourism was previously regarded to be simply for leisure purpose by the government and they have not grasped the revenue potential of the industry. There was not much effort by the governments to enhance or care for the up-keeping of the tourist spots. The patterns shifted when the private operators played a major part in operation of the tourism in packages. The tourism was brought in as a crucial industry both domestically and globally from the commercial techniques of private organizations. The agencies played a crucial part in the expansion of the tourist industry in the nation. The authorities have highlighted the significance of tourism industry in generating the foreign currency reserves for the nation. The country's cultural variety has been spread to others based on the operation of the tourist industry. The total expansion of the industry has to be credited to the private agencies. The government discovered the potential of the tourist industry later which made attempts to expand the sector that may aid to offer some contribution to the economic development. The government agencies began to research the patterns of the tourism and started to realize the potential of the tourist industry. The natural locations of interest are brought within the purview of the government laws and regulations for upkeep as well as for operation of the tourist tours and packages. The governments both central and state are marketing the tourism destination based on their natural endowments and also the numerous reasons that are having attractiveness on the minds of the visitors. The industry following the modifications from the government has been on the growing trajectory in the previous several decades. The government has also begun to market the destinations on its own name which creates feeling of conviction in the relaxation given by such sites. These has provided for the expansion of sector which helps to the regional development of the tourist destinations. There is also crucial improvement in the up-keeping the cleanliness of the areas.

2. RESEARCH GAP

It was necessary to conduct a comprehensive literature analysis of both domestic and foreign studies to identify research gaps in the area of tourism. The basic features of tourism are the subject of a slew of research. The theories and models that propelled the tourist industry forward have been extensively studied. The tourist industry offers several opportunities for generating revenue to support infrastructure improvements. Tamil Nadu's tourism attractions have been studied in the literature to determine the expectations and satisfaction levels of visitors. A examination of the literature reveals a slew of potential research topics. Various aspects of the destination have been studied in depth, and the ideas have been extensively examined. The areas of innovative ideas including advertising plans, government efforts in upkeep of the attractions, security measures for visitors, and tourist satisfaction in different Indian states. There is a lack of study on the many aspects of tourist marketing in various states. To effectively promote tourism across the nation, the criteria used to brand the tourist and their impact on the minds of the people must be assessed. There is a lot of opportunity for employment and infrastructure development surrounding tourist areas thanks to tourism. The purpose of this study is to examine the research gap in visitors' satisfaction with the TTDC's marketing of services.

3. STATEMENT OF THE PROBLEM

Under the leadership of the federal and state governments, the country's tourism industry is growing rapidly and bringing in large numbers of local and foreign visitors. It is essential that the country's tourist services be marketed in order to maintain a steady flow of visitors. There is a lot of room for growth in the marketing of tourist services via the use of technology. Tourists should be able to tell the difference between the services offered in one location and those offered in another. There are several issues to consider when it comes to ensuring that visitors are satisfied with their vacations. The visitors' difficulties in comprehending in a correct manner and the perceptions they have about the satisfaction of the tourism services must be evaluated. The results of the satisfaction survey will be useful in encouraging travel all across the nation and throughout the globe. In order to lessen the difficulties experienced by travellers in detecting branded tourism, more work is needed. As a result, tourists may be dissatisfied because of the methods used to provide information. There is a difficulty associated with contentment that comes to an end at the conclusion of a life cycle. Tourist satisfaction in the nation is at risk because of all of these issues. Criteria for measuring satisfaction with tourist services are more vulnerable to these issues. From the perspective of visitors, there are still issues to be worked out in how they would accept it. When promoting tourism services via branding, tourists' opinion of the service is a crucial concern. In the present research, which focuses on visitors' satisfaction with TTDC's marketing of services in the Dharmapuri area of Tamil Nadu, these issues will be examined.

4. IMPORTANCE OF THE STUDY

The country's tourism sector is booming under the guidance of the federal and state administrations, attracting enormous numbers of both domestic and international tourists. In order to sustain a regular flow of tourists, the country's tourism services must be advertised. The use of technology to promote tourism services has a lot of potential for expansion. It is important for tourists to be able to distinguish between the services supplied in one area and those offered in another. To ensure that vacationers are happy, there are a number of things to keep in mind. Evaluation of tourists' comprehension issues and their views of tourism service satisfaction is necessary. In order to promote travel throughout the country and the world, the findings of this poll will be helpful in this regard. Efforts are required to reduce the difficulty that travelers have in distinguishing between authentic and branded tourism. This might lead to a negative experience for visitors as a consequence. At the end of one's life, satisfaction is difficult because it is a state that can only exist for so long. There is a danger that tourist satisfaction in the country would decline as a result of these problems. Measures of visitor satisfaction are particularly susceptible to these concerns. There are still concerns to be dealt out from the standpoint of tourists in terms of how they would accept it. Tourists' perceptions of a service are critical to the success of a tourism brand. These difficulties will be explored in the current study, which focuses on the satisfaction of tourists in the Dharmapuri region of Tamil Nadu with TTDC's marketing of services.

5. OBJECTIVES OF THE STUDY

- To identify the demographic profile of tourists using the services that are marketed by the TTDC.
- To assess the perception of the tourists satisfaction towards marketing of services by TTDC.

6. RESEARCH METHODOLOGY

Methodology describes how a solution to a research topic is found via a series of consecutive processes. Experiential research is used in this study, which is based on the thoughts and observations of travellers. Structured interview schedules are used to acquire primary data for the research. The study's population consists of visitors who visit Dharmapuri's tourism attractions. Because the study's population is unlimited, non-random sampling was chosen as the sampling strategy. The interviewer in the field utilised the judgement sampling approach to pick the sample, which is based on the interviewer's opinion. The study's sample size was set at 180. Percentage and factor analysis are the statistical methods used in the investigation.

7. ANALYSIS AND INTERPRETATION

During the analysis phase, the variables included in the research are tabulated and relationships between them established. Tourists' views are taken into account when determining the strength of the bond. Here are the findings of the study's participants in terms of their view on the topic.

Table -1 Demographic Representation

Demographics	Category	Frequency	Percent
Gender	Male	123	68.33
	Female	57	31.67
	Total	180	100.00
Age Category	Below 25 Years	26	14.44
	26 - 35 years	87	48.33
	36 - 45 Years	42	23.33
	46 - 55 Years	10	5.55
	Above 56 Years	15	8.35

PERCEPTION OF THE TOURISTS TOWARDS SATISFACTION OF THE TTDC SERVICES

Tourist satisfaction with the TTDC's services is the primary goal of the survey. Factor analysis was used to discover the most common degree of satisfaction among visitors based on their responses to fourteen different factors. The following is a breakdown of the factors that were analyzed.

Table - 2
KMO AND BARLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.912
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Bartlett's Test of Sphericity	Approx. Chi-Square	821.16
	df	87
	Sig.	<0.001**

(** - indicates significance @ 1 % level and * - indicates significance @ 5 % level)

According to the variance table, a factor is produced based on its variance and thenumber of components it contains. The following table describes the construction of threecomponents that determine visitors' perceptions of the destination's pleasure. The cumulative variance explains the variation of each element and the inter-relationships among the factors.

Table - 3
Rotated Component Matrix

	Component		
	1	2	3
Fair Trip Cost	0.697		
Cost at destination for tourismactivities services	0.686		
Lower Cost for allied services	0.681		
Accommodation costs	0.638		
One time Entry fees at differentspots	0.634		
Fair cost of eatables at tourismdestination	0.632		
Lower tourist guide fee	0.615		
Places of Child Play		0.725	
Diverse Places at the destination		0.674	

The following explains the factors formed with the help of rotated component matrix table

FACTOR- I- OVERALL COST

The factor of overall cost have diverse variables that is having significant value which are fair trip cost (0.697), Cost at destination for tourism activities services (0.686), Lower Costfor allied services (0.681), Accommodation costs (0.638), One time Entry fees at different spots(0.634), Fair cost of eatables at tourism destination (0.632) and Lower tourist guide fee (0.615)

FACTOR -II - VARIETY OF SPOTS INCLUDED IN PACKAGE

The factor of variety of spots is extracted using the variables that have significant values and those variables are Places of Child Play (0.725), Diverse Places at the destination (0.674) and Leisure activities for aged people

FACTOR - III- HYGIENIC ASSETS ACROSS TRIPS

The factor of hygienic assets across trips is formed based on the variables of Clean accommodation (0.614), Hygienic travel facilities (0.603) and Good maintenance of TTDCoffices at tourist place.

8. RESULTS AND DISCUSSION

The research relied on the views of visitors in order to determine how satisfied touristsare with the TTDC's services and it is dependent on the factors of

FACTOR- I- OVERALL COST

FACTOR -II - VARIETY OF SPOTS INCLUDED IN PACKAGEFACTOR - III- HYGIENIC ASSETS ACROSS TRIPS

In these areas, the tourist's opinion of the site will improve, allowing them to visit based on theiroverall contentment with the experience. With regards to visitors' perspectives on numerous demographic elements that influence destination selection and tourists satisfaction with TTDC services, the research has made major contributions.

CONFLICT OF INTERESTS

None

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