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A study on travelers' perception towards tourism destinations and services

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Abstract

Tourism sector is been an increased demand and hence forth the country should know the changing perceptions of the travelers on tourism services. The purpose of this research is to analyze the preferences of the tourists for various tourism services. Questionnaire method was used to collect the data. The findings of the study reveals that majority of the respondents preferred to stay at Hotel/Resorts and travel by car. It was concluded that tourism to grow rapidly and significantly, we need to address some key areas of concern like infrastructure, promotion and marketing at domestic and international levels.

Keywords: Tourism, tourist, traveler

Introduction

Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. linked to the development and encompasses a Modern tourism is closely growing number of new destinations.

Review of literature

Iluta Berzina, Tamara Grizane & Inguna Jurgelane (2015) reported that the tendency of the growth of tourism sector comes with downsides which include an increasing pressure on the territories of special protection area status. The goal of the research is to create a tourism service consumption model that can be used as a tool for sustainable management of the special protection areas (SPAs) while reaching the present and future needs in an efficient way. The model was created with the system modeling software STELLA and based on the acknowledged data of the Slitere National Park tourism resources, the monitoring data from the period of 2009 till 2011. When comparing acquired data from software STELLA and Excel, tourism service consumption model validity was ascertained with a result of 0.98 and the credibility-0.97.

Amit K Mathur, Ms. Shefali Saini (2014) reported that, among the physiological needs, food can be the key factor in the tourist industry by adding value to the image of a destination and by reinforcing the tourists' experience in certain places. Research has shown that food is important to sustainable tourism on a number of levels. It was argued that increasing tourist consumption of local foods can generate a multiplier effect that will benefit the local economy. Local food can be an asset to integrated tourism development as a result of its ability to symbolise place and culture, provide a moral "feel-good" factor associated with its consumption and enable visitors to experience a sense of connection to their destination – both during and after their visit. It was concluded that if a culture is to prove sustainable in the face of tourism, then traditional and ethnic foods must be preserved along with other art forms.

Scope of the study

This study is conducted to know the travelers perception towards tourism services. This study helps to analyse the purpose of travel of the travelers and their level of satisfaction on tourism services.

Statement of the problem

Tourism sector is been an increased demand and hence forth the country should know the changing perceptions of the travelers on tourism services. This gave the idea to examine the travelers' opinion and perception towards tourism services.

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Objectives of the study

To study the traveler's preference towards tourism services.
To study the factors influencing the traveler's preference towards tourism services.

Methodology

Data collection

Primary data-through Questionnaire,
Secondary data-taken from magazines, journals, books and various websites.

Statistical tools

Percentage analysis

Limitation

The analysis is based on the data collected with the help of questionnaire.

Findings

Traveler's preference towards tourism services

Majority (57.5%) of the respondents were below the age group of 30.

Majority (67%) of the respondents were Under Graduates.

Majority (37.5%) of the respondents were Employees.

Majority (47.5%) of the respondents preferred Self Organized arrangements.

Majority (35%) of the respondents preferred to travel by Car.

Majority (65%) of the respondents preferred to stay at Hotel/Resorts.

Majority (36%) of the respondents book their accommodation and transport through their Friends/Relatives.

Factors influencing the respondents in selecting a particular destination

Adventure: 33% of the respondents ranked four for adventure, 30% of the respondents ranked three, 23.5% of the respondents ranked one and 13.4% of the respondents ranked two.

Culture/Spiritual: 47.5% of the respondents ranked four for culture/spiritual, 23.5% of the respondents ranked three, 18.5% of the respondents ranked one and 10.5% of the respondents ranked two.

Climate/Nature: 39% of the respondents ranked two for climate/nature, 34% of the respondents ranked two, 21.5% of the respondents ranked three and 5.5% of the respondents ranked four.

Entertainment: 37% of the respondents ranked two for entertainment, 25% of the respondents ranked three, 24% of the respondents ranked one and 14% of the respondents ranked four

Suggestions

Online advertisements can be improved to attract the travelers to know about a particular destination.

The amenities provided by the Hotels/Resorts can be increased to satisfy the expectations of the travelers since majority of them prefer to stay in Hotels/Resorts.

In the recent days most of the travelers prefer to travel in airlines. So the airline services can provide air travel concessions and other benefits to attract the travelers.

Conclusion

India's pledge to sustainable tourism development has led to the industry waking up to the need for doing its bit of giving back to society through CSR and environment protection. The

Ministry of Tourism has been very supportive to the fraternity efforts, and now visa on arrival is slowly becoming a reality.

Reference

Tourism.gov.in, Zenithresearch.org.in, incredibleindia.org.