

Perception of Tourists towards Ecotourism Management Practices (With Reference to Selected Destination in TamilNadu)

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Abstract

Tourism is an effective tool for up-gradation of economic development of Nation. Tourism has given more attractive economic resource energy to the nation such as employment opportunities, improve the infrastructure facilities, increase the GDP level, and develop standard of living people so on. The various kind of tourism available in the world especially ecotourism has played very vital role for environment concise around the tourism sector. The main objective of this study is to find out awareness for ecotourists towards environmental management Practices and to analysis tourists satisfaction regarding with waste reduction for environmental awareness. This study has adopted questionnaire survey by personal interviews with 666 tourists through judgment sampling technique. The results of the study show that there is a positive relationship between the tourists' perception and management practice in ecotourism destination. Tourists were highly satisfied with waste reduction management in around ecotourism destination. This study has concluded that the ecotourists who visited ecotourism in selected at Tamil Naduthey are satisfied and willing revisit. However, the some tourists are low aware with several environmental management related variables. Hence, the concern hierarchy and responsible authorities must take necessary actions to develop the environmental management in destination.

KEYWORD: Protection Management, Environmental Awareness, Waste Reduction, Ecotourism Destination.

Introduction

The basic concepts of ecotourism engage that leading the local people to the overall economic development, find out and reduce the conflicts between natural resource use for ecotourism destination and the livelihood of local communities, ecotourism planning as a kind of the total areas development regarding improve local people culture, fine tuning the

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habit of tourists towards eco-friendly attitude and learn local people cultures. Once tourists have been satisfied with destination environment which will make good brand, learn goodwill, favorable marketing about tourism destination. Destination must be attracting the surrounding environment to tourists because of that lead to satisfy the tourists. If the tourists are meet their expectation levels that also lead to satisfaction tourists. The tourist's satisfaction is considered as an important performance measure of a successful business process. Ecotourism deals with protecting the environment in tourism destination and create sustainable of natural and culture environment. In addition to ecotourism promote recycling reuse, re-energy, reduce and helps to local communities for improve their economic development. Ecotourism has an effective vehicle for give awareness towards ecotourism destination management practice to tourists. Awareness of tourists that make the destination is too good and smoothly usage the destination facilities. The ecotourism success deals with improve awareness levels regards its surrounding environment. If we want getting frequently this services from environment and this only possible by taking frequently action in protecting the same. This can be successes only by promote the real enjoyment in ecotourism destination.

Importance of the Study

The study major focus on to identify tourist's awareness and satisfaction of ecotourism in selected destination in Tamil Nadu in order to helps the develop the management practice that enhance ecotourism brand and goodwill regarding sustainable development in selected destination in Tamil Nadu. This examine of the ecotourism development in selected destination in Tamil Nadu is very necessary in order to understand that development achieve the requisite of the tourists satisfaction through the concept of ecotourism. The study is very important to understand the archive and monitor of sustainable ecotourism development and biodiversity conservation in selected destination.

Review of Literature

Satish Chandra Bagri and Devkant Kala, (2015).investigated the study has satisfaction excellent predictor of tourist behaviour as it influences the choice of destination and consumption of products and services and the decision to return and maintain lasting

relationships. This study has analyzed the level satisfaction of tourists with destination attributes using the Importance-Performance Analysis (IPA), based on the information obtained from 200 domestic tourists visiting Trijuginarayan, tourist destination located in Garhwal Himalaya in Uttarakhand state of India. The results of study show that attributes related to tourism product of spiritual and cultural nature, atmosphere and climate, a variety of tourist activities, hospitality and safety are significant factors in determining tourist satisfaction. The study has concluded that tourism stakeholders must be outline effective strategies for holistic development and improving performance of attributes in the given destination.

Enrique Marinao, (2017) examined that achieving tourist satisfaction is one of the most important factors in terms of stewardship by the different actors in tourist destinations. This paper proposed that a model in which satisfaction is a consequence of the functional, hedonic and symbolic benefits. This study has adopted a non-probability sample of 750 tourists was used, based on quotas distributed proportionally among the main Chilean tourist destinations. Once the psychometric properties of the scales used in the study were verified, a structural equation model was estimated and it was found that satisfaction is a consequence of the functional and hedonic, but not the symbolic benefit. The study concluded that the functional, hedonic and symbolic benefits are a consequence of cognitive perception and affective evaluation.

Dr.A.Elangovanect al., (2017) investigated the study useful to the government to generate the income and it also helps to create employment opportunities. The objective of the study was to identify the factor influencing of infrastructure facilities in ecotourism destination among the tourist and to measure the expectation and satisfaction of tourists towards infrastructure facilities in ecotourism destination. The analysis of the study was reveals that tourist is satisfied at all the variable of the ecotourism destination with infrastructure facilities. This study concluded that ecotourism management provided good facilities to tourists who have visited in the destination. Infrastructure facilities of ecotourism has maintained properly.

K. Sivaperumal (2018) analyzed the study tourists are provided helps to ecotourism destination, local economy and conservation programs by their spending, entrance fees and voluntary donations. The present study examined the perception of tourists for enhancing

satisfaction and revisiting attitudes at selected ecotourism destinations in Tamil Nadu. The study follows non-probability judgment sampling technique to collect the primary data from the respondents. A well-structured interview schedules has been used to collect the data. This study has used descriptive analysis to measure the perception of tourists towards ecotourism destinations. The study shows that tourists have low awareness towards ecotourism destination activities. Moreover, entertainment facilities also improve according to tourist's needs and wants. The tourism should supply the facilities based on the demand that make more income and attract new tourists.

The Objective of Study

The study has made an attempt on following objectives

- To find out awareness for ecotourists towards environmental management practices.
- To analysis touristssatisfaction regarding with waste reduction in destination.

Research Methodology

- **Research Design:** The study research design has empirical and analytical in nature in selected destinations in Tamil Nadu.
- **Sample Size:** This study sample size framed by through used the Z score formula. Total sample size is 666 ecotourists selected in the selected destination of Tamil Nadu.
- **Sampling Method:** This study have adopted judgment sampling technique adopted for select the tourists to get more reliability data.
- **Data Collection:** The data collected through well structured interview schedules of 666 tourists of different destination of Tamil Nadu like Marina beach, Yercaud, Courtallam, Kodaikanal, and Ooty.
- **Data Analysis:** This study collection of data analyzed from SPSS the following test was conducted to identify results of the study. The simple percentage, one sample ttest was used for analysis.

Analysis and Interpretation

Result and Discussions

Demographic Variables of the Tourists

Table.1

Variables	Frequency	Percentage
<i>Gender</i>		
Male	459	69
Female	207	31
<i>Place of Origin</i>		
Urban	162	24
Semi Urban	148	22
Rural	356	53
<i>Age</i>		
Below 20 years	78	12
21-30 years	357	54
31-40 years	110	17
Above 41 years	121	18
<i>Monthly Income</i>		
Below Rs. 10000	196	29
Rs. 10001 –20000	86	13
Rs. 20001 –30000	248	37
Above Rs. 30001	136	20
<i>Education level</i>		
SSLC	65	10
HSC	101	15
Degree	209	31
<i>Professional Course</i>	235	35
Other	56	8
Total	666	100.00

(Source: Primary data)

The above table shows that the total gender of the tourists 666, out of that only 459 of the tourists are male category and 207 of the tourists are female category. Maximum of the tourists 54 percent are belonging to the age group of 21-30 years. Educational qualification of the tourists shows that 31 per cent of the tourists were belonging to degree level qualification. The monthly income of the tourists revealed that 37 per cent tourists earn Rs. 20001 –

30000 as their monthly income. Majority of 53 percent of tourists' place of origin is belonging to rural area.

Awareness for Tourists towards Environmental Management Practices

Table.2

Factors	SA	A	N	DA	SDA	Total	Mean	St. Dev
Given that general environmental awareness to tourists	161 (24)	245 (37)	220 (33)	30 (5)	10 (2)	666	3.65	0.86
Offering education to tourists towards environmental sensitivity	280 (42)	110 (17)	196 (29)	64 (10)	16 (2)	666	3.75	0.90
Providing green accommodation to tourists	114 (17)	281 (42)	180 (27)	80 (12)	11 (2)	666	3.45	1.10
Sharing in eco-friendly activities to tourists	125 (19)	240 (36)	219 (33)	66 (10)	16 (2)	666	3.56	1.10
Using waste segregation at destination	125 (19)	310 (36)	155 (33)	50 (10)	26 (2)	666	3.58	1.15
Recycled wastage practice at destination	108 (16)	245 (37)	195 (29)	101 (15)	17 (3)	666	3.58	1.12
Providing organic and Hygienic food	110 (17)	245 (37)	195 (29)	98 (15)	18 (3)	666	3.45	1.12
Given that knowledge to tourists towards reduce food waste	210 (31)	188 (30)	160 (24)	100 (15)	8 (1)	666	3.35	1.18
Destination purchased recyclable feature materials	189 (28)	195 (29)	200 (30)	50 (8)	32 (5)	666	3.10	1.19
Well planning for improve natural and historical environment	98 (15)	189 (28)	235 (35)	101 (15)	43 (6)	666	3.35	1.20

(Source: Primary Data)

Note: SA=Strongly Agree, A= Agree, N= Neutral, DA= Disagree, SDA= Strongly Disagree

The table displays the proportions of various variable that perception of tourists towards awareness level of selected ecotourism destinations environment management practice in Tamil Nadu. Hence, the destination management authorities plays vital role in the provision of Given that general environmental awareness to tourists, Offering education to tourists towards environmental sensitivity, Providing environmental

awareness to tourists, Sharing in environmental knowledge to tourists, Using waste segregation at destination, Recycled wastage practice at destination, Providing organic and Hygienic food, Given that knowledge to tourists towards reduce food waste, Destination purchased recyclable feature materials, Well planning for improve natural and historical environmentetc. According to the ecotourists, this study result reveals that maximum of tourists are aware with destination management practice. At first, most tourists are agreed that tourists are aware with general environmental awareness to tourists which are almost 37 per cent as well as 33 per cent successively. Therefore, the destination management practice fulfilled the basic principles of the ecotourism that offering education to tourists towards environmental sensitivity, it promotes sustainable use of eco-friendly resources. The destination has providing green accommodation to tourists which is got great responses by tourists due to prevailing major facilities in tourism spot. The 42 per cent tourists are agreed the aware about with respect to sharing in eco-friendly activities to tourists in destination and 36 per cent of the tourists are aware using waste segregation at destination in destination. Consequently, ecotourism has recycled wastage practice at destination which made increasing tourist's awareness level 37 per cent as mention by the ecotourists. Furthermore, ecotourism destination practice has created aware in following variable by tourists there are 37 per cent of the tourists on using providing organic and Hygienic food by the management. However, merely 31 per cent tourists got highly aware by given that knowledge to tourists towards reduce food waste. However, it need to more improvements regarding the Destination purchased recyclable feature materials as well as Well planning for improve natural and historical environment to get more aware level.

Tourist's Satisfaction Regarding with Waste Reduction in Destination

Table.3

Particular	Mean	Std. Deviation	t value	p value
Buying low energy consuming materials	3.80	0.79	23.28	<0.001 **
Using energy saver in destination	3.70	1.14	22.88	<0.031 *
Energy device used to entrance in destination	3.64	1.17	19.51	<0.001 **
Spending the low energy light bulbs in destination	3.55	1.35	16.34	<0.001 **
Energy-saver device system in destination	3.43	1.25	12.30	0.021 *

Spending solar energy lighting in destination	3.65	0.89	21.38	<0.001 **
Using phosphorus cat-eye in lighting staying place	3.73	1.14	22.08	<0.001 **
Purchase ISO material to protect destination	3.45	1.01	18.10	<0.001 **
Landscape design harmonized with environment	3.33	1.10	18.34	0.105
Garden design suitable with destination environment	3.25	1.29	11.50	0.412

(Source: Primary Data), ** denoted significant at 1%, * denoted significant at 5%

The testing of hypothesis shows that the null hypothesis structured for the assessment of the satisfaction the tourists based on the eco-tourism waste reduction in destination is rejected. The p-value for all the factors is less than 0.001. The p-value of all the factors is statistically significant at one percent level. The analysis examines that there is a significant relationship among the satisfaction of tourists towards the waste reduction in eco-tourism destination. The tourists are highly satisfied by the waste reduction that surrounds the eco-tourism destination. The factors listed out by the study namely buying low energy consuming materials, Energy device used to entrance in destination, Spending the low energy light bulbs in destination, Spending solar energy lighting in destination, Using phosphorus cat-eye in lighting staying place and purchase ISO material to protect destination, have all been accepted by the tourists based on their experiences gained at the eco-tourism spots.

Consequently, the testing of hypothesis displays that the null hypothesis framed for examine of the satisfaction the tourists in eco-tourism waste reduction at destination is rejected at five per cent level. The p-value for the factors is less than 0.05. The analysis shows that there is a significant relationship among the satisfaction of tourists regarding with waste reduction in eco-tourism destination. The factors listed out by the study namely using energy saver in destination, Energy-saver device system in destination.

Furthermore, the p-value for the factors is more than 0.05 statistically significant at five percent level. The analysis reveals that there is no a significant relationship among the satisfaction of tourists towards the waste reduction in eco-tourism destination. The tourists are not satisfied by the waste reduction that surrounds the eco-tourism destination. The factors listed out by the study namely Garden design suitable

with destination environment, Landscape design harmonized with environment. The eco-tourism on the totally examined the minds of the management which reveals that the tourism management authorities are becoming environmentally responsible for make satisfaction to tourists.

Finding of the Study

1. Demographic Variable

- Minimum 207 of the tourists are female category. Maximum of the tourists 54 percent are belonging to the age group of 21-30 years. Most of 31 per cent of the tourists were belonging to degree level qualification. Highest 37 per cent tourists earn Rs. 20001 –30000 as their monthly income. Majority of 53 percent of tourists' place of origin is belonging to rural area.

2. Awareness for Tourists towards Environmental Management Practices

- Ecotourism management practices shows that maximum tourists are neutrally aware about destination purchased recyclable feature materials as well as good planning for improve natural and historical environment.
- Ecotourism management practices reveals that maximum tourists are highly aware regarding that destination management given more knowledge to tourists towards reduce food waste.

3. Tourist's Satisfaction Regarding with Waste Reduction in Destination

- Ecotourism destination practices waste reduction in which maximum of tourists are highly satisfied with buying low energy consuming materials, Energy device used to entrance in destination, spending the low energy light bulbs in destination, spending solar energy lighting in destination, using phosphorus cat-eye in lighting staying place and garden design suitable with destination environment.

- Ecotourism destination practices waste reduction in which maximum of tourists are not satisfied with Garden design suitable with destination environment, Landscape design harmonized with environment.

Suggestion of the Study

- The responsible authority to take action towards ecotourism that need to more improvements regarding the destination purchased recyclable feature materials as well as good planning for improve natural and historical environment to get more aware level.
- The destination manager and government should take action regarding properly maintenance and develop ecotourism destination for attract the tourists and increase the satisfaction level.

Conclusion

Destination of ecotourism is naturally created by mother of nature. Therefore, the tourists and authorities are must have taken responsibility regarding ecotourism maintained the ecotourism spots proper manner. Some of the tourists are unaware about ecotourism management practices regarding with purchased recyclable feature materials and improve natural and historical environment in ecotourism destination. Even though tourists are satisfied with waste reduce environment in destination, some number of tourists are not satisfied within Garden design suitable with destination environment. This study reveals that major important is to improve sustainability of ecotourism destination for attract new tourists and satisfy existing tourists. The destination authorities must have focus on give the more awareness towards ecotourism destination visiting habit and behavior. This study concluded that, the tourists who have visited selected destination in Tamil Nadu have improved highly aware and satisfactions which lead them to the loyalty and quality destination.

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