

Tourist Perception Towards Ooty

Ramamoorthi D

Research Scholar

Dr. SNS Rajalakshmi College of Arts and Science
Coimbatore 49

Dr. J. Udhayakumar

Assistant Professor

Department of Commerce
Dr. SNS Rajalakshmi College of Arts and Science
Coimbatore 49

Abstract:

This paper provides a review of some tourism literature, which emphasizes, in precise on tourist perception on ooty. Uncontrolled conservative tourism poses potential intimidations to many natural areas around the world. It can put giant pressure on an area and lead to impacts such as soil erosion, increased pollution and natural habitat loss. The literature was collected from international, national and regional journals, books, government reports and documents in the area of tourism. The tourism spot Ooty plays an extremely significant role in Tamilnadu tourism as well as Indian tourism. Researchers have tried to recognize the level of satisfaction to the tourism spot Ooty. Its growth is expected to continue with globalization and as people everywhere seem determined to exercise their right to travel and to make their world a more familiar place in the spirit of peace and friendship. The visitors, as the research subjects in this study, are distributed 70 copies of questionnaire. A total of 52 valid copies are retrieved, with the retrieval rate 74%. The research results are summarized as following.

INTRODUCTION

Tourism is the second largest growing business area in the service sector after information technology in the global economy. Many of the economies are successful in marketing their country as best destinations and thereby generating a substantial amount of foreign exchange from tourism sector. Even countries with poor level of infrastructure and facilities are able to attract investors to invest money in their country for tourism promotion. Tourism represents one of the world's largest industries with nearly 700 million estimated international visitor arrivals in the year 2000. The phenomenon today has become a very complex activity encompassing a wide range of relationships. As the global economy surges,

resulting in the improvements in standards of living and disposable income coupled with more leisure time, the overall number of tourists are expected to grow further. Factors like availability of cheaper and convenient transport; fewer or no restrictions on travel, availability of mass information on various destinations and newer marketing techniques. The contributions from tourism to world economy and overall number of tourists are expected to grow further.

The percept of tourism is (i) A movement of people to different destination having two key elements, one the journey and two the stay, both of which come off not within but outside the normal area/place of the domicile and work; (ii) the movement is primarily of a temporary nature and for relatively a short duration making it different from migration; (iii) it brings about activities dissimilar to those of the host population of place visited; (iv) the prime purpose for participation in tourism is by and large recreation and certainly not the purpose of seeking permanent residence or employment remunerated from within the place of visit and, finally (v) tourism, in an abstract sense is basically a pleasure activity implying the use of readily disposable incomes and of free time one's own free will.

LITERATURE REVIEW

Mille (2017)¹ regarded environmental sensitivity as to examine the affective character of the environment with individual empathy, i.e. individual discovery, exploration, appreciation, respect, and concerns about the environment.

Zhou et al. (2016)² mentioned that the strong and positive connection between ecotourism and Environmental attitude was humans' psychological reaction and performance, aiming at specific or special people, affairs, and objects in the environment, on the contact and experience according to past learning experience or in natural environment, including concerns about environment, motivation of action, and belief.

Nishiyama and Terasawa (2013)³ pointed out environmental attitudes as the gather of beliefs which would affect individual activity related to environmental issues or keep the behavioural intention. In other words, environmental attitudes were the important reference to consumer concerns for psychological health and environment.

STATEMENT OF THE PROBLEM

Tourism is an industry which deals with people. In a highly competitive world of tourism a displeased tourist could pose a threat to the complete industry itself. A trivial rumour about a particular terminus would ultimately dissuade the prospective tourists from visiting that place. Tourism can offer business opportunities in events that cater to tourist trade like locally operated business which may be seasonal. The tourism spot Ooty plays an extremely significant role in Tamilnadu tourism as well as Indian tourism. Researchers have tried to recognize the level of fulfilment to the tourism spot Ooty. Its growth is expected to remain with globalization and as people everywhere seem resolute to exercise their right to travel and to make their world a more familiar place in the spirit of peace and friendship. Tourism itself has always been a peace-based industry and may be considered as a Global Peace Industry. This study inspects the tourist perception towards ooty.

OBJECTIVES OF THE STUDY

- To study the socio-economic characteristics of tourists.
- To examine the perception of tourist towards ooty.

HYPOTHESIS FOR THE STUDY

Ho: There exist similarities in the perception of tourist towards ooty.

METHODOLOGY**Sample Design and source of data**

This study has been the target of local residents of Ooty; it has been ranked based on the age Structure in addition to the educational level. The present study is an empirical study based on both primary and secondary data. Required primary data were collected through a questionnaire and interview schedule from the tourists (approximately 70) who are the itinerants traveling from one place to other. Required secondary data will be collected from the sources like websites of Government Tourism Board, various publications, journals, Reports, Season reports in Ooty etc.

Tools Used

For analysing the data, the researcher has used reliability test, descriptive statistics, simple Rank analysis and ANOVA

PERCENTAGE ANALYSIS OF DEMOGRAPHIC VARIABLES**TABLE 1**

Category	Category	Frequency	Percentage
Gender	Males	24	48
	Females	26	52
	total	50	100
Age	less than 20	13	26
	20 years - less than 25	15	30
	25 years - less than 30	10	20
	30 years - less than 40	7	14
	More than 40 years old	5	10
	total	50	100
Education level	Less than high school	9	18
	High school	17	34
	Diploma	7	14
	Bachelor	11	22
	Master	5	10
	Doctorate	1	2
	total	50	100
Occupation	Self employed	8	16
	Agriculturist	9	18
	Govt. employee	11	22
	Professional	12	24
	Business	6	12
	Private sector employee	4	8
	Total	50	100
Income	Rs 1 Lakhs- 3 Lakhs	16	32
	Rs. 3 .1 Lakhs- Rs 5 Lakhs	23	46
	5.1 lakhs- Rs 10 lakhs	6	12
	above 10 lakhs	5	10
	total	50	100
Marital Status	Single	23	46
	Married	21	42
	Separated	6	12
	total	50	100

A surveyor gave questionnaires directly to the tourists who were willing to participate. A total of 70 surveys were obtained. After eliminating the unusable surveys, 50 questionnaires were used for data analysis. A majority of the respondent was female (52%), 20 years-less than 25 years (30%), had a college higher school of education (34%). Majority of respondent was professional (24) and their income is between Rs.3 to Rs.5Lakhs(46%).Most of the respondents marital status are single(46%).The demographic information showed that the participants were young aged, higher educated and had relatively female.

SIMPLE RANK ANALYSIS

TABLE 2

S:No	Spot in Ooty	mean	Rank
1	Botanical garden	8.30	1
2	Rose garden	8.09	2
3	Mudumalai and Bandipur national park	7.74	3
4	Pleasant sightseeing places	6.42	5
5	Seven Miles	6.84	4
6	Pykar Dam	5.29	9
7	Fun city	5.68	8
8	Tea gardens	6.29	6
9	Doddabetta	5.89	7
10	Ooty lake	4.52	11
11	Wenlock downs	4.90	10

As per the opinion of the various respondents' preference towards the eleven spots in Ooty, majority of the respondents have primarily opined that they have more preference towards the attractive features and the beautiful scenic view of Botanical Garden. It was also observed that the respondents have more attraction towards the beauty of the Rose Garden and it is placed in the second place. The result of the analysis also reveals that the surveyed population are really admired by the peak Doddabetta and it is placed in the seventh place.

Follows that some of the respondents have said that they have more attraction towards the beauty and the activities performed in Wenlock downs and it is placed in the tenth place. Finally the most respondents have the last preference towards the view of Ooty lake and hence it is placed at the eleventh place.

RELIABILITY TEST**TABLE 3**

Sl. No	Variables	Mean	SD	Cronbach's alpha
1	Botanical garden	4.45	3.54	.725
2	Rose garden	4.14	3.13	.725
3	Doddabetta	4.76	2.34	.725
4	Ooty lake	5.28	2.15	.725
5	Wenlock downs	6.89	2.08	.725
6	Fun city	6.36	2.94	.725
7	Tea gardens	6.42	2.89	.725
8	Mudumalai and Bandipur national park	5.34	2.70	.725
9	Pleasant sightseeing places	6.54	2.17	.725
10	Seven Miles	6.09	3.22	.725

The above table shows Cronbach's coefficient alpha was used to test the reliability of multi-item constructs –spots in ooty. The results are summarized in Table 1. The range of Cronbach's alpha (0.725 or 72.5%) indicated that all multi-item constructs were internally consistent and were sufficiently reliable for subsequent analyses.

ANOVA**TABLE 4**

		Sum of Squares	df	Mean Square	F	Sig
Between People		70.000	10	7.000	5.031	.049
Within People	Between Items	14.727	1	14.727		
	Residual	29.273	10	2.927		
	Total	44.000	11	4.000		
Total		114.000	21	5.429		

The above table Analysis of variance was used to test H₀. Therefore, the null hypothesis framed stand accepted and it is concluded that there exist similarities in the perception of tourist towards the ten sample destination and in the Ooty region.

CONCLUSION

Ecotourism resources are to be managed on internationally accepted principles, which ensure ecological sustainability of natural areas, with adequate provision for learning by the visitor, and with a strong component of local participation. Economic benefits should accrue to local population as local people develop a stake in the conservation of the natural resource. To make ecotourism successful, there is a need for policy and institutional changes in the decision making systems. Since the majority of the potential ecotourism sites are not with the tourism department, inter departmental coordination and cooperation is crucial for their success.

Community awareness issues related to the empowerment of the local people and the creation of adequate ecotourism interpretation are some of the major challenges. With changing lifestyles, economy and paid vacations, there has been a change in the attitude and perception of people toward travel and tourism. There has been an increase in environmental awareness and pressure of urbanization. Now, urban masses look for new get away locations, where they can get involved in active outdoor recreation. Thus, national parks and sanctuaries have emerged as the favourite destinations.

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