ANALYSIS OF FACTORS INFLUENCED BY RESPONDENT IN TOURISM PLACE OF NILGIRI

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ABSTRACT

Nilgiris must be able to provide hotels to cater to all segments. It must market is camping facilities more and ensure that they are safe to use. Packaged tours have to be marketed. It must open avenues for business opportunities, could be tourism related itself or tribal studies. Tourism planning in India has increased by leaps and bounds in the last few years and the government and Department of Tourism needs to make continuous efforts to ensure that tourism planning in India takes the tourism sector of the country to greater heights on a sustainable basis. The tourism policy must ensure sound and directive investment in areas to meet social and economic goals and would specifically encourage investment in tourism business, involvement of local communities, ensure safety to the tourists, responsive and effective legislation, environmental impacts etc. It is therefore, essential that policy makers recognize tourism as a legitimate and effective tool for poverty reduction.

Keywords: *Tourist, respondent, Nilgiri and economy.*

INTRODUCTION

Tourism marketing activities are systematic and coordinated efforts extended by National Tourist Organization and/or tourist enterprises at international, national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth (Atul Shrivastava, 2010). It is essential that to assign due weight age to the three important considerations, the first generation of profits by the tourist organizations, second world class services to the tourists which help in satisfying them and the third positive contributions of tourist organizations to the process of social transformation and ecological balance (Sarkar, 2010; Vikas Choudhary, 2010 and Sagar Singh and Tej Vir Singh, 2011). Since the tourism industry is to influence a number of industries, it is pertinent that all the allied industries, such as hotels, communication, banking, trade and commerce, transport, insurance are familiar with the emerging trends in business vis-vis the changing expectations of users. In 1985 the American Marketing Association defines marketing as the performance of business activities that direct the flow of goods and services from the producer to the consumer or user. Factors are influenced in the tourism places were analyzed by respondent that helpful to touristers (Prem Nath Dhar, 2010 and Taj Rawat, 2010).

OBJECTIVES OF THE STUDY

The following are the specific objectives of the present study: To find out the factors influencing for attracting the Nilgiris as a Tourists place and to analyze the customer profiles of tourists.

METHODOLOGY

Factor Analysis is used to resolve a large set of measured variables/statements in terms of relatively new categories, known as factors. This technique allows to group variables/statements into factors and the factors so derived may be treated as new variables (latent variables) and their value is derived by summing the values of the original variables which have been grouped into the factor. Factor Analysis helps to reduce the complexity of large number of observed variables into new (latent) variables which summarize the commonality of all the variables.

Factors influencing nilgiri hills: In this part an attempt is made to examine the ways through which the Tourism Department can improve the Nilgiris Tourism in Nilgiris District. Data obtained from 100 respondents were subjected to principal-components method of Factor Analysis. To measure the attitude of the respondents 53 statements were administered.

Data collected from 100 respondents were subjected to principal component factor analysis with Varimax Rotation by using the criterion that factors with eigen value greater than 1.00 were retained. Loadings exceeding 0.6 were considering factors.

RESULTS AND DISCUSSION

In factor Analysis literature for a loading of 0.98 to be minimum absolute value to be interpreted. This criterion is being used more or less by way of convention (Table 1).

The table 1 has been framed by identifying 53 factors that influenced the respondents to visit Nigliris as the tourist destination. A five point scale questionnaire was prepared and their responses were collected. Among the 53 factors, Hospitality stood first. It includes room service, heater facilities, parking for vehicles and fair cost. Secondly visiting tea and coffee estates gained attraction among the tourists followed by Golf and tribal dance. The fourth factor influencing was Cultural events, Yoga and meditation.

Nature: Many tourists visit natural spots simply because they want to spend some time in the lap of nature. Lakes, parks, bird sanctuaries, wild-life sanctuaries, mountains, ponds, etc. are part of these spots. The table 2 proves that among 100 respondents, 42% of them strongly agreed, 21% strongly disagreed, 17% agreed, 9% were in neutral and 11% disagreed for the love of nature which attracted them to visit the Nilgiris Hills.

Flora & Fauna: The flora & Fauna and blissful waterfalls hold tight the visitors in their scenic beauty. The flora in Nilgiris is a varied one including floristic of tropical as well as temperate origin. The species are all evergreen. To enjoy the nature at its best, travelers from across the country throng in here. The beauty of these ranges also entices discerning tourists from foreign countries. The table 3 proves that among 100 respondents, 37% of them strongly agreed, 17% strongly disagreed, 26% agreed, 14% were in neutral and 6% disagreed for the love of Flora & Fauna which attracted them to visit the Nilgiris Hills.

Toy Train: Toy train sets the pace for a leisurely enjoyment admiring the valley, through tea estates tunnels, thundering sound of the waterfalls, the startled cry of the hoopoe as it flies out of a tree, clinging to the mountainsides, the train maneuvers the sharp curves, huffing and puffing along. The table 4 proves that among 100 respondents, 20% of them strongly agreed, 24% strongly disagreed, 21% agreed, 20% were in neutral and 15% disagreed for the love of nature which attracted them to visit the Nilgiris Hills.

Historical Monuments: These are the vital assets for the tourism industry of any country. Most often, these monuments are controlled and maintained by the governments of those nations in which, these are located. The table 5 proves that among 100 respondents, 34% of them strongly agreed, 20% strongly disagreed, 24% agreed, 6% were in neutral and 16% disagreed for the love of Historical Monuments which attracted them to visit the Nilgiris Hills. The table 6 proves that among 100 respondents, 41% of them strongly agreed, 19% strongly disagreed, 17% agreed, 8% were in neutral and 15% disagreed for the love of Heritage Buildings which attracted them to visit the Nilgiris Hills.

Tea & Coffee Estates: Tea industry here is over 100 years old and is the backbone of the economy of this district. It is an agro based export oriented industry. Of the total cultivated area, Tea is grown in nearly 70% of the area. Tea manufacturing in the Nigliris are mainly marketed in the auction centre at Coonoor. The table 7 proves that among 100 respondents, 52% of them strongly agreed, 16% strongly disagreed, 16% agreed, 11% were in neutral and 5% disagreed for the Tea & coffee Estates which attracted them to visit the Nilgiris Hills.

Parks and Gardens: Park and Garden are the venue for largest repository of temperate plants in India and an important destination for Botanists. Ethnic tress, shrubs and creepers, co-h, Abit with many unusual species of foliage brought in from various parts of the world. A variety of habitat ranging from tropical evergreen forest, moist deciduous forest, moist teak forest, dry teak secondary grasslands and swamps are found in Nilgiris. The table 8 proves that among 100 respondents, 34% of them strongly agreed, 18% strongly disagreed, 18% agreed, 19% were in neutral and 11% disagreed for the love of Parks & Gardens which attracted them to visit the Nilgiris Hills. The table 9 proves that among 100 respondents, 25% of them strongly agreed, 26% strongly disagreed, 27% agreed, 16% were in neutral and 6% disagreed for the love for Dams, Lakes & Boating which attracted them to visit the Nilgiris Hills.

From table 10, in 100 respondents, 37% of them strongly agreed, 30% strongly disagreed, 17% agreed, 5% were in neutral and 11% disagreed for the love for Tribal people which attracted them to visit the Nilgiris Hills. As per table 11 confirms among 100 respondents, 32% of them strongly agreed, 27% strongly disagreed, 22% agreed,14% were in neutral and 5% disagreed for the love for Star hotels which attracted them to visit the Nilgiris Hills.

Among 100 respondents, 35% of them strongly agreed, 21% strongly disagreed, 18% agreed, 11% were in neutral and 15% disagreed for the love for Cottages, Havelis, Old palaces & Vilas which attracted them to visit the Nilgiris Hills (Table 12). The table 13 proves that among 100 respondents, 30% of them strongly agreed, 27% strongly disagreed, 21% agreed, 14% were in neutral and 8% disagreed for the Holiday home, Resorts & Apartments which attracted them to visit the Nilgiris Hills. From table 14, among 100 respondents, 25% of them strongly agreed, 19% strongly disagreed, 21% agreed, 21% were in neutral and 14% disagreed for the Hot water and heater facilities which attracted them to visit the Nilgiris Hills. The table 15 proves that among 100 respondents, 41% of them strongly agreed, 18% strongly disagreed, 25% agreed, 12% were in neutral and 4% disagreed for Comfortable Bedding and Laundry in hotels which attracted them to visit the Nilgiris Hills.

From table 16 conclude that among 100 respondents, 32% of them strongly agreed, 13% strongly disagreed, 29% agreed, 12% were in neutral and 14% disagreed for Correct Billing in the hotels which attracted them to visit the Nilgiris Hills. In table 17 confirm that among 100 respondents, 30% of them strongly agreed, 19% strongly disagreed, 30% agreed, 9% were in neutral

and 12% disagreed for the love for Spa which attracted them to visit the Nilgiris Hills.

Table 18 proves that among 100 respondents, 25% of them strongly agreed, 22% strongly disagreed, 31% agreed, 13% were in neutral and 9% disagreed for the love for Beauty parlour which attracted them to visit the Nilgiris Hills. From table 19, among 100 respondents, 43% of them strongly agreed, 22% strongly disagreed, 15% agreed, 11% were in neutral and 9% disagreed for the Driver's rest room and access to driver in hotels which attracted them to visit the Nilgiris Hills.

SUMMARY AND CONCLUSION

The analysis on the study on Tourism Marketing in Nilgiris proves that the perceptions of the tourists varied among the 100 respondents, taken for the study. As per the age of the respondents between 31-50 of them were the majority of the tourists who love to visit the Nilgiris Hills. Nearly 25% respondents from Tamil Nadu, and 21% of them belong to other countries like Switzerland, UK, Australia and others. Among 100 respondents 32% of them have been qualified with Higher Secondary School of Education. This shows that many students visit regularly to the hills. The respondents who fall under the monthly salary above Rs. 30,000 have liking to visit the Nilgiris Hills. Married respondents were 35%, and students fall as 49% among the 100 respondents. Nearly 42% of the respondents have less than 2 children when compared to the other respondents. The number of dependents in family having less than 2% dependents was only 42%respondents. The tourists usually travel by various modes of transport to visit the hills, among 100 respondents 32% have been hiring Taxi for their visit. 48% of the respondents have visited the hills only during season time. The main purpose of their visit was to have relief were quoted by 42% respondents.

A five point scale proves that 42% respondents visited the hills for their love towards nature. 37& strongly agreed for the love for Flora & Fauna of the hills, 24% for Nilgirs Toy train, 34% for the Historical Monuments, 19% for Heritage Buildings,16% for their love towards Tea & Coffee estates, 18% strongly agreed for Parks & Gardens, 26% for Dams, Lakes and Boat houses. 30% of the respondents proved their liking for the Tribal people and their Hamlets. 27% of the respondents loved to stay in Star Hotels of Nilgiris. 21% like the Hamlets Havelis, old palaces, & Vilas. 27% preferred YMCA, YWCA, Holiday Hole, Resorts and Apartments etc, 19% agreed to share that the Hot water facilities and Heater facilities in the Hotels were satisfactory.18% gave good comment about the comfortable bedding and laundry in the hotels during their stay, 19% loved to revisit the Spa facilities in the hills, 25% agreed that the Beauty parlour in the hills were good. The tourists also felt about the provision of the driver's restroom aim the hotels during their stay 22 of the respondents felt it was quite satisfied while 43 agreed the same and 9 disagreed for the same. Safety locker in the hotel was satisfactory to 18 respondents 12 disagreed, and 9 was neutral. The availability of the doctors and their services in the hospitals were satisfactory to 24 respondents while 14 had no idea about it. Since the hospital services in hills are not updated with all newly technical equipments and all the people in Nilgiris visit the nearby hospitals at Coimbatore for taking chronic treatment. The shopping outlet in the Nilgiris is really a fun 21 of the respondents felt that shopping is good and satisfactory as many products are unique in the hills. Room services and guests' feedback were satisfactory by 18 respondents and 10 agreed while 9 had neutral idea about the room service. Parking of the vehicles were felt as satisfactory by 25 respondents and 14 respondents felt that that there is a need have more facilities for parking as it was a difficult task parking in the hills. Restaurants in hills were satisfactory by 20 respondents, 9 respondents felt that it was not good to enjoy food in the hills. Pubs in cities give fun and joy for the youth while the same facility is not in hills. Bars in the hills were satisfactory by 23, 7 respondents disagreed and 20 respondents were neutral about the Bars services in the hills.

Thus Nigliris hills are very rich with natural resources. Hence it is a special need for the tourists/ visitors and the local to prevent hazards and protect the hills for future. Preserving and protecting the nature and the hills to be keenly monitored by the Government and try to apply more rules, regulations, policies, strategies, with law and order by proper planning and implementation through different departments. Especially tourism department should have a keen watch when outside visits this place.

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Table 1. Factor analysis in respondent at Nilgiris.

Factors	Loading	Eigen value	% of variance
Room Service	.871	1.00	1.073
Tea & Coffee Estate	.824		3.862
Golf	.818		.440
Tribal dance	.814		.300
Heater facilities	.807		2.465
Cultural events	.805		.614
Yoga & Meditation	.800		.472
Parking Facilities	.783		1.003
Handicapped & Senior Citizens	.782		1.049

Table 2. Love for Nature of the respondents in Nilgiris Hills

Nature	Frequency	Percent	Cumulative Percent
Strongly Disagree	21	21.0	21.0
Strongly Agree	42	42.0	63.0
Agree	17	17.0	80.0
Neutral	9	9.0	89.0
Disagree	11	11.0	100.0
Total	100	100	

Table 3. Love for Flora & Fauna of the respondents in Nilgiris Hills

Flora & Fauna	Frequency	Percent	Cumulative Percent
Strongly Disagree	17	17.0	17.0
Strongly Agree	37	37.0	54.0
Agree	26	26.0	80.0
Neutral	14	14.0	94.0
Disagree	6	6.0	100
Total	100	100	

Table 4. love for Nilgiris Toy train of the respondents in Nilgiris Hills

Toy Train	Frequency	Percent	Cumulative Percent
Strongly Disagree	24	24.0	24.0
Strongly Agree	20	20.0	44.0
Agree	21	21.0	65.0
Neutral	20	20.0	85.0
Disagree	15	15.0	100.0
Total	100	100.0	

Table 5. Perception of the respondents for Historical Monuments in Nilgiris Hills

Historical Monuments	Frequency	Percent	Cumulative Percent
Strongly Disagree	20	34.0	34.0
Strongly Agree	34	20.0	54.0
Agree	24	24.0	78.0
Neutral	6	6.0	84.0
Disagree	16	16.0.	100.0
Total	100	100	

Table 6. Perception of the respondents for Heritage Buildings in Nilgiris Hills

Heritage Buildings	Frequency	Percent	Cumulative Percent
Strongly Disagree	19	19.0	19.0
Strongly Agree	41	41.0	60.0
Agree	17	17.0	77.0
Neutral	8	8.0	85.0
Disagree	15	15.0	100.0
Total	100	100	

Table 7. Perception of the respondents about the Tea & Coffee Estates in Nilgiris Hills

Tea & Coffee Estates	Frequency	Percent	Cumulative Percent
Strongly Disagree	16	16.0	16.0
Strongly Agree	52	52.0	68.0
Agree	16	16.0	84.0
Neutral	11	11.0	95.0
Disagree	5	5.0	100.0
Total	100	100	

Table 8. Perception of the respondents for Parks & Gardens in Nilgiris Hills

Parks & Gardens	Frequency	Percent	Cumulative Percent
Strongly Disagree	18	18.0	18.0
Strongly Agree	34	34.0	52.0
Agree	18	18.0	70.0
Neutral	19	19.0	89.0
Disagree	11	11.0	100
Total	100	100	

Table 9. Perception of the respondents for Dams, Lakes & Boating in Nilgiris Hills

Dams, Lakes& Boating	Frequency	Percent	Cumulative Percent
Strongly Disagree	26	26.0	26.0
Strongly Agree	25	25.0	51.0
Agree	27	27.0	78.0
Neutral	16	16.0	94.0
Disagree	6	6.0	100
Total	100	100	

Table 10. Perception of the respondents for the Tribal people and their Hamlets in Nilgiris Hills

Tribal People	Frequency	Percent	Cumulative Percent
Strongly Disagree	30	30.0	30.0
Strongly Agree	37	37.0	67.0
Agree	17	17.0	84.0
Neutral	5	5.0	89.0
Disagree	11	11.0	100.0
Total	100	100	

Table 11. Perception of the respondents for Five, Four Three & Two Star hotels in Nilgiris Hills

Star Hotels	Frequency	Percent	Cumulative Percent
Strongly Disagree	27	27.0	27.0
Strongly Agree	32	32.0	59.0
Agree	22	22.0	81.0
Neutral	14	14.0	95.0
Disagree	5	5.0	100.0
Total	100	100	

Table 12. Perception of the respondents for Cottages, Havelis Old Palaces & Vilas in Nilgiris Hills

Cottages/Havelis	Frequency	Percent	Cumulative Percent
Strongly Disagree	21	21.0	21.0
Strongly Agree	35	35.0	56.0
Agree	18	18.0	74.0
Neutral	11	11.0	85.0
Disagree	15	15.0	100.0
Total	100	100	

Table 13. Perception of the respondents for Holiday home, Resorts & Apartments in Nilgiris Hills

Holiday Home, Resorts	Frequency	Percent	Cumulative Percent
Strongly Disagree	27	27.0	27.0
Strongly Agree	30	30.0	57.0
Agree	21	21.0	78.0
Neutral	14	14.0	92.0
Disagree	8	8.0	100.0
Total	100	100	

Table 14. Perception of the respondents for the supply of Hot water and Heater facilities in the hotels in Nilgiris Hills

Hot water & Heater facilities	Frequency	Percent	Cumulative Percent
Strongly Disagree	19	19.0	19.0
Strongly Agree	25	25.0	44.0
Agree	21	21.0	65.0
Neutral	21	21.0	86.0
Disagree	14	14.0	100.0
Total	100	100	

Table 15. Perception of the respondents on Comfortable Bedding and Laundry in Hotels in Nilgiris Hills

Bedding & Laundry	Frequency	Percent	Cumulative Percent
Strongly Disagree	18	18.0	18.0
Strongly Agree	41	41.0	59.0
Agree	25	25.0	84.0
Neutral	12	12.0	96.0
Disagree	4	4.0	100.0
Total	100	100	

Table 16. Perception of the respondents on the correct billing in hotels in Nilgiris Hills

Correct Billing	Frequency	Percent	Cumulative Percent
Strongly Disagree	13	13.0	13.0
Strongly Agree	32	32.0	45.0
Agree	29	29.0	74.0
Neutral	12	12.0	86.0
Disagree	14	14.0	100.0
Total	100	100	

Table 17. Perception of the respondents on Spa facilities in Nilgiris Hills

Spa Facilities	Frequency	Percent	Cumulative Percent
Strongly Disagree	19	19.0	19.0
Strongly Agree	30	30.0	49.0
Agree	30	30.0	79.0
Neutral	9	9.0	88.0
Disagree	12	12.0	100.0
Total	100	100	

Table 18. Perception of the respondents on Beauty parlour in Nilgiris Hills

Beauty Parlour	Frequency	Percent	Cumulative Percent
Strongly Disagree	25	25.0	25.0
Strongly Agree	22	22.0	47.0
Agree	31	31.0	78.0
Neutral	13	13.0	91.0
Disagree	9	9.0	100.0
Total	100	100	

Table 19. Perception of the respondents for Driver's rest room and access to driver in hotels in Nilgiris Hills

Driver's Restroom	Frequency	Percent	Cumulative Percent
Strongly Disagree	22	22.0	22.0
Strongly Agree	43	43.0	65.0
Agree	15	15.0	80.0
Neutral	11	11.0	91.0
Disagree	9	9.0	100.0
Total	100	100	

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