

**A STUDY ON HEALTH AND ENTERTAINMENT FACILITIES FOR TOURISTS
(With special reference to Nilgiris District as tourist destination)**

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ABSTRACT

Nilgiris attract a host of tourists from across the country and abroad. Over 500 hotels and lodging houses, hundreds of restaurants and countless retailers depend on the tourist trade in the district. The specific objectives of the present study: health facilities and spending habits of the tourists at Nilgiris tourist destination. The present study is an empirical study based on both primary and secondary data. Among 100 respondents, 44% of them strongly agreed, 21% strongly disagreed, 16% agreed, 9% were in neutral and 10% disagreed for the Health facilities to relax which attracted them to visit the Nilgiris Hills. Shopping makes an individual emotionally involved in a process, in which multisensory, imaginary and emotive aspects are sought and appreciated. Shopping is not only buying, but also socio-economic means to socialize, enjoy oneself and the company of another person. Among 100 respondents, 21% of them strongly agreed, 30% strongly disagreed, 18% agreed, 17% were in neutral and 14% disagreed for the Shopping outlets which attracted them to visit the Nilgiris Hills. Exploitation of tourists by locals must be minimized. Facilities for higher education must be improved.

Keywords: *Nilgiris, tourist, shopping and health.*

INTRODUCTION

Nilgiris is a treasure house of natural wealth and beauty. Every inch of this terrain has a collection of natural beauty which is a treat to see and study. The Nilgiri Hills literally means the Blue Mountains, and that it really is. One can see the cascading mountain ranges tinged with blue hue enriching to its exotic charm (Akthar, 1990). As the most popular hill resort of the South, the Nilgiris attract a host of tourists from across the country and abroad. The regions around the Nilgiris are equally famous for several colorful festivals and fairs. As a tourist destination, writers have favourably compared the Nilgiris with famous tropical resorts including Nuwara Eliya in Sri Lanka, baguio in the Philippines, Mount Kilimanjaro in Tanzania, the blue mountain resorts of New South Wales, Australia, and the lake resorts of Guatemala, South America (Bhatia, 2007).

Over 500 hotels and lodging houses, hundreds of restaurants and countless retailers depend on the tourist trade in the district. Having made huge investments in the Nilgiris, the tourism industry must seek to optimise its return by taking up tourism promotion in a big way. Tourism today is a major organised business, an industry, in which the stake holders are the numerous business enterprises — from hotels and airlines to retail traders and hawkers. The Nilgiris can emerge as a leading convention centre in the country hosting international and national seminars and conferences round the year (Alexandru and George, 2010). It is worthwhile to remember that Ooty was the summer capital of the Madras Presidency and had hosted, among numerous National and International meets, the U.N. Economic Commissioner for Asia and Far East meet and the All India Congress Committee's planning meet in

the 1950s. There is also abundant scope for nature tourism in the hills. There is also ample scope for promoting cultural and village tourism given the unique nature of the indigenous communities inhabiting the hills. Tourism need not necessarily be a threat to the environment and ecology of the Nilgiris. On the contrary, a well conceived and organised tourism campaign will be the best insurance against further degradation of the hills. Conservation, after all, is nothing but sensible development (Geetnaji, 2010).

MATERIALS AND METHODS

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. 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. The following are the specific objectives of the present study: health facilities and spending habits of the tourists at Nilgiris tourist destination.

The present study is an empirical study based on both primary and secondary data. Required primary data will be collected through a questionnaire and interview schedule from the tourists (approximately 100) 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.

RESULTS AND DISCUSSION

There are one District Head Quarters Government Hospital, 5 Taluk Hospitals, 28 Primary Health Centres, 194 Health Sub-Centres and 5 Plague circles. Nature therapy is slowly in the hills, 26 respondents felt that it is satisfactory, while 8 respondents had no idea for it, 11 respondents were neutral for it. Chettinad food, Andhra food, Kerala food, Chinese food in the Nilgiris hills is available in and around Nilgiris. 27 respondents agreed it was good, while 4 respondents disagreed and 11 respondents had no positive or negative comment about it. Many of the products sold in the Nilgiris are costly because the products are transported to the hills from the nearby plains/towns. So the 41 respondents agreed that cost was high compared to the town price, while 11 disagreed and 10 of the respondents had neutral view to the price. Service in the hotels/restaurants will be delayed due to the rush of the regular customers and also the visit of the tourists. The quantity of the food will differ from restaurant/hotel to restaurant/hotel in the hills. 30 respondents felt it as satisfactory while 9 respondents disagreed and 15 respondents had neutral idea to it. Better quality of the food in the restaurants are satisfied to 22% level so there is a need of all the restaurants to provide good quality food to the tourists to satisfy their needs. Cleanliness is lacking in few restaurants where care is needed to control flies, frequent cleaning of tables, providing clean plates, glasses, spoons, etc. and also clean maintenance of the restrooms inside the restaurants. Drinking water is sold in all the restaurants and shops.. There is need to sell good branded water bottles within the expiry dates, and also provide filtered water for the benefits of the tourists. Waiting time in the restaurants should not be delayed for a long time, because it might irritate the tourists who will be tired, and hungry, especially children. But in Nilgiris during the summer season entering into the restaurants will be a tough job of getting their food on time. Many hotels give the instructions to the customers in the menu card itself, and the tourists also should understand the difficulties of the workers in the restaurants. Coffee, Tea, Milk, Ice cream, Cool drinks are sold throughout the district in all the tourists centers, but still in many isolated hilly areas there are few outlets which may fulfill the needs of the tourists. Pan/Beeda stall are very few in this district which is attached to main restaurants. Parking facilities inside the hotels is also a great problem for the tourists. Big star hotels have enough space for Parking, while 2 star and 3 star have less place due to sloppy areas in hilly regions. In spite of all difficulties, the hotels in the

Nilgiris always try to satisfy the needs of their customers.

Health Facilities: Health is important for quality of life. In some recreation counties many individuals moving in may be retirees who demand more from health services than younger people, this could result in improved health services in these places. The table 1 proves that among 100 respondents, 44% of them strongly agreed, 21% strongly disagreed, 16% agreed, 9% were in neutral and 10% disagreed for the Health facilities to relax which attracted them to visit the Nilgiris Hills. The table 2 proves that among 100 respondents, 43% of them strongly agreed, 18% strongly disagreed, 18% agreed, 9% were in neutral and 12% disagreed for safety locker in hotels which attracted them to visit the Nilgiris Hills. The table 3 proves that among 100 respondents, 30% of them strongly agreed, 24% strongly disagreed, 22% agreed, 14% were in neutral and 10% disagreed for the Doctors in hospitals which attracted them to visit the Nilgiris Hills.

Shopping: Shopping makes an individual emotionally involved in a process, in which multisensory, imaginary and emotive aspects are sought and appreciated. Shopping is not only buying, but also socio-economic means to socialize, enjoy oneself and the company of another person. The table 4 proves that among 100 respondents, 21% of them strongly agreed, 30% strongly disagreed, 18% agreed, 17% were in neutral and 14% disagreed for the Shopping outlets which attracted them to visit the Nilgiris Hills.

Lobby and Lounge: The lobby lounge is the perfect exudes an air of relaxed elegance. With plush sofas and comfortable armchairs, it is the perfect spot to unwind with cocktails and conversation. Spectacular panoramic views are afforded of the surrounding waters by day, and twinkling skyline of the resort by night, from the cozy seating of the glassed-in turret. The table 5 proves that among 100 respondents, 39% of them strongly agreed, 17% strongly disagreed, 24% agreed, 12% were in neutral and 8% disagreed for the Lobbies & lounges which attracted them to visit the Nilgiris Hills. The table 6 proves that among 100 respondents, 54% of them strongly agreed, 18% strongly disagreed, 10% agreed, 9% were in neutral and 9% disagreed for the room service and guests feedback in hotels which attracted them to visit the Nilgiris Hills. The table 7 proves that among 100 respondents, 51% of them strongly agreed, 12% strongly disagreed, 21% agreed, 10% were in neutral and 6% disagreed for the facilities for handicapped and senior citizens which attracted them to visit the Nilgiris Hills. The table 8 proves that among 100 respondents, 26% of them strongly agreed, 25% strongly disagreed, 23% agreed, 12% were in neutral and 14% disagreed for the parking facilities which attracted them to visit

the Nilgiris Hills. The table 9 proves that among 100 respondents, 48% of them strongly agreed, 21% strongly disagreed, 23% agreed, 5% were in neutral and 3% disagreed for safety, porters etc in hotels which attracted them to visit the Nilgiris Hills.

The table 10 proves that among 100 respondents, 48% of them strongly agreed, 20% strongly disagreed, 17% agreed, 6% were in neutral and 9% disagreed for the restaurants which attracted them to visit the Nilgiri Hills. The table 11 proves that among 100 respondents, 61% of them strongly agreed, 18% strongly disagreed, 7% agreed, 7% were in neutral and 7% disagreed for the Cinema theatres which attracted them to visit the Nilgiri Hills. The table 12 proves that among 100 respondents, 45% of them strongly agreed, 17% strongly disagreed, 21% agreed, 9% were in neutral and 8% disagreed for the Pubs which attracted them to visit the Nilgiri Hills. The table 13 proves that among 100 respondents, 28% of them strongly agreed, 23% strongly disagreed, 22% agreed, 20% were in neutral and 7% disagreed for the Bars which attracted them to visit the Nilgiri Hills. The table 14 proves that among 100 respondents, 31% of them strongly agreed, 30% strongly disagreed, 21% agreed, 17% were in neutral and 1% disagreed for the night life which attracted them to visit the Nilgiri Hills. The table 15 proves that among 100 respondents, 55% of them strongly agreed, 19% strongly disagreed, 19% agreed, 2% were in neutral and 5% disagreed for Cultural events which attracted them to visit the Nilgiri Hills. The table 16 proves that among 100 respondents, 43% of them strongly agreed, 32% strongly disagreed, 13% agreed, 7% were in neutral and 5%

disagreed for Dog Show and antique cars which attracted them to visit the Nilgiri Hills.

CONCLUSION

The study analyses the health facility, spending habits, perceptions, preferences, satisfactions of respondents help to attract the tourist to visit Nilgiris tourist destination. Basic infrastructural facilities have to be developed further. Roads need to be improved. Parking space must be provided. Basic necessities must be provided. Water availability has to be catered to. A diverse range of culinary must be provided to cater to the wants of the tourists from various places across India and globe. Shopping facilities need a boost. Shopping malls can be opened up. Information must be available to tourists at all places. Eco-tourism must be well developed and promoted effectively. Exploitation of tourists by locals must be minimized. Facilities for higher education must be improved.

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Table 1. Perception of the respondents for Health Facilities to relax in Nilgiris Hills

Health Facilities	Frequency	Percent	Cumulative Percent
Strongly Disagree	21	21.0	21.0
Strongly Agree	44	44.0	65.0
Agree	16	16.0	81.0
Neutral	9	9.0	90.0
Disagree	10	10.0	100.0
Total	100	100	

Table 3. Perception of the respondents about the Doctors in hospitals in Nilgiris Hills

Doctors	Frequency	Percent	Cumulative Percent
Strongly Disagree	24	24.0	24.0
Strongly Agree	30	30.0	54.0
Agree	22	22.0	76.0
Neutral	14	14.0	90.0
Disagree	10	10.0	100.0
Total	100	100	

Table 5. Perception about the Lobbies & lounges to meet visitors in hotels in Nilgiris Hills

Lobbies & Lounges	Frequency	Percent	Cumulative Percent
Strongly Disagree	17	17.0	17.0
Strongly Agree	39	39.0	56.0
Agree	24	24.0	80.0
Neutral	12	12.0	92.0
Disagree	8	8.0	100.0
Total	100	100	

Table 2. Perception of the respondents for Safety Locker in hotels in Nilgiris Hills

Safety Locker	Frequency	Percent	Cumulative Percent
Strongly Disagree	18	18.0	18.0
Strongly Agree	43	43.0	61.0
Agree	18	18.0	79.0
Neutral	9	9.0	88.0
Disagree	12	12.0	100.0
Total	100	100	

Table 4. Perception of the respondents about the Shopping Outlets in Nilgiris Hills

Shopping Outlets	Frequency	Percent	Cumulative Percent
Strongly Disagree	21	21.0	21.0
Strongly Agree	30	30.0	51.0
Agree	18	18.0	69.0
Neutral	17	17.0	86.0
Disagree	14	14.0	100.0
Total	100	100	

Table 6. Perception of the respondents about the Room service and guest's feedback in hotels in Nilgiris Hills

Room service	Frequency	Percent	Cumulative Percent
Strongly Disagree	18	18.0	18.0
Strongly Agree	54	54.0	72.0
Agree	10	10.0	82.0
Neutral	9	9.0	91.0
Disagree	9	9.0	100.0
Total	100	100	

Table 7. Perception of the respondents about the facilities for handicapped and senior citizens in hotels in Nilgiris Hills

Facilities for Handicapped/Senior Citizens	Freq.	Percent	Cumulative Percent
Strongly Disagree	12	12.0	12.0
Strongly Agree	51	51.0	63.0
Agree	21	21.0	84.0
Neutral	10	1.0	94.0
Disagree	6	6.0	100.0
Total	100	100	

Table 8. Perception of the respondents about the Parking facilities for vehicles in hotels in Nilgiris Hills

Vehicle Parking in Hotels	Frequency	Percent	Cumulative Percent
Strongly Disagree	25	25.0	25.0
Strongly Agree	26	26.0	51.0
Agree	23	23.0	74.0
Neutral	12	12.0	86.0
Disagree	14	14.0	100.0
Total	100	100	

Table 9. Perception of the respondents about the Safety rooms, self help facilities and porters in hotels in Nilgiris Hills

Safety/Self Help Facilities/Porters	Frequency	Percent	Cumulative Percent
Strongly Disagree	21	21.0	21.0
Strongly Agree	48	48.0	69.0
Agree	23	23.0	92.0
Neutral	5	5.0	97.0
Disagree	3	3.0	100.0
Total	100	100	

Table 10. Perception about the Restaurants in Nilgiris Hills

Restaurants	Frequency	Percent	Cumulative Percent
Strongly Disagree	20	20.0	20.0
Strongly Agree	48	48.0	68.0
Agree	17	17.0	85.0
Neutral	6	6.0	91.0
Disagree	9	9.0	100.0
Total	100	100	

Table 11. Perception of the respondents about the Cinema theatres in Nilgiris Hills

Cinema Theatres	Frequency	Percent	Cumulative Percent
Strongly Disagree	18	18.0	18.0
Strongly Agree	61	61.0	79.0
Agree	7	7.0	86.0
Neutral	7	7.0	93.0
Disagree	7	7.0	100.0
Total	100	100	

Table 12. Perception of the respondents about the need of the Pubs in Nilgiris Hills

Pubs	Frequency	Percent	Cumulative Percent
Strongly Disagree	17	17.0	17.0
Strongly Agree	45	45.0	62.0
Agree	21	21.0	83.0
Neutral	9	9.0	92.0
Disagree	8	8.0	100.0
Total	100	100	

Table 13. Perception of the respondents about the Bars in Nilgiris Hills

Bars	Frequency	Percent	Cumulative Percent
Strongly Disagree	23	23.0	23.0
Strongly Agree	28	28.0	51.0
Agree	22	22.0	73.0
Neutral	20	20.0	93.0
Disagree	7	7.0	100.0
Total	100	100	

Table 14. Perception about the Night life in Nilgiris Hills

Night Life	Frequency	Percent	Cumulative Percent
Strongly Disagree	30	30.0	30.0
Strongly Agree	31	31.0	61.0
Agree	21	21.0	82.0
Neutral	17	17.0	99.0
Disagree	1	1.0	100.0
Total	100	100	

Table 15. Perception about the Cultural events in Nilgiris Hills

Cultural Events	Frequency	Percent	Cumulative Percent
Strongly Disagree	19	19.0	19.0
Strongly Agree	55	55.0	74.0
Agree	19	19.0	93.0
Neutral	2	2.0	95.0
Disagree	5	5.0	100.0
Total	100	100	

Table 16. Perception about the Dog Show and Antique Cars in Nilgiris Hills

Dog Show/Antique Cars	Frequency	Percent	Cumulative Percent
Strongly Disagree	32	32.0	32.0
Strongly Agree	43	43.0	75.0
Agree	13	13.0	88.0
Neutral	7	7.0	95.0
Disagree	5	5.0	100.0
Total	100	100	
