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A STUDY ON TOURIST'S PREFERENCE OF HOTELS IN TIRUCHIRAPPALLI, TAMIL NADU

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Abstract

Travel and Tourism have been transformed over the last few decades globally. More and more distinction choices are emerging. Options that appeals to a wide cross section of people are increasing networking across sectors are on the rise and inn orations are the order of the day, In the midst of this transformation. It is time that the industry takes a close look at the challenges facing it. This study aims at identifying the hotels that are preferred by the tourists, also the reason for the change in choice of hotels by the tourists and how hotels are changing their services according to the customer (or) tourists.

INTRODUCTION

Aggressive pursuit of tourists and there unrestricted access it putting under strain the ecology of the places where mass tourism prevails. Transport, stay and visit of tourists all are contributing to the erosion pristine form. A callous attitude towards preserving the ecological balance on the part of tourism boards and irreverence of visitors to the local ecosystem are to be blamed. Aggressive pursuit of short term number in terms of more tourists is proven ting a long term perspective on the sustainability of mass tourism in sensitive places.

India provides travel opportunities of all kinds, of all forms, and for everyone. India holiday Pvt Ltd., believe in presenting India in a way that is quite unique. Explore, and unhindered come to India, explore the deserts, takes risks and trek through the Himalays, bask under the glory of sun god and relax on the golden beaches, hunt the Tigers with cameras and make wild friends in the rain forests, travel on the top the world's oldest working locomotive, or fact the force of rapids and go for the river rafting on the wind rivers. Tours of India have been operating a variety of activity based tours for groups and individual tourists and have been able to mastermind them with great deal of efficiency.

India has been a slight jump in international tourist arrivals, up from 2.48 million in 1999 to 2.80 million in 2003. Discover the untouched expanses of India. We have in store for you some pleasant surprises packed within each travel distinction in India. Join the most promising Indian tour offering you a treasure of golden memories to be cherished by you forever. Travel to Goa, Kerala, Rajasthan, New Delhi, Mumbai and many more travel distinctions to unfold the new possibilities in India. Whether, the historical legacy adventure, leisure, beaches and natural landscapes in India; people get anything and everything at these travel destinations being Agra housing the eight wonder of the world Taj Mahal; Lakshaweep and Andaman Nicobar; and many other historic places. India provides in advance the hotel booking, tour booking, flight booking and car rental booking to make your journey quite comfortable at these tourist places. Joint the most promising India vacancies tour offering you a treasure of golden memories to be cherished by you forever.

Statement of the Problem

Indian tourism Niche marketing "takes a look at the Indian scenario and points out how differentiation is being attempted, successfully. Instead of offering everything for everyone, tour operators and travel agencies are focusing on selected hotels and accordingly customizing their packages.

One of the most effective tools in tourism marketing is positioning. The objective of positioning is to create a distinctive place in the minds of potential customers. A position that evokes images of a destination from in the customers mind; images of destination from the competition and also as place that can satisfy their needs and wants. Since market is based on the notion that different tourism destinations appeal to different type of tourists.

This study aims at identifying the hotels that are preferred by the tourists, also the reason for the change in choice of hotels by the tourists and how hotels are changing their services according to the customer (or) tourists.

REVIEW OF RELATED LITERATURE

The review of related literature relating to the topic under study is dealt with in this chapter. Many literary works has been published on the domain of tourism industry and the impact of tourism activities in host economic together with sociology together with sociological planning and geographical studies.

T.R. Gurumoorthy states that the earning through tourism (i.e., Rs.12, 000 Crores) was more than that earned through software exports (i.e., 4,500 Crores) during the year 2005. He further provides a table titled "overseas tourism in selected countries in 2003", in which China ranks first with 22.8 Million tourist arrivals with an earning of 12.1 US$ Million. The tourist arrivals to India, was 2.1 Million with the receipt of 3US$ Million.

In another literature published by Ravindraseth the hotel industry was found to have got hew dimensions. But he criticizes the Government by fixing gross liability on it for neglecting the Tourism industry. He points out that though the tourist arrival has increased to 2.37 million in 1997, the Rooms available were only 70, 0002.

Peter Fulton General Manger, Hyatt Regency, Delhi states his view that "both occupancy and business in India has been positive. The trend depends on the supply and demand curve. India was not a popular destination right after the nuclear tests. The hospitality industry is very sensitive to prevailing situation in the country3.

The annual report specifies that there are 1,189 registered hotels as on 30.09.2005 of which 45 hotels belong to 5 Star Deluxe categories while 198 are still to be classified4.

Sheldon Santwan makes it clear that the Indian hotels should notice the fact that the Indian travelers has been found to before more discerning and demanding that overseas travelers who have stayed in Indian hotels according to a recent survey the reason seems to be that the foreigners are making allowances for us as we are considered the "third world".5

Amand Saxena, Directors of Maitri hotel consultants Pvt Ltd., opinion that the customer is the key figure who provides vital identification of the needs and wants of society and it is these needs and wants that shape the operation of a restaurant. Consumer dissatisfaction goes a long was in providing the death knell for a restaurant. From the popular saying, Penny wise pound foolish' one can understand that only those restaurants that function in the true spirit of changing environment will be able to hold their heads high.

OBJECTIVES OF STUDY

(i)   To study the choice of hotels by the people.

(ii)   To study the current choice of hotel as against the previous choice of hotel.

(iii)   To find out the reasons for the change in choice of hotel.

(iv)   To study the problems of tourist as regards hotels.

(v)   To study the expenditure of the tourist with respect to the hotel that they stay in.

(vi)   To suggest the ways for improving the services of hotels.

AREA OF THE STUDY

Tiruchirappalli is situated on the banks of river Kauveri. It is the fourth largest city in the state was citadel of the early Cholas which later fell on to the Pallavas. But the Pallavas never really managed to retain control of this strategic city and lost it to the Pandyas several times. This tug of war finally ended when the Cholas reasserted themselves of the 10th Century Trichy continued to be in their possession until the decline of the empire. After which is became a Vijaya Nagar a strong hold.

When the empire collapsed in 1865, Trichy came to be occupied in turn by the Nayakas of Madurai, the Marathas, the French and finally the British. But is was under the Nayaks of Madurai that Trichy flourished and prospered in its own right and grew to be the city that it is today. Trichy flourished and prospered in its own way, it has several churches. College and missions dating sack to the 1760's with its excellent infrastructural facilities. Trichy will serve as a good base to see in central Tamil Nadu. The area of Tiruchirappalli is 146.90 Sq. Kms and population is 7.46,062 millions (2007 census).

The most important cottage and village industries in the district are handloom weaving mat weaving basket making, pottery brick and carpentry, leather tanning, footwear an artificial gem processing.

Thus Tiruchirappalli has a rare blend of the old and new traditions while having modern facilities. It still retains the flavor of its rich ancient culture that gives a certain feelings of solace to all of us who are be wildered by the fast pace of modern life.

SAMPLING DESIGN

The sampling design used for this study was selective

Random sampling. (100 samples were considered for this study) Questionnaires were given to individual Tourists and further analyses were done on the basis of the information from the interview schedule. The project is based solely or primary data.

PERIOD OF STUDY

The data was collected from the tourist who was visiting the various chosen hotels during the months of April 2011 to June 2011.
Statement of hypothesis
v   There exists no relationship between region and choice of hotels.
v   There exists no relationship between sex and choice of hotels.
v   There exists no relationship between income and choice of hotels.

LIMITATIONS

The study suffers from the following limitation.
01.   The study is based purely on primary data.
02.   The study is limited to the area of Trichy.
03.   Due to time constraints the study was limited to interviewing 100 tourists only.
04.   The problem of language was felt when the researcher had to interview foreigners.

TESTING OF HYPOTHESIS

Hypotheses

$H_{01} \Rightarrow$ There does not exist a relationship between region and choice of hotels.

Region Hotels	(B1) Local (T.N)	(B2) National	(B3) International	Total
Breeze Residency	2	8	14	24
Hotel Sangam	8	4	20	32
Hotel Femina	-	10	12	22
Hotel Mayas	-	6	6	12
Any Others	6	-	4	10
Total	16	28	56	100

(A1 X B1) / N	=	(24 X 16) / 100	=	3.84
(A1 X B2) / N	=	(24 X 28) / 100	=	6.72
(A1 X B3) / N	=	(24 X 56) / 100	=	13.44
(A2 X B1) / N	=	(32 X 16) / 100	=	5.12
(A2 X B2) / N	=	(32 X 28) / 100	=	8.96
(A2 X B3) / N	=	(32 X 56) / 100	=	17.92
(A3 X B1) / N	=	(22 X 16) / 100	=	3.52
(A3 X B2) / N	=	(22 X 28) / 100	=	6.16
(A3 X B3) / N	=	(22 X 56) / 100	=	12.32
(A4 X B1) / N	=	(12 X 16) / 100	=	1.92
(A4 X B2) / N	=	(12 X 28) / 100	=	3.36
(A4 X B3) / N	=	(12 X 56) / 100	=	6.72
(A5 X B1) / N	=	(19 X 16) / 100	=	1.6
(A5 X B2) / N	=	(10 X 28) / 100	=	2.8
(A5 X B3) / N	=	(10 X 56) / 100	=	5.6

Item	O	E	$(O-E)^2$	$(O-E)^2/E$
(A1 X B1)	2	3.84	3.39	0.88
(A1 X B2)	8	6.72	3.64	0.24
(A1 X B3)	14	13.44	0.31	0.23
(A2 X B1)	8	5.12	8.29	1.62
(A2 X B2)	4	10.96	24.4	2.74
(A2 X B3)	20	17.92	4.32	0.24
(A3 X B1)	-	3.52	12.39	3.51
(A3 X B2)	10	6.16	14.74	2.39
(A3 X B3)	12	12.32	0.10	0.11
(A4 X B1)	-	1.92	3.68	1.92
(A4 X B2)	6	3.36	6.96	2.07
(A4 X B3)	6	6.72	0.51	0.076
(A5 X B1)	6	1.6	9.6	6
(A5 X B2)	-	2.8	7.84	2.8
(A5 X B3)	4	5.6	2.56	0.46

Degrees of freedom   = $(c-1)(\gamma-1)$
                                        = $(3-1)(5-1)$
                                        = $2 \times 4 = 8$

x2 0.05 for 8 degree of freedom: 15.057
The calculated value is higher than table value and hence hypothesis is rejected.
To the extent of 95% of accuracy there exists a relationship between region and choice of hotel.
Hypotheses

$H_{02} \Rightarrow$ There does not exist a relationship between sex and choice of hotels.

Hotels / Age	Male (B1)	Female (B2)	Total
Breeze Residency	7	5	12
Hotel Sangam	8	5	13
Hotel Femina	6	-	6
Hotel Mayas	8	6	14
Any Others	3	-	3
Total	32	16	48

(A1 X B1) / N	=	(12 X 32) / 48	=	8
(A1 X B2) / N	=	(12 X 16) / 48	=	4
(A2 X B1) / N	=	(13 X 32) / 48	=	8.67
(A2 X B2) / N	=	(13 X 16) / 48	=	4.33
(A3 X B1) / N	=	(6 X 32) / 48	=	4
(A3 X B2) / N	=	(6 X 26) / 48	=	2
(A4 X B1) / N	=	(14 X 32) / 48	=	9.33
(A4 X B2) / N	=	(14 X 16) / 48	=	4.67
(A5 X B1) / N	=	(3 X 32) / 48	=	2
(A5 X B2) / N	=	(3 X 16) / 48	=	1

Item	O	E	$(O-E)^2$	$(O-E)^2/E$
(A1 X B1)	7	8	1	0.13
(A1 X B2)	5	4	1	0.25
(A2 X B1)	8	8.67	0.45	0.05
(A2 X B2)	5	4.33	0.45	0.10
(A3 X B1)	6	4	4	1
(A3 X B2)	-	2	4	2
(A4 X B1)	8	9.33	1.77	0.19
(A4 X B2)	6	4.67	1.77	0.38
(A5 X B1)	3	2	1	0.5
(A5 X B2)	1	1	-	1

Degrees of freedom   = $(C-1)(\gamma-1)$
                                    = $(2-1)(5-1)$
                                    = $1 \times 4 = 4$

x^2 0.005 for 8 degree of freedom: 9.488

The calculated value is higher than table value and hence hypothesis is rejected.
To the extent of 95% of accuracy there exists a relationship between region and choice of hotel.
Hypotheses

$H_{03} \Rightarrow$ There does not exist a relationship between income (PA) and choice of hotels.

Hotel / Age	Rs.50,000	Rs.50,000 - Rs.1,00,000	R.s1,00,000 - Rs.1,50,000	Above Rs.1,50,000	Total
Breeze Residency	2	11	1	8	22
Hotel Sangam	4	5	1	15	25
Hotel Femina	9	5	2	-	16
Hotel Mayas	2	8	-	3	12
Any Others	4	14	14	5	29
Total	23	23	18	36	100

(A1 X B1) / N	=	(22 X 21) / 100	=	4.62
(A1 X B2) / N	=	(22 X 33) / 100	=	7.26
(A1 X B3) / N	=	(22 X 18) / 100	=	3.96
(A2 X B4) / N	=	(22 X 38) / 100	=	8.36
(A2 X B1) / N	=	(25 X 21) / 100	=	5.25
(A2 X B2) / N	=	(25 X 33) / 100	=	8.25
(A2 X B3) / N	=	(25 X 26) / 100	=	7
(A3 X B1) / N	=	(16 X 21) / 100	=	3.36
(A3 X B2) / N	=	(16 X 38) / 100	=	2.88
(A3 X B4) / N	=	(16 X 38) / 100	=	3.48
(A4 X B1) / N	=	(12 X 21) / 100	=	2.52
(A4 X B2) / N	=	(12 X 33) / 100	=	3.96
(A4 X B3) / N	=	(12 X 18) / 100	=	2.16
(A4 X B4) / N	=	(12 X 38) / 100	=	5.26
(A5 X B1) / N	=	(25 X 21) / 100	=	5.25
(A5 X B2) / N	=	(25 X 33) / 100	=	8.25
(A5 X B3) / N	=	(25 X 18) / 100	=	4.5
(A5 X B4) / N	=	(25 X 28) / 100	=	7

Item	O	E	$(O-E)^2/E$
(A1 X B1)	2	4.62	1.49
(A1 X B2)	11	7.26	1.93
(A1 X B3)	1	3.96	2.21
(A1 X B4)	8	6.36	0.5406

x2 0.005 for 8 degree of freedom: 9.488

The calculated value is higher than table value and hence hypothesis is rejected.

To the extent of 95% of accuracy there exists a relationship between region and choice of hotel.

FINDINGS

The study of tourist preference of Hotels reveals the following findings.

Ø   Tourists came from all over the world, namely 56% are international, 28% are national and 16% are local tourists.

Ø   Majority of the local tourists stay for a period of 2 – 4 days and international tourists for a period 4 – 6 days and more than weeks.

Ø   The main purpose of visit of local tourists and national tourists is for business conference as against the majority of the international tourists is for visiting friends and relatives.

Ø   75% of the international tourists travel by air bus against 35.71% of the national tourists travel by train & executive cab. 50% of the local tourists by train.

Ø   The main reason for switching to other hotels is for majority to other services and for majority of international tourists because it is arranged by the host.

Ø   The study reveals that 42% of the tourism are between the age group of 25 – 30 year and only 10% above 50 years.

Ø   Majority of respondents above 50 years who stay for a period of more than week as against those between the age bracket 40 – 50 years, majority stay for a period of 4 – 6 days.

Ø   Majority of respondents 30 – 40 years travels for business / conference and those 20 – 40 years for pleasure, visit friends / relative function.

Ø   The study reveals that 100% of tourists above 50 years switch hotels for reason for near by business area and 50% 30 – 40 years and 80% of those between 40 – 50 years arranged by host.

Ø   66.67% of tourists 40 – 50 years prefer to stay in a hotel sangam, 33.33% of those between above 50 years stay in hotel Breeze Residency, 30.77% of those between 30 – 40 years prefer to hotel sangam and 31.82% of those between 20 – 30 years.

Ø   Majority of the tourists are males.

Ø   Majority of the males stay for a period 4 – 6 days as against their counter parts who stay for a period of 4 – 6 days.

Ø   Majority of the females' tour for visit friends / relative function as against the males whose main purpose business / conference.

Ø   Most of the males switch hotels due to travel agency attached to hotel, where as females for other services.

Ø   Majority of the males prefer staying hotel sangam followed by hotel mayas and the females prefer to stay at hotels other than specified followed by hotel mayas.

Ø   Majority of the tourists earn an annual income of Rs.1 – 2 lakhs an very meager percentage of them earn Rs.50, 000.

Ø   Many of the respondents who earn below 1, 50,000 stay for a period of more than 7 days on against those who earn above 2 lakhs stay for a period of more than week.

Ø   Majority of the respondents earning below 2 lakhs mainly travel for business / confidence and those earning above 2 lakhs for business / conference.

Ø   The study shows that majority of those earning above 2 lakhs switch hotels for travel agency attached to hotel, those earning Rs.50, 000 and Rs.50, 000 – Rs.1, 00,000 switches due to nearness and business area.

Ø   The study reveals that of respondents involved 77.77% of those earning above 2 lakhs prefer to stay in hotels other than those mentioned Rs.50, 000 where as those earning between 5,000 – 10,000 prefer staying in hotel Breeze Residency those earning above Rs.2 lakhs majority prefer hotel Sangam.

Ø   Majority of the tourists seem stratified with their choice of hotel, except 11.90% from hotels other than those mentioned seem dissatisfied with their choice of hotel.

Ø   The study reveals that 40% of tourists put up in unclassified hotels have an expenditure of Rs.10, 000 – Rs.15, 000 during their period of stay.

Ø   Whereas majority of those staying in hotel Sangam / Breeze Residency in were an expenditure of Rs.5, 000 –Rs.10, 000 and less than 5,000. It is found that the stay the more expensive it is.

Majority of those staying in Sangam, Jenney's and Femina face the problem of high rent.

SUGGESTIONS

To the Government

ü   Remove the rigid by laws regarding the construction of hotels.

ü   Offer subsidy loans to motivate the private sector.

ü   Improve the room capacity.

ü   Increase air seat capacity.

ü   Allow foreign airlines to increase their flight without reciprocity.

ü   Introduce VISA on arrival schemes.

ü   Rationalize the tax structure.

To the Hotel Managers

ü   A serious attempt should be made by the managers to keep their hotels and its environment clean and attractive.

ü   The hotel staff should have a pleasant and pleasing attitude towards its customers so as to satisfy their needs.

ü   The services offered should be able to provide necessary information regarding the places of interest within the city, foreign exchange rates etc

ü   The hotels staff should be able to communicate fluently in English and have basics knowledge of the language of the various tourists.

ü   It would be profitable to hotel managers to

have travel agencies attached to their hotels to save tourists time and money.

CONCLUSION

It may be concluded that the tourists prefer a particular hotel on the basis of their own convenience and linking's and customers satisfaction plays a vital role with regard to the choice hotels by the tourists. Thus the proper steps are to be taken by the Government and the hotels to lap the full potential of the hotel industry, which directly lead to the development of tourism in India.

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