



IMPACT OF TOURISTS IN ECOTOURISM TOWARDS ECONOMIC DEVELOPMENT SELECTED DESTINATIONS AT TAMIL NADU

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Abstract

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 expectation for ecotourists towards environmental behavior in ecotourism and to analysis tourists expectation and satisfaction regarding with infrastructure facility in ecotourism destination. This study has adopted questionnaire survey by personal interviews with 666 tourists through convenient sampling technique. The results of the study show that tourists were highly satisfied with environmental behavior in around ecotourism destination. This study has concluded that they are satisfied with infrastructure facility in ecotourism destination. However, ecotourism fails to meet tourist's expectation in some infrastructure facilities related variables. Hence, the concern responsible authorities must take necessary actions to fill their expectation in infrastructure facility in ecotourism destination.

KEYWORD: Satisfaction of Management, Environmental Satisfaction, Infrastructure Facility, Ecotourism Destination.

Introduction

India is one of the major destinations of the foreign tourists particularly the state of Tamil Nadu which has a rich environmental protection destination among the Indian states. All over the world, the tourists are visiting due to its climatic, scenic beauty and ecological resources. Tourism has also been considered as a motivation for the improving the environment and maintains local bio-diversity culture and it is closely linked with merchandise related to economic sectors such as transport, hotels, restaurants, wholesale and retail trade and construction.

Ecotourism is supportsto enhance objectives of the sustainable development. Ecotourism refers to sustainable development of environment, local community and visitor of within the tourism destination. Hence, ecotourism depend on these categories, which helps to sustainable development of recreation because of ecotourism provides to an effective economic incentives for conserving and enhancing bio-cultural diversity to environment and helps to protect the natural and cultural heritage of our beautiful planet, its supports to local society which is increasing local capacity building and employment opportunities.

Importance of the Study

The eco-tourism sector has created important economic contribution to the nation in the form of creation of infrastructural facilities, raising the living standard of people, flow of foreign exchanges, provision of employment opportunities and GDP growth. The study helps to develop the infrastructure facilities that enhance ecotourism brand and goodwill regarding sustainable development in selected destinations in Tamil Nadu. Tourist's satisfaction is playing vital role for development of ecotourism destination and its gives more revenuesfrom tourists. The sector that has vast potential is largely operating on the satisfaction of tourists visiting the destination. The tourist has to be satisfied in-order to sustain and attract new tourists towards the eco-tourism destination. This study examines the expectation and satisfaction of the tourists which signifies and upholds the economic value added to the growth of the country from this sector. The study is very important to understand the archive and monitor of sustainable ecotourism development and biodiversity conservation in selected destination.

Review of Literature

Galley, G. and Clifton, J. (2004) examined on the demographic background and motivational characteristics of volunteers working with one such operator in Indonesia. Despite the young age of the sample, a large proportion described their previous holiday experiences in terms consistent with ecotourism. A dominant ecocentric attitude was identified among the volunteers through their interpretations of 'ecotourism', their awareness of nature-related issues and a desire to learn more about the environment. The most frequent responses for participating in overseas expeditions were 'personal development' and 'academic achievement' reasons. Furthermore, there is evident potential for growth in this element of ecotourism, underlining the

importance of this study in identifying the target market and its implications with regard to the future development of this sector.

Marcin Filip Jedrzejczak(2004) has done research study on “The modern tourist’s perception of the beach: Is the sandy beach a place of conflict between tourism and biodiversity”. The study aimed at ascertaining what public opinion was regarding the beach, were useful to answer these questions. This study concluded that 60% of the Polish coastline receives more than 100 human steps per square meter daily during the peak summer season. Of course, trampling may have a positive effect on the number of microorganisms, since plant debris is fragmented and mixed with sand grains on this way.

Tara Rowe (2004) studied titled on “Ecotourism Operator’s Perceptions of Environmental Certification Schemes”. The purpose of this research has to examine the position of New Zealand ecotourism operators with respect to environmental certification schemes. A quantitative study was undertaken, using an online web based survey, sampling 226 ecotourism operators in New Zealand. A total of 66 completed and functional surveys were received, representing a 29% response rate. The thesis concludes that New Zealand is advantageously placed to become a global leader in ecotourism. Although New Zealand ecotourism operators are aware of environmental certification schemes, there exists confusion and scepticism surrounding the potential benefits as opposed to the barriers. The South Island operators appear to be more advanced with respect to their awareness and realisation of environmental initiatives in their operations. The need for an authoritative organization for environmental certification is prominent, perceived by operators as key to introducing credibility to their businesses, as well as the industry as a whole.

The Objective of Study

The study has made an attempt on following objectives

- To analysis touristsatisfactionregarding withecotourism environment.
- To find out level of expectation and satisfactions towards infrastructure facilities in ecotourism.

Research Methodology

- The study research design has empirical and analytical in nature in selected destinations in Tamil Nadu.
- This study sample size framed by through used the Z score formula. Total sample size is 666ecotouristsselected in the selected destination of Tamil Nadu.
- This study hasadopted convenient sampling technique adopted for select the tourists to get more reliability data.
- The data collected through well structured interview schedules of 666 tourists of different destination ofTamil Nadu like Marina Beach, Ooty, Courtallam, Vedanthangal.

- 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.

Levels of Satisfaction about Environment of the Ecotourism Destination

Hypothesis:

H₀: There is no significant relationship between levels of satisfaction about environment of the ecotourism destination.

H₁: There is significant relationship between levels of satisfaction about environment of the ecotourism destination.

Table: 2
Levels of Satisfaction about Environment of the Ecotourism Destination

Particulars	Mean	Std. Deviation	t value	p value
More efficiency in ecological management	3.73	1.11	14.66	<0.001**
Opportunities for good sightseeing	3.60	1.06	12.38	<0.001**
Safe and secure environmental destination	3.50	0.99	10.45	<0.001**
Enjoyable climatic conditions	3.37	1.11	6.25	<0.001**
It has unpolluted natural resources	3.45	1.16	8.16	<0.001**
It is clean and is a hygienic destination	3.51	0.95	11.31	<0.001**
It helps in reducing wastage	3.34	0.91	7.08	<0.001**
Unpolluted transportation service	3.47	1.42	6.97	0.07
Protection of Natural environment	3.43	1.05	8.21	<0.001**
Enhancing the understanding of nature	3.34	1.11	5.77	<0.001**

** denoted significant at 1%

The testing of the hypothesis reveals that the null hypothesis is rejected at one percent level for all the variables used to measure the satisfaction level of the tourists about the environment of the eco-tourism. The p-values of the variables indicate that the tourists are very much satisfied with the infrastructural facilities provided at the destinations. The p-values of the

tested variables are highly significant and null hypothesis of the test is rejected. The testing of the hypothesis reflects that the tourists are satisfied with above said variables which reveal the satisfaction level of the tourists in the eco-tourism spots expect one variable that Unpolluted transportation service.

Expectation and Satisfaction on Infrastructure Facilities of Ecotourism Destination

Hypothesis:

H₀: There is no significant difference between expectation level and satisfaction level of tourist towards infrastructural facilities provided at the eco-tourism destination.

H₁: There is significant difference between expectation level and satisfaction level of tourist towards infrastructural facilities provided at the eco-tourism destination.

Table:3

Expectation and Satisfaction on Infrastructure Facilities of Ecotourism Destination

Particulars		Mean	Std. Deviation	Correlation	t value	p value
Easy accessibility to Hotels and Restaurant	Expectation	3.24	1.18	0.179	-9.55	<0.001**
	Satisfaction	3.74	0.90			
Availability of Banks / ATM facilities round the clock	Expectation	3.16	1.11	0.186	-6.04	<0.001**
	Satisfaction	3.48	1.02			
Availability of first aid facilities/ safety equipments at major places around the destination	Expectation	3.46	1.13	0.382	-2.44	<0.001**
	Satisfaction	3.58	1.01			
Prompt traffic signals and easy understanding of the same	Expectation	3.14	1.14	0.024	-7.46	0.543
	Satisfaction	3.60	1.13			
Usage of renewable resources	Expectation	3.26	1.17	0.394	3.23	<0.001**
	Satisfaction	3.10	1.14			
Availability of frequent public transportation	Expectation	3.60	1.20	0.540	-1.89	<0.001**
	Satisfaction	3.68	1.04			
Low cost communication facilities	Expectation	3.49	1.15	0.104	2.01	<0.007**
	Satisfaction	3.37	1.08			
Hygienic Public restrooms for the tourists	Expectation	3.39	1.07	0.123	2.29	<0.001**
	Satisfaction	3.26	1.16			
Exclusive dustbin for proper disposal of wastes	Expectation	3.35	1.05	0.284	2.43	<0.001**
	Satisfaction	3.23	1.17			
Pollution free atmosphere of the tourist locations	Expectation	3.46	1.03	0.097	2.20	0.210
	Satisfaction	3.34	1.05			

** denoted that significant at 1%

* denoted that Significant at 5%

The testing of the hypothesis in relation with the expectation and satisfaction levels of the tourists with regards to the infrastructural facilities reveals that the hypothesis is highly significant at one percent level. The p-value of less than 0.001 in nine variables reveal that the null hypothesis is rejected. The expectation level of the tourists with regards to Easy accessibility of Hotels and Restaurant (<0.001), Availability of Bank / ATM facilities (<0.001), Availability of first aid facilities/ safety equipments(<0.001), Recycler of renewable resources (<0.001), Quality and availability of frequent transportation (<0.001), Quality of air, water and food facilities (<0.007) , Interaction with local people (<0.001), Exclusive dustbin for proper disposal recyclable wastage (<0.001), Hygienic atmosphere of the tourist location (<0.001), Exclusive dustbin for proper disposal of wastes (<0.001) and pollution free atmosphere of the tourist locations.. The entire above mentioned infrastructure facilities are statistically significant at one percent level. These infrastructure facilities maintained at the select tourists destination has satisfied the tourists to the expected levels.

The p-value of the variable of prompt traffic signals and the easy understanding of the same and pollution free atmosphere of the tourist locations has been greater than 0.543 and 0.210 which signifies that the null hypothesis is accepted and hypothesis is statistically insignificant. Therefore it can be concluded that the expectation level of the tourists with regards to the prompt traffic signals is not satisfied with the infrastructure of traffic signals.

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. Tourists Satisfaction towards Environmental in Ecotourism

- Ecotourism environment shows that maximum tourists are satisfied about destination maintenance of environment. Ecotourism has done recyclable feature materials as well as good planning for improve natural and historical environment.
- Only one variable is not satisfied by tourists that pollution free atmosphere of the tourist locations.

3. Tourist's Expectation and Satisfaction Regarding with Infrastructure Facilities in

Ecotourism Destination

- Infrastructure faculties of ecotourism destination are highly satisfied with Hotels and restaurant, availability of banks, first aid facilities, renewable resources, public transportation, low cost communication, hygienic public restrooms.
- Infrastructure faculties of ecotourism destination are not satisfied with prompt traffic signals and easy understanding of the same and pollution free atmosphere of the tourist locations.

Suggestion of the Study

- The responsible authority to take action towards ecotourism that need to more improvements regarding the destination environment behavior of tourist and improve natural and historical environment to give more satisfaction level.
- The governments much has taken action regarding infrastructure facilities towards prompt traffic signals and easy understanding of the same for increase the satisfaction level.

Conclusion

Ecotourism Destination is created by Mother of Nature. However, the tourists and Destination's authorities are must have taken responsibility regarding safety of ecotourism spots with proper manner. Some of the tourists are not satisfied about ecotourism environment regarding with polluted transport. Even though tourists are satisfied with infrastructure facilities in destination, some numbers of tourists are not satisfied with prompt traffic signals and easy understanding of the same and pollution free atmosphere of the tourist locations. This study reveals that major important is to develop sustainability of ecotourism destination for attract new tourists and satisfy existing tourists. The destination authorities must have focus on modify the ecotourism environment and give more infrastructure facilities. This study concluded that, the tourists who have visited selected destination in Tamil Nadu have satisfied which lead them to International standard level tourism destination.

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