

A study on Perception of Tourists' towards Tourism in Ernakulam District

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Abstract: India is a developing country, the government of every states in India are focusing on major areas which will help to accomplish the long term goal of being a Developed country. Among the various areas which contribute towards the economic development, Tourism is one of the emerging sector. Tourism is the act of residing in any place for leisure, business and other purposes. The success of a tourism sector will depend upon the attitude of both domestic and international tourist towards various tourist destinations. The study aims to find out the perception of tourist towards various tourism practices and tourism destination in Ernakulam District. The Kerala is one of the most important state which contributes towards making India the most attractive tourist destination among domestic and international tourists. Ernakulam is one of the most attractive destination in Kerala. Being the most important destination, the study focus on analyzing which factor attracts the tourist towards Ernakulam. I also aims to find out how far the tourist are satisfied with various tourism services and their attitude towards various tourist destinations. The study may also help to point out the suggestions for making improving the tourism sector which will help to boost up this sector. The study reveals that the foreign tourist are greatly attracted towards Ernakulam Tourist destinations and they came to know about various tourist destinations from their friends. It clearly indicates that fame of tourist destinations in Ernakulam are increasing day by day over and above the efforts put forward by promotional techniques. The tourists 'are greatly attracted by Carnival celebration in Fortkochi and beaches which adds natural beauty. The tourist are highly satisfied with various services provided to them and they prefer typical Kerala foods and nature friendly accommodation facilities. They problem they felt is regarding the matter of cleanliness', hygiene and safety. But most of them prefer to visit the places in Ernakulam. So government should take few more initiatives to tackles with the problems arising in tourist sector and make it a perfect Tourist Destination.

IndexTerms—Tourism, Tourists, Host Countries, Domestic Countries

I. INTRODUCTION

In the current world everything is customer oriented. The success on every business whether it is service oriented or profit oriented, depends on how much satisfaction it can provide to their beneficiaries. Tourism is one of the main sector which contributes towards the economic development of a country. Tourism is the act of travelling to and residing in places outside their usual environment for leisure, business and other purpose not related to the exercise of an activity remunerated from within the place visited. Tourism has become a global leisure activity. The success of tourism sector of a country will depends upon the satisfaction of both domestic and international tourists arriving in the country. Today, tourism is a major source of income for many countries. It affects the economy of both the source and host countries. It has both incoming and outgoing implications on the balance of payments of countries. India being a developing country, gives more importance to Tourism sector which contributes towards their economic development. The beautiful state Kerala, is famous especially for its ecotourism initiative. Its unique culture and tradition, coupled with its varied demography, has made Kerala one of the most popular tourist destination among various states in India. Growing at the rate of 13.31 percent, the tourism industry is a major contributor to the state's economy. While talking about tourism in Kerala state, Ernakulam is one of the most attractive spot for tourists. Being the most attractive and beautiful place which attracts tourists towards Kerala the study was conducted among the tourists visiting various places in Ernakulam District.

II. METHODOLOGY

STATEMENT OF PROBLEM

Tourism has some significant importance in the socio-economic development of the state. Many steps are taken by the government to promote tourism in District. The study deals with how far the efforts had helped to promote the tourism in this area. The study aims to find out perception of tourist towards tourism practices prevailing in the Ernakulam District. The study also analyses the factors which attract tourists towards tourism and how much satisfaction they got by visiting various places in Ernakulam District. The study also aims to point out suggestions for improving tourism in Ernakulam District.

OBJECTIVES

- 1 To know the type of tourists visiting Ernakulam District.
- 2 To find the factors which attract tourists to Ernakulam District.
- 3 To evaluate the satisfaction level of tourists visiting Ernakulam District.
- 4 To find out the problems faced by tourists.
- 5 To give out suggestions for improving tourism culture in Ernakulam District.

IMPORTANCE OF THE STUDY

Tourism industry is one such industry, that even though is relatively new than the others but is growing and is also expected to do well in the coming years as well. The study has very high significance in modern world because tourism has developed as an important part of economic foundation in Kerala. It has been recognized as an important sector for the development on account of its potential for generating income and employment. The study will be conducted in most popular tourism destinations in Ernakulam District.

METHODOLOGY

DATA COLLECTION: Both primary and secondary sources of data has been used for the purpose of study.

The 'Questionnaire Method' has been used for collecting primary data from respondents. The respondents are tourists who came to visit various tourists' destinations in Ernakulam District. The well drafted questionnaire was distributed among selected 100 tourists from various tourist destinations in Ernakulam District.

Secondary data was also used for the purpose of study. The data has been collected from books, Journals, official websites of Kerala tourism, other websites.

SAMPLING: The population selected for the study is Ernakulam District. A sample of 100 tourists was selected from among various tourists visiting various destinations in Ernakulam district. The method of sampling used in the study is convenient sampling method.

TOOLS FOR ANALYSIS: The data collected were classified and presented using tables and charts. The analysis was done Using percentage method.

III. ANALYSIS AND INTERPRETATION

The analysis and interpretation deals with various aspects which are analyzed for the purpose of analyzing the perception of tourists towards various tourism services provided in Ernakulam District.

Table 1
PERSONAL DETAILS OF RESPONDENTS

Sl.No	Details	Category	No. of respondents	Percentage
1	Age Group	18-25	34	34
		26-35	40	40
		36-50	13	13
		Above 50	13	13
		Total	100	100
2	Gender	Male	53	53
		Female	47	47
		Total	100	100
3	Education	Below Graduation	-	-
		Graduation	76	76
		PG & Professional	23	23
		Other	-	-
		Total	100	100

Source: Primary data

Table 1 shows that from the survey conducted among 100 Tourists, majority of the tourists are under the age group of 26-35. Thirty four percent are from the age group of 18-25. Thirteen percent fall under the age group of 36-50 and above 50. Fifty three percent of the tourists are males and forty seven percent are females. Seventy Six percent of tourist are graduated and Twenty three percent of tourist are post graduated.

Table 2**CLASSIFICATION ACCORDING TO NATIONALITY**

Nationality	No.of respondents	Percentage
Resident of India	40	40
Non-resident of India	60	60
Total	100	100

Source: Primary data

Table 2 shows that, Forty percent are resident of India and Sixty percent are non-residents of India.

Table 3**NATURE OF ACCOMPANIMENT**

Companion	No. of respondents	Percentage
Single	7	7
Family	37	37
Convention/ Business Group	23	23
Friends	33	33
Others	-	-
Total	100	100

It is clear from the table 3 that seven percent of the tourists are single, Thirty seven percent of the tourists travel with their family and Thirty three percent of tourist travels with friends. Twenty three percent of tourist travel for the purpose of business or convention and none of them travel for other purposes.

Table 4**SOURCE OF KNOWLEDGE ABOUT ERNAKULAM**

Source	No. of respondents	Percentage
Journals	-	-
Internet	-	-
Friends	43	43
Tour operators	27	27
Official Catalogues	17	17
Tourism Department	13	13
Total	100	100

Source: Primary data

Table 4 shows the various source of knowledge about Ernakulam, Tour operators provide information to Twenty seven percent, Friends provide information to Forty three percent, Seventeen percent tourist used official catalogues and Tourist department provide information to Thirteen percent of tourist.

Table 5

FACTORS WHICH INFLUENCE TOURISTS

Particulars	No.of respondents	Percentage
Natural beauty	26	26
Heritage	16	16
Culture	13	13
Carnival and celebrations of Fortkochi	43	43
Others	-	-
Total	100	100

Source: Primary data

Table 5 illustrates that majority of tourist (Forty three percent) are attracted by the carnival and celebration of FortKochi. Twenty six percent of tourist are attracted by natural beauty. Thirteen percent of tourist are attracted by culture and Sixteen

Table 6

AREA OF ATTRACTION

Area	Number of respondent	Percentage
Beach	40	40
Historical monuments	33	33
Health centers	-	-
Commercial streets	27	27
Total	100	100

Source: Primary data

Table 6 show that, Forty percent of tourist are attracted by the beaches. Thirty Three percent of tourist are attracted by the historical monuments and Twenty Seven percent of tourist are attracted by the Commercial Street.

Table 7

PREFERRED ACCOMMODATION

Preferred accommodation	Number of respondent	Percentage
Home stay	33	33
Hotels	26	26
Resorts	33	33
KTDC Hotels	7	7
Total	30	100

Source: Primary data

Table 7 show that Thirty Three percent of tourist prefer home stay and resort, Twenty six percent of tourist prefer hotel and Seven percent of tourist prefer KTDC hotels.

Table 8
PREFERRED FOOD

Preferred food	Number of respondents	Percentage
Typical Kerala food	60	60
Sea food	27	27
Homely meals	13	13
Others	-	-
Total	100	100

Sources: Primary data

It is clear from Table 8 that, Sixty percent of tourist prefer typical Kerala food, Twenty Seven percent of tourist prefer sea food and Thirteen percent of tourist prefer homely meal.

SATISFACTION ON VARIOUS SERVICES AT TOURIST DESTINATIONS

Table 9.1
TRAVEL

Details	Number of respondents	Percentage
Highly satisfied	40	40
Fairly satisfied	60	60
Not satisfied	-	-
Total	100	100

Source: Primary data

Table 9.1 shows that, forty percent of the tourist are highly satisfied with the travelling environment and sixty percent of tourist are fairly satisfied.

Table 9.2
ACCOMMODATION

Details	Number of respondents	Percentage
Highly satisfied	54	54
Fairly satisfied	13	13
Not satisfied	33	33
Total	100	100

Source: Primary data

Table 9.2 shows that, Fifty four percent of tourist are highly satisfied, Thirteen percent of the tourist are fairly satisfied, Thirty three percent of tourist are not satisfied with the accommodation.

Table 9.3
SERVICES AT PLACE OF STAY

Details	Number of respondents	Percentage
Highly satisfied	27	27
Fairly satisfied	53	53
Not satisfied	20	20
Total	100	100

Source: Primary data

Table 9.3 shows that Fifty Three percent of the tourists are fairly satisfied with service at the place of stay and Twenty Seven percent of them are highly satisfied and Twenty percent of them are not satisfied.

Table 9.4
SERVICES AT TOURIST DESTINATIONS

Details	Number of respondents	Percentage
Highly satisfied	40	40
Fairly satisfied	33	33
Not satisfied	27	27
Total	100	100

Source: Primary data

Table 9.4 shows that Twenty Seven percent of the tourists are not satisfied by the service at tourist destination and Forty percent of them are highly satisfied and Thirty Three percent are fairly satisfied.

Table 9.5
FOODS

Details	Number of respondents	Percentage
Highly satisfied	67	67
Fairly satisfied	33	33
Not satisfied	-	-
Total	100	100

Source: Primary data

Table 9.5 shows that Sixty Seven percent of the tourists are highly satisfied by the foods available , Thirty Three percent of the tourists are fairly satisfied.

Table 9.6
RESTAURANTS

Details	Number of respondents	Percentage
Highly satisfied	67	67

Fairly satisfied	33	33
Not satisfied	-	-
Total	100	100

Source: Primary data

Table 9.6 reflects that, Sixty Seven percent of tourist are highly satisfied with restaurants and Thirty Three percent Of tourist are fairly satisfied.

Table 9.7
CLEANLINESS & HYGIENE

Details	Number of respondents	Percentage
Highly satisfied	7	7
Fairly satisfied	26	26
Not satisfied	67	67
Total	100	100

Source: Primary data

Table 9.7 show that, Seven percent of tourist are highly satisfied with cleanliness and hygiene and Twenty Six percent of Tourist are fairly satisfied and Sixty Seven percent of tourist are not satisfied.

Table 9.8
RECREATION FACILITIES

Details	Number of respondents	Percentage
Highly satisfied	83	83
Fairly satisfied	17	17
Not satisfied	-	-
Total	100	100

Source: Primary data

Table 9.8 show that, Seventeen percent of tourist are fairly satisfied with the recreation facility and Eighty Three percent of tourist are highly satisfied.

Table 9.9
GUIDES SERVICES

Details	Number of respondents	Percentage
Highly satisfied	54	54
Fairly satisfied	33	33
Not satisfied	13	13
Total	100	100

Source: Primary data

Table 9.9 show that, Fifty Four percent of tourist are highly satisfied with the guide services , Thirty Three percent of tourist are fairly satisfied and Thirteen percent of tourist are not satisfied.

Table 9.10
SHOPPING

Details	Number of respondents	Percentage
Highly satisfied	83	83
Fairly satisfied	17	17
Not satisfied	-	-
Total	100	100

Source: Primary data

Table 9.10 show that, Eighty Three percent of tourist are highly satisfied with the shopping and seventeen percent of tourist are fairly satisfied.

Table 9.11
COMMUNICATION NETWORK

Details	Number of respondents	Percentage
Highly satisfied	67	67
Fairly satisfied	33	33
Not satisfied	-	-
Total	100	100

Table 9.11 show that, Sixty seven percent of tourist are highly satisfied with communication network and Thirty three percent of tourist are fairly satisfied.

Table 9.12
SAFETY AND SECURITY

Safety and security	Number of respondents	Percentages
Excellent	17	17
Good	17	17
Poor	66	66
Very poor	-	-
Total	100	100

Source: Primary data

Table 9.12 show that, Forty percent of tourist opined safety and security of fort kochi as Excellent, Sixty percent of tourist marks safety and security as good.

Table 9.13
CHALLENGING PROBLEMS

Challenging problem	Number of respondents	Percentage
Guides are not worth welcoming	-	-
Exploitation from Tour operators	-	-
Exploitation from Vehicle operators	-	-
Untrustworthy behavior at place of stay	-	-
Low profile of local people	11	11
Irresponsible behavior of police	17	17
Exploitation from sellers	17	17
Language problem	15	15
Others	40	40
Total	100	100

Source: Primary data

Table 9.13 show that, Eleven percent of tourist opined low profile of local people as challenging problem, Seventeen percent of tourist says Irresponsible behavior of police and exploitation from seller as challenging problem, Fifteen percent of tourist says language as challenging problem and rest Forty percent of the tourist opined other as challenging problem.

Table 9.14
PREFERENCE TO VISIT AGAIN

Details	Number of respondents	Percentage
Yes	70	70
No	30	30
Total	100	100

Source: Primary data

Table 9.14 reflects that, majority of tourist (seventy percent) shows willingness to visit Ernakulam and Thirty percent of tourist are not willing to visit.

IV. FINDINGS

The majority of the respondents were in the age group 26-35.

53 per cent of the respondent are male and 47 per cent of the respondents are females.

Majority of respondents were graduates

Majority of respondent are Non Resident of India and 40 percent are Resident of India.

Majority of the tourist gain knowledge about Ernakulam from friends and 13 per cent of the tourist from Tourism department.

Majority of the tourist are attracted by carnival and celebration of Fort Kochi and least per cent of the tourist are attracted by the culture

The major factor that the tourist get attracted to Ernakulam is its beaches

Majority of tourist prefer home stay and resort for accommodation.

The most preferred food by the tourist is typical Kerala food and least per cent of tourist opt homely meals.

Majority of tourist are highly satisfied with service at tourist Destination. The tourist are highly satisfied with Accommodation, services at tourist destinations, food, restaurant, guide services, recreation facilities, shopping, and communication network. The tourist are fairly satisfied with services at place of stay and travel. The tourist says that cleanliness and hygiene and safety and security is poor.

Most of tourist rated safety and security of as poor, and 17 percent as excellent and good.

Majority of tourist face other problems and least percent of tourist affected low profile of local people.

.Majority of tourist show willingness to visit again.

V. CONCLUSIONS AND SUGGESTIONS

Ernakulam has a quaint ambience and the colonial buildings, telling the tales of centuries-old cultural and commercial interaction with the colonial powers of the West, makes a big impression. In this work the researcher dealt with perception of tourists towards Ernakulam tourism. Most of tourist visiting Ernakulam are foreign tourist. The tourist came to know about tourist destinations from their friends. That means the tourists who visits Ernakulam are suggesting the tourist destinations to their friends also. The touristprefer typical Kerala food and accommodation is preferred in resorts. Most of the tourist prefer carnival and celebrations and they are attracted by the beauty of beaches.Majority of tourist are highly satisfied with service at tourist Destination. The tourist are highly satisfied with Accommodation, services at tourist destinations, food, restaurant, guide services, recreation facilities, shopping, and communication network. The tourist says that cleanliness and hygiene and safety and security has to be improved. Among all the places, Fort Kochi beach is the most attractive place of tourist. The tourists are satisfied with the facilities in Ernakulam but few more developments are to be made in the area of tourism to attract more tourists. But it is glad to know that they prefer to visit Ernakulam again and again

From the study it clear that tourism is one of the main sector which attracts others to our country. Our study is conducted in Ernakulam district and study reveals that Ernakulam is one of the best and favourite tourist destinations of both foreign and domestic tourists. So government should make proper arrangements for development of tourism facilities so that more tourists can be attracted towards the place. The government should make initiatives to improve the safety and security of area. The basic facilities should also be increased. There should be also an initiative to maintain a control on preventing the exploitation of tourists during peak season. The incentives and other support from government also help to contribute towards the development of the area. Major Suggestions put forward by tourist are

Proper security should be installed in public places and surroundings.

Make sure the surroundings are clean and neat so that it may attract more foreign tourists.

Maintain control on prices of goods and quality of services.

Infrastructure facilities like transportation, communication, accommodation and drainage facilities should be improved.

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