A STUDY ON TOURISTS OPINION TOWARDS CHETTINAD TOURISM

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Abstract
Objectives
Through the usage of structural equation model this study has been made an attempt to prove and fulfil the tourists' expatiations and satisfactions and also accesses the shopper's opinion on Chettinad tourism.
Methods
We used to access the opinion and measure the level of satisfaction of the tourist in the area of Chettinad. Chettinad is one of the famous heritage tourist's destinations in Tamil Nadu. It is famous for magnificent historically, culturally, ecologically and also the most popular state which provides distinctive platform to sell traditional handicrafts, Chettinad sappadu, athankudi tails in the tourist markets. For the analysis we admired field study methods based upon the conceptual theory. Based on the theory and experience we were constructed the different questionnaire for domestic and foreign tourist, we performed a controlled empirical method such as a field survey, hereafter statistical package were used to analysis and proved the hypotheses.
Findings
Through the statistical package we were admired different tools like garret ranking, factor analysis, multiple regressions and also structural equation model were constructed. First empirical result is found that "own interest and others few reasons" is the major factors that motivate to visit the Chettinad areas. Secondly, it is felt that there were nineteen factors identified by the researcher to measure the tourist expectation towards Chettinad tourism. Each factor is correlated with common factors. Through the factor analysis all these factors of tourists are brought under three heads namely, good quality services, effective services, and improvement of Chettinad tourism. Finally the structural equation model findings help us to understand that the expectations of tourists as well as shoppers lead to the satisfaction of visitors as a variables have significant influence on Chettinad tourism.
Improvements
Tamil Nadu Tourism Development Corporation provides best infrastructure facilities Chettinad areas for international tourists. Current position, infrastructure facilities and foreign tourist expectation have been focused in this paper.
Keywords: *Tourism, Chettinad, Domestic and foreign tourist.*

Introduction

Tourism in India is the largest service industry, with a contribution of 6 percent to the national Gross Domestic Products (GDP) and 8.78 percent of the total employment in India. India witness's more than 17.9 million annual foreign tourist arrivals and 740 million domestic tourism visits. The tourism industry in India generated about 100 US$ billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate. In the year 2010, 17.9 million foreign tourists visited India. Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/ union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the Incredible India campaign. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009–2018 having the highest 10-year growth potential.

Chettinad Tourism – Theory

The Chettinadu literally means Chettiars' state. The Nagarathars, a Chettiar community, are the predominant people of the region flourishing in trade and commerce from many centuries. They are institutional in establishing in numerous educational institutions, financial services, temples, festivals, traditional ceremonies, and social welfare.

Karaikudi and its neighbouring places have quite a number of historical significant buildings, and distinguished institutions and places. The Chettinad mansions are sumptuous, spacious, and flamboyant with intricate carved structures.

Chettinad mansions are built-in with arrangements for rainwater harvesting, to provide for clean drinking water. The rainwater is [fine cloth] filtered and funneled into large brassware; which then can be stored for weeks. The rainwater being free from [ground] impurities, and by storing it in brassware gets electrically charged, which neutralizes [many of the] harmful microorganisms. This provides a clean, healthy, and sweet drinking water that rivals the modern-day processed drinking water. Nowadays these Chettinad mansions are sought after place for film shootings; and are a well-known tourist attraction.

Edaikattur Church is the Sacred Heart Shrine Built with full of arts in Gothic architectural style on the model of the RHEIMS cathedral in France. All those beautiful statues were brought from France 110 Years back to Idaikattur. The holy Kaleeswarar temple in Kalaiyarkoil (Sivaganga District) It is 18 K.M east of Sivaganga, The temple of

Kalaiyarkoil is a very large and handsome building surrounded by a strong stone-wall about 18 feet in height. Kalaiyarkoil has two Rajagopuram viz big and small one. There is a big Tank on the Southern side of the Temple.

Karaikudi town is known for its magnificent mansions constructed by the Chettiars - a castle known as much for their prosperity as well, as their hospitality. Though the owners of these palatial wonders have long scattered having left for distant shore, the beautifully carved wood work as well as the stone and mortar work of these houses can still be appreciated. Kannadasan Memorial was established in Karaikudi. He was a great Lyricist. He raised the level of Tamil Film Songs to Himalayan Heights. Deivam Wonderland is located at a distance of about 1 km from Pillayarpatti and 14 km from Karaikudi on the Rameswaram to Madurai Road Kandadevi Temple is situated 3 Km away from Devakottai Town. Here the Temple is called as Arulmigu Sowarna Moortheeswarar alias Siragilinathar. The Amman is called as PeriyaNayaki Amman. This is 350 years old Temple.

Kundrakudi Temple is situated at 10 Kms from Karaikudi, Sivaganga District. Built around the year 1000 in Lord Shanmuganathan is the presiding deity and the History is referred Mayuragiri Puranam. Marudhu Pandiyars Kings of Sivaganga renovated the Temple in their days. Marudupandiyar Memorial is located in swedish Mission Hospital Campus, Tiruppattur . Pillaiyarpatti Temple is rock-cut temple, 12 kms from Karaikudi on the Karaikudi Madurai road. It was built after hewing a hillock by the early pandiya kings and the image of Karpaga Vinayaka and that of a Siva Linga were carved out of a stone.

Ilayankudi Mara Nayanar was one among 63 saivite saints, He was a farmer. Maranar was his name and lived here. He was a great devotee of Lord Siva and his devotees; He took greatest pleasure in serving them. Thirukostiyur Temple is important out of 108 Vaishnava temples. The Alwar Ramanujar has visited and prayed God Sri Vishnu. The God's name is Swami Narayana Perumal.

Literature Review

The historically formed heterogeneity of the socioeconomic sphere has a significant impact on the structure and efficiency of economic development of the northern territories. As Canada's experience shows, the economic development of the North becomes sustainable only in case of the simultaneous maintenance of the territory along with the preservation of traditional economies of the indigenous peoples and the environmental management. Tourism is a way to diversify the economy of the North, this sector being currently one of the fastest growing ones in the world economy by Elena Egorovna Totonova.

Before looking at the emergence of tourism industry in India, looking at the history of travel, would be in order, in the history of the world, there has never been a migration of people from one country to another on such a large scale as it taking place today.

According to world tourism organization on 1983. The resident of one of the most advanced country of the world usa. Spent more than 300 billion on domestic international travelling which are more than the expenditure to their country on defense. (Bhatia, A.K 1993)

Pirece (1996) in his book viewed tourist destination form five board sectors namely attraction, transport, accommodation supporting facilities and instructions. He explain that attraction encourage tourist to visit the location, the transport service enable them to do so, the accommodation and supporting facilities catter for the tourists well being their stay and the infrastructure assures essential functioning all of the sectors.

Hall (2000) Admitting international visitors and facilitieng their travel within a nations borders is a political action therefore country approach to international tourism is a part of its foreign policy, as well as a part of its economics and commercial policy. There are endless examples of the political and foreign policy implication to international tourism, increased contacts between people of different cultural can lead to increased knowledge and understanding in turn can contribute to a relaxation of tension between nations.

Methodology

This study comprises of both primary and secondary data. The primary data are collected directly from the tourists by using interview schedule to access the opinion relating to the Chettinad tourists. In order to assess the development of tourism in Chettinad area, 460 tourists were randomly selected with the help of tourist information centre in the Sivagangai district by using Rao soft sample size calculator out of the total population of 4.26 crore at 5 percent of significance level. Among the total population 41 percent visitors from the domestic tourists and 23 percent of tourists from the foreigners who arrive at this area. The researcher has selected the tourist into 2:1 ratio basis of the domestic and foreign tourists. 306 (70.80 percent) belong to domestic tourist-group and the remaining 154 (29.20 percent) belong to the foreign tourist group which was identified in the sample of domestic and foreign tourist.

Analysis and Discussion
Factors Influencing to Visit Chettinad Region

Table shows the Garret value equal to calculated value. Firstly the Garret ranks are calculated by using appropriate garret ranking formula. Then based on the Garret ranks, the Garret table value is ascertained. Percent position = 100 (R_{ij}- 0.5)/N_j, R_{ij}- Rank given for 1st item by jth sample respondents, N_j – Total rank given by the jth sample respondents

Table 1 Factors Influenced to Visit Chettinad Region

Sl.No.	Calculation	Calculated Value	Garrets Table Value
1	100 (1- 0.5)/6 = 50/6	8.34	77
2	100 (2- 0.5)/6 = 150/6	25	63

3	100 (3- 0.5)/6 = 250/6	41.67	55
4	100 (4- 0.5)/6 = 350/6	58.34	46
5	100 (5- 0.5)/6 = 450/6	75	37
6.	100 (6- 0.5)/6 = 550/6	91.67	23

Source: Primary Data.

Table explicates the Garret scores for the tourist for the tourism. The calculated value registered between 8.34 and 91.67. The table value ranges between 23 and 77.

Factors Influencing to Visit Chettinad Region

Tourists are visiting the Chettinad region for various reasons. This study is in connection with the tourist visit to Chettinad areas. Table portrays the factors that motivate for visit and choice to foreign tourist.

Table 2 Factors Influenced to Visit Chettinad Region

Factor	1	2	3	4	5	6	Garret Score	Garret Rank
Friends	1540	1890	1100	1840	1480	92	7942	3
Relatives	7700	315	275	1380	259	161	10090	1
Own Interest	770	3150	4950	92	37	23	9022	2
Affections on Heritages	770	3150	770	230	185	1610	6715	5
Tour Agents/Govt office	1001	504	1045	3496	740	414	7200	4
For higher Studies	77	693	330	46	2997	1242	5385	6

Source: Primary Data

Table 2 portrays the Garret scores. The highest score is awarded to the factors: "own interest" is ranked as factor first, followed by the "relatives". The least score is awarded to "own interest".

Hence it is inferred that "own interest and others" is the major factors that motivate to visit the Chettinad areas.

Domestic Tourists Opinion towards Chettinad Region - Factor Analysis

The tourism industry is a service oriented unit. It provides all kinds of services to the tourists, which give satisfaction to them.

There are nineteen measures identified by the researcher and ask the respondents were asked to tick their opinion in the respective column. The researcher has used a multi variant technique by name factor analysis in order to classify the related variables. In this study, the principal component factor analysis method with varimax rotation is used to identify the significance of different variables of the opinions of the tourists towards the availability of service in the hotels. The results are shown in Table

Kaiser – Meyer – Olkin (KMO) and Bartlett's Test - Factor Analysis

The factor analysis is used to group the factors based on their relevant similarities. In order to access the tourist opinion towards the services of the Chettinad tourism, the

researcher has applied principal component analysis method to group the factors. Principal component method of data reduction, in this method, the proportion of variance of a particular item that is due to common factor is communality.

Table 3 Foreign Tourist Opinion towards Chettinad Region

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.898
Bartlett's Test of Sphericity	Approx. Chi-Square	2.630
	Df	72
	Sig.	.001

Table 3 shows that the KMO is 0.898 which indicates that the degree of common variance among the variables is quite high, therefore factor analysis can be conducted.

Table 4 Foreign Tourists' Opinion towards Chettinad Region

Factors	Components		Total	% of Variance	Cumulative %
I	Swimming pool	.993	8.877	61.728	61.129
	Room size	.974			
	Room services	.967			
	Hospitality	.944			
	Room tariff	.928			
	Food quality	.928			
	Hotel image	.828			
	Bedding	.828			
	Car parking	.728			
	Furniture	.723			
	Conference hall	.707			
II	Bar facilities	.811	2.228	16.307	79.546
	Garden facilities	.804			
	Laundry facilities	.663			
	Games court	.619			
III	Banquet	.821	1.022	8.886	90.442
	Health club	.611			
	World wide	.800			
	Children play area	.621			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

Source: Primary Data

Table 4 elucidates that the matrix of common factor analysis, the number factor extracted from the respondents is three. Factors of the ratios are grouped and closely related groups are identified. The last column in the table shows cumulative percentage. The following are the related variables identified and given common name to each group.

Factor I

The variables like rate of Swimming pool, (.993), Room size (.974), room services (.967), hospitality (.944, Room tariff (.928) and soon have the highest significant positive loading and the factor one is characterized as "good quality of services in hotel".

Factor II

The second factor includes the variables namely Bar facilities (.811), Garden facilities (.804), Laundry facilities (.663) Games court (.619), have the highest significant positive loading and the factor two characterized as "Effective services".

Factor III

The third factor consists of the variables like wide space (.805), play ground (.631) games court (.843) and room size (.936) have the highest significant positive loading. Factor three is characterized as "Improvement Health club children play area".

It is concluded that there were nineteen factors identified by the researcher for collecting opinion about the measurement of tourist attitude towards Chettinad tourism. Each factor is correlated with common factors. Through the factor analysis all these factors of tourists are brought under three heads namely, good quality services, effective services, and improvement of Chettinad tourism.

Development of Tourism in Chettinad Area - (Sem)

The tourism is established with the aim of rendering services to the tourist. The tourist agencies offer plenty of services to the tourists but still tourists are not satisfied. In order to access the opinion of tourists towards services of the tourism and services of Chettinad area as well as the level of satisfaction of the tourists, the researcher has framed SEM model to identify the level of satisfaction and fulfil the both of their requirements by using model fit analysis or structural equation modelling.

Figure 1 Measures the Opinion of the Tourists and the Shoppers - SEM
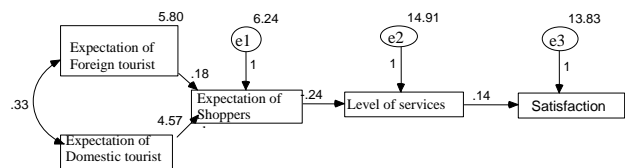
Source: Primary Data.

Outcome of the Structural Equation Model

The SEM is a model for analyzing the more number of dependent and independent variables. In connection with that Table 5 explains that the result about opinion of the domestic as well as the foreign tourists and also shop owners.

Table 5 Measures the Opinion of the Tourists and the Shoppers – Sem

Variables	Values	Significance	Result
Chi square	2.233		The model is highly fit to the analysis for this study.
P – Value	0.816	>0.05 is model fit	
GFI	0.993	> 90% model shows the goodness of analysis	
AGFI	0.979		
CFA	1.000		
RMR	0.319	Error may be <0.10 is > 10 %	
RMSEA	0.001		

Source: Primary Data

Table 5 elucidates that the model of tourism in Chettinad by the tourism services, tourists' expectation and the shoppers expectation leading to the satisfaction of the tourists are constructed as variables for the Structural Equation Model (SEM). The Chi-

square value is more than the 0.05 percent (2.233 percent) at 5 percent level, which shows that the model which is constructed is fit; normally if the model has to be fit the P value should be greater 5 percent level. The Goodness of Fit Index (GFI) 0.993 percent indicates that the model is good for analysis.

The Confirmatory Factor Analysis (CFA) 1.000 indicates that the model is highly fit and shows goodness. The Root Mean Square of Residual is (RMR) 0.319 and shows that error value is smaller which is less than 10 percent and Root Mean Square Error of Approximation (RMSEA) is 0.001 indicates that it lies between the confidence intervals of less than 0.06 to 0.08. Hence the analysis shows that the Expectations of tourists as well as shoppers lead to the satisfaction of visitors as a variables have significant influence on Chettinad tourism

Conclusion

Tourism can bring many economic and social benefits, particularly in rural areas. The tourism industry generates substantial economic benefits to both host countries and tourists' home countries, especially in developing countries. Tourism can also generate positive and negative impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. India has seen an increase in nature tourism, wildlife tourism and adventure tourism, as well as a growth in eco-friendly accommodation, such as campgrounds, eco-hotels and developments such as the tree houses and house boats in Kerala. However, tourism can only be sustainable if it is carefully managed.

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