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Profile of the Tourists, their Attitude Level, Expenditure Portfolio and its Determinants in Madurai Region - A Study

Selvaraj N*

Saraswathi Narayanan College, Madurai, Tamilnadu, India

Abstract

When man moved from country to country, he transformed the entire profile of the countries and changed the racial, religious and linguistic compositions of such locations. Apart from migration, war or religious undertakings, another category of travellers, namely traders, gained importance in due course. The Industrial Revolution brought about far-reaching changes in the socio-economic set-up. It resulted in a large-scale migration of people to industrial centres and urban society eventually developed. The newly-emerged urban society which was comparatively more prosperous and carefree duly encouraged the development of tourism. The investigator has made a study about the purposes for which tourists came here under distribution by tourists of foreign nationalities and the Indian tourists. Development of tourism is inevitably followed by externalities, both positive and negative. Environment pollution is one of the major negative externalities. The quality of water, air and the amount and diversity of vegetation and wild life have yet another type of influence. Eco-tourism largely depends on the existence of clean environment. The present study has made an attempt to show how far the natural environment is clean from the perspective of tourists.

Keywords: Tourism; Domestic; Foreign; Hotel; Tourists

Introduction

When man moved from country to country, he transformed the entire profile of the countries and changed the racial, religious and linguistic compositions of such locations. Apart from migration, war or religious undertakings, another category of travelers, namely traders, gained importance in due course. Trade became the major initiative for travel from place to place and involved a large number of people. Persons, who travelled for the love of travel or for satisfying their wander-lust, or for increasing their knowledge, however, were a category apart. They were the tourists and that is how tourism, as it is understood today, came into being.

The earliest recorded evidence of tourism could be traced back to the Roman Empire. The Romans visited temples, shrines and baths for health and for amusements. With the fall of the Roman Empire, tourism ceased to exist till the middle ages. In the middle ages thousands of pilgrims undertook the pilgrimage in spite of the hazardous conditions. The development of trade and commerce and the increasing religious activities added impetus to the movement of merchants, clergy and pilgrims. During this period pleasure tourism was conspicuous by its absence [1].

Between the sixteenth and eighteenth centuries specialised education in advanced countries became very common which encouraged the elite to go abroad. Travel was recommended as a part of curriculum development. Foreign travel was a part of education of the aristocratic society in those days.

During the same period domestic travel to sea resorts and hill resorts was popularized on the grounds of health. Gradually, such resorts grew into places of entertainment. Further, the youth far away from home or those on educational tours in foreign countries turned out to be pleasure-seekers besides being knowledge-seekers, due to prolonged exposure to high sophistication.

The Industrial Revolution brought about far-reaching changes in the socio-economic set-up. It resulted in a large-scale migration of people to industrial centres and urban society eventually developed. The newly-emerged urban society which was comparatively more

prosperous and carefree duly encouraged the development of tourism. Transport facilities also developed to cope with the changing social needs. Gradually organized tours also came into vogue by the end of the 18th century.

The 19th century was particularly significant in the history of tourism in the sense that it was during this period that tourism as understood today came into being professional travel agencies were established. Thomas Cook, an English man, organized the first package tour in the 1840s. He had the foresight of providing almost all modern facilities to his 'customers'. It is his entrepreneurship that primarily made tourism a recognized economic activity.

"In the first half of the twentieth century, tourism grew to new heights due to developments in the transport industry and other factors. Travel by private cars and coaches for the first time became popular in the 1910s. During the world war periods it had a short set-back" [2].

However, the world war brought about many changes, which led to improved tourism in the post-war periods. The socio-economic changes, such as better standards of living, broader outlook of the people, increasing exposure to outside world, development of different media and infrastructure facilities, reduction in international barriers and the like brought about by the wars resulted in the emergence of new "global life" and internationalism. By this time travel became an infectious habit of the people. The development of many large travel agencies, transport companies, hotel chains and the like gave a boost

*Corresponding author: Selvaraj N, Assistant Professor of Commerce, Saraswathi Narayanan College, Madurai, Tamilnadu, India, Tel: 09843727975; E-mail: selvaraj_narayanan@yahoo.com

to tourism. From 1950 onwards, tourism improved greatly, as many governments of the third world countries started patronizing tourism as an important economic activity. As a natural corollary, private individuals and organizations started taking active part in this newly developing industry. All these have given a new direction to the tourism industry today.

Kunzikes and Krapf have defined tourism as "the sum of the phenomenon and relationship arising from travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity" [3]. This definition briefly covers only a few aspects of tourism, though it has been accepted and adopted by the International Association of Scientific Experts in Tourism. Its main drawback is that it does not take into consideration the spatial, sociological and psychological aspects of tourism.

Period of Study

The field survey was conducted from September 2014 to June, 2015 for the collection primary data. The reference period of survey was 2014-2015.

Hypotheses

The following null hypotheses have been constructed to apply the statistical test. The hypotheses tests have been made for both domestic tourists and foreign tourists who had been the respondents of the study.

1. There is no significant relationship between age of the tourists and their level of attitude.

2. There is no significant relationship between sex of the tourists and their level of attitude.

3. There is no significant relationship between marital status of the tourists and their level of attitude.

4. There is no significant relationship between the qualification of the tourists and their level of attitude.

5. There is no significant relationship between the occupation of the tourists and their level of attitude.

6. There is no significant relationship between the tendency of the tourists and their level of attitude.

7. There is no significant relationship between the planning of the tourists and their level of attitude.

In this paper, an attempt has been made to analyse the development of tourism in Madurai region from the point of view of the tourists themselves. For this 500 tourists were randomly selected with the help of Tourist Information Centre in Madurai region. They were stratified into two strata, namely, domestic and foreign tourists. The first stratum covers 338 samples. The remaining 162 samples come under the second stratum. The data collected from the sample tourists have been analysed and studied by the investigator under the following heads:

1. Profile of sample tourists.

2. Hotel accommodation and expenditure portfolio.

3. Determinants of expenditure portfolio.

4. Opinions of tourists regarding the environment.

5. Attitude of the tourists towards the availability of facilities.

Profile of the Sample Tourists

This paper attempts to describe the profile of selected tourists in Madurai region. A country-wise distribution of the sample tourists is contained in Table 1.

It is evident from the above Table 1 that foreign tourists stay continuously for 7.44 days on an average. Sri Lanka and Malaysian travellers stay for a maximum of 12 and 11 days respectively.

From Table 2 the age-wise distribution of domestic tourists to Madurai region reveals that 82.84% of them are in economically active age group of 25 to 55. Out of this 47.63% comes under the age group of 25 to 34.

The age-wise distribution of foreign tourists to Madurai region reveals that 77.16% of them are in the economically active group of 25 to 55. Out of this 33.95% comes under the age group of 25 to 34. The sex-wise distribution of the sample tourists is given in Table 3.

As it could be seen from Table 3 sex-wise distribution of domestic tourists is dominated by male tourists. In Madurai region, the male tourists outnumbered female tourists by 31.36%.

Country	Foreign Tourist Arrivals	Percentage (%) to Total	Average Duration of Stay (days)
United Kingdom	13	8.02	5
USA	25	15.43	6
Canada	15	9.26	5
Germany	16	9.88	6
France	14	8.64	4
Italy	5	3.09	3
Singapore	11	6.79	4
Japan	8	4.94	3
Malaysia	16	9.88	11
Sri Lanka	13	8.02	12
Other Countries	26	16.05	8
Total	162	100.00	7.44

Source: Survey data.

Table 1: Tourist arrivals from foreign major countries and average duration of stay in Madurai region.

Age Group (in years)	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Below 24	55	16.27	29	17.90
25-34	161	47.63	55	33.95
35-44	111	32.84	40	24.69
45-55	8	2.37	30	18.52
Above 55	3	0.88	8	4.94
Total	338	100.00	162	100.00

Source: Survey data.

Table 2: Age-wise distribution of tourists both domestic and foreign in Madurai region.

Sex	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Male	222	65.68	129	79.63
Female	116	34.32	33	20.37
Total	338	100.00	162	10000

Source: Survey data.

Table 3: Sex-wise distribution of tourists in Madurai region.

Similar results were also observed in the case of foreign tourists. The sex-wise distribution of foreign tourists shows that it is dominated by male tourists in Madurai region. The survey further revealed that the male tourists outnumbered female tourists by 59.26%. The residential status of the sample tourists is presented in Table 4.

It is clear from Table 4 that a majority of the domestic visitors are noted for their urban background. The survey figures further show that in Madurai region, urban visitors outnumber rural visitors by 35.50%.

In the case of foreign tourists too, their residential status is such that they mostly have an urban background. Figures regarding their arrival show that among them too urban visitors outnumber rural visitors by 41.98%.

The modes of transport available to both domestic and foreign tourists to Madurai region is presented in Table 5.

It is found from Table 5 that in the case of domestic tourists, the road transport enjoys a place of predominant significance. Transport by rail constitutes 28.99% and air 7.39%.

Further, it is observed that in the case of foreign tourists, air transport figures as the most important. In Madurai too, air traffic continues to occupy the first place followed by rail and road traffic. Table 6 shows the factors which influence the flow of tourists in Madurai.

It could be inferred from Table 6 tourists came to be influenced among by friends with 60.95% followed by relatives with 39.05%.

Area	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Urban	229	67.75	115	70.99
Rural	109	32.25	47	29.01
Total	338	100.00	162	100.00

Source: Survey data.

Table 4: Residential status of tourists in Madurai region.

Transport to India	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Air	25	7.39	145	89.51
Rail	98	28.99	13	8.02
Road	215	63.62	4	2.47
Total	338	100.00	146	100.00

Source: Survey data.

Table 5: Mode of transport to Madurai region.

Source	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Friends	206	60.95	14	8.64
Tourists' from Books	--	--	65	40.12
Relatives	132	39.05	13	8.02
Non-Indian Tour Operator	--	--	47	29.01
Media	--	--	11	6.79
Indian Tour Operator	--	--	9	5.56
Government of India Tourist Office	--	--	3	1.86
Total	338	100.00	162	100.00

Source: Survey data.

Table 6: Major influences on tourists visiting in Madurai region.

Occupation	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Professional	60	17.75	42	25.96
Student	71	21.01	23	14.20
Business	84	24.85	17	10.49
Educationists/Scientists	19	5.62	13	8.02
Official	30	8.88	11	6.79
Unemployed	15	4.44	13	8.02
Retired	18	5.33	11	6.79
Housewife	15	4.44	7	4.32
Agriculture	16	4.73	--	--
Others	10	2.95	25	15.41
Total	338	100.00	162	100.00

Source: Survey data.

Table 7: Occupation-wise distribution of tourists visit in Madurai region.

Purpose	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Leisure (sight-seeing)	231	68.34	98	60.49
Health	28	8.28	19	11.73
Religion	38	11.24	--	--
Education	11	3.25	38	23.46
Visiting Friends	10	2.96	--	--
Business	11	3.25	--	--
Others	9	2.68	7	4.32
Total	338	100.00	162	

Source: Survey data.

Table 8: Distribution of tourists by purpose of visit.

It is clear from the Table 7 that books on travel and tourism exercise the maximum influence on tourists. Around 40.12% of foreign tourists came to India, looking from books about the salient features of the centers of tourism throughout India in general. Non-Indian tour operator also wields a tremendous influence on foreign tourists. As much as 29.01 of the tourist inflow could be attributed to their efforts.

The tourists visiting Madurai generally came from various walks of life. It is observed during the survey that out of 338 domestic tourists, 17.75% of the sample tourists are professionals. Students from 21.01% of the sample tourists, businessmen and educationists constitute 24.85 and 5.62 respectively. Thus it is evident that tourism is capable of luring people from various walks of life. In the case of foreign tourists, out of 162, majority of them (25.96%) are professional followed by 14.20%, 10.49%, 8.02% and 6.79% are student, businessmen and educationist/scientists respectively.

The investigator has made a study about the purposes for which tourists came here under distribution by tourists of foreign nationalities and the Indian tourists. The purposes have been carefully classified and the statistics pertaining to each one of them are given in Table 8.

A cursory glance at the above Table 8 makes it clear that annual programmes of sight-seeing constitutes the major purpose for which tours are generally undertaken. It is observed from the sample survey that out of 162 foreign tourists, 60.49% visit Madurai merely for spending their holidays in sight-seeing. This is quite true of both the Indians and foreign tourists. Education and health came next in importance. Thus it is evident that man is generally lured to places which can feast his eyes with places of scenic beauty and historical importance. Madurai enjoys the unique distinction of having been

endowed with all these. Madurai's position in the travel itinerary of both the foreign and Indian visitors could be seen from Table 9.

As it could be seen from the above Table 9, foreign tourists do not come to the Cape straightway. The reason is that it does not have an airport or a harbour which can enable tourists to start their tour programmes from Madurai. As far as Indian tourists are concerned, the conditions are quite different. They can come to Madurai either by bus or train at any time they want. Further, they visit Madurai for the purposes, shown in Table 10. As Madurai constitutes the Land's End 66% of the tourists opt to visit it at any cost at least once in their lives and get the blessings of the presiding deity here. Statistics regarding the other purposes of their visit could be better understood from the following Table 10.

Hotel Accommodation and Expenditure Portfolio of Selected Tourists

In this section, an attempt has been made to analyse the hotel accommodation availed and patterns of expenditure undertaken by sample tourists.

Table 11 shows the distribution of the sample tourists on the basis of accommodation availed.

As it could be seen from the above table, foreign tourists generally

Position	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
First Destination	298	88.17	35	21.60
Extension tour from other parts of India	40	11.83	115	70.99
Extension tour from other countries	--	--	12	7.41
Total	338	100.00	162	100.00

Source: Survey data.

Table 9: Madurai's position in the travel itinerary.

Reasons	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Leisure	248	73.37	41	25.31
Health	11	3.25	--	--
Visiting Friends and Relatives	25	7.40	--	--
Education	12	3.55	59	36.42
Religion	8	2.37	--	--
Business	9	2.66	--	--
Others	25	7.40	62	38.27
Total	338	100.00	162	100.00

Source: Survey data.

Table 10: Reasons to opt Madurai as first destination.

Types of Accommodation	Domestic		Foreign	
	Number	Percentage (%)	Number	Percentage (%)
Paying Guest	91	26.92	25	15.43
Star Hotels	8	2.37	29	17.90
Tamil Nadu House	43	12.72	51	31.48
Other Hotels	196	57.99	57	35.19
Total	338	100.00	162	100.00

Source: Survey data.

Table 11: Distribution of tourists on the basis of accommodation availed.

Type of Accommodation	Domestic		Foreign	
	High Income Group	Low Income Group	High Income Group	Low Income Group
Paying Guest	11 (17.47)	80 (29.09)	14 (13.86)	11 (18.03)
Star Hotels	8 (12.69)	--	20 (19.80)	9 (14.76)
Tamil Nadu House	36 (57.15)	7 (2.55)	32 (31.68)	19 (31.15)
Other Hotels	8 (12.69)	188 (68.36)	35 (34.66)	22 (36.06)
Total	63 (100)	275 (100)	101 (100)	61 (100)

Source: Survey data.

Note: Figures in brackets are percentages.

Table 12: Percentage-wise distribution of tourists who availed different types of accommodation.

Duration of Stay (in days)	Domestic		Foreign	
	High Income Group	Low Income Group	High Income Group	Low Income Group
1-2	10 (15.87)	28 (10.18)	19 (18.81)	32 (52.46)
3-4	16 (25.40)	185 (67.27)	45 (44.55)	11 (18.03)
5 and above	37 (58.73)	62 (22.55)	37 (36.64)	18 (29.51)
Total	63 (100)	275 (100)	101 (100)	61 (100)

Source: Survey data.

Note: Figures in brackets are percentages.

Table 13: Income-wise stud of the duration of stay.

choose to stay in Star Hotels and Tamil Nadu House. But the Indian tourists would like to be either paying guests or customers of unrecognised low rent lodges, and way-side hotels.

Thus, it may be concluded from the analysis that domestic tourists prefer only economy-type hotels while their foreign counterparts prefer high-class lodging facilities.

Income group-wise analysis of tourists

In order to make an indepth study of the choice of accommodation, both domestic and foreign tourists have been brought under two heads, namely, low income and high income. Among the domestic tourists, those who get a monthly income of Rs. 15,000 or less than that would come under the low income group. Those who get above Rs.15,000 would be treated as those belonging to high income group. But in the case of foreign tourists the low income group would cover those who get a monthly income not exceeding Rs.1,00,000. Those who get a monthly income exceeding Rs.1,00,000 would come under the high income group. Table 12 shows the choice of accommodation group-wise, of sample tourists.

It is clear from the above analysis that majority of the foreign tourists with high income choose other hotels followed by Tamil Nadu House. Majority of the domestic tourists with high income prefer only Tamil Nadu House in the study area. As it could be seen from Table 12, such people form only a small percentage. Table 13 clearly depicts the duration of stay and different income groups of tourists.

It could be inferred from Table 13 that the length of the tourists' stay whether it is among the foreign nationals or the Indians, is determined

mostly by their income.

The investigator has made a study of the tourists on the basis of their expenditure as well.

The Table 14 is self-explanatory. It shows how tourist expenditure is influenced by their monthly income. Tourists who belong to high income bracket spend more than their counterparts in the low-income group.

Tourists visiting Madurai region generally spend on articles of the type shown in Table 15.

As it could be seen from the above table tastes of tourists with respect to articles of daily use differ from country to country. As far as the Indian nationals are concerned they are attracted more towards textiles and jewellery items than anything else. But foreign tourists express their preferences mostly for handicrafts. Handicrafts reflect the culture, civilization and tradition of any nation.

Determinants of Expenditure of Tourists

This section is devoted to identify the factors which determine the expenditure of tourists with low income and high income on the one hand, and both the items taken together on the other. For this, the following multiple log linear regression model was estimated separately for domestic and foreign tourists by the method of least squares.

$$\text{Log } Y = \beta_0 + {}_1 \log X_1 + \beta_2 \log X_2 + \beta_3 \log X_3 + \beta_4 \log X_4 + u \qquad (1)$$

Where

Y = Total expenditure of tourist (in Rs.)

X_1 = Income of the tourists (in Rs.)

X_2 = Age (years)

X_3 = Educational qualification (years)

X_4 = Duration of stay (in Nos.)

u = Disturbance term.

The estimated results of the above model (1) were given in Tables 16 and 17 for domestic and foreign tourists respectively.

It is observed from Table 16 that in the case of domestic tourists with low income, the co-efficient of multiple determinations R^2 was 0.5315 indicating 53.15% variation in total expenditure with variables included in the regression model. The regression co-efficient of variables namely income, age and duration of stay were statistically significant at 5% level. It means that for 1% increase in these variables, the total expenditure could increase by 0.3314%, 0.2916% and 0.3212% respectively. Among the significant variables, income had a greater influence on total expenditure. The F-value shows that the regression model fitted is statistically significant at 1% level.

In the case of domestic tourists with high income, all the variables included in the model are jointly responsible for 52.16% variations in total expenditure. The co-efficient of income, age and duration of stay were found to be significant at 5% level and they were positively related to total expenditure. It indicates that 1% increase in these variables may lead to 0.3212%, 0.2241% and 0.3314% respectively. It is inferred that the variable, duration of stay had a greater influence on total expenditure of domestic tourists with high income. As per F-value given in Table 1, the regression model fitted is found to be significant at 1% level.

In the combined low and high income categories of domestic

Expenditure (in Rs.)	Domestic			Foreign		
	High Income Group	Low Income Group	Total	High Income Group	Low Income Group	Total
Less than 1000	--	3 (1.09)	3 (0.89)	--	7 (11.48)	7 (4.32)
1000-2000	4 (6.35)	10 (3.64)	14 (4.14)	--	13 (21.31)	13 (8.02)
2000-3000	8 (12.70)	126 (45.82)	134 (39.64)	11 (10.89)	7 (11.48)	18 (11.11)
3000-4000	11 (17.46)	106 (38.55)	117 (34.62)	19 (18.81)	17 (27.87)	36 (22.22)
4000-5000	27 (42.86)	24 (8.73)	51 (15.09)	25 (24.75)	13 (21.31)	38 (23.46)
5000 and above	13 (20.63)	6 (2.17)	19 (5.62)	46 (45.55)	4 (6.55)	50 (30.87)
Total	63 (100)	275 (100)	338 (100)	101 (100)	61 (100)	162 (100)

Source: Survey data.

Note: Figures in brackets are percentages.

Table 14: Distribution of tourists based on expenditure.

Sl.No.	Item	Expenditure in Percentage (%)	
		Domestic	Foreign
1.	Handicrafts	37	47
2.	Textiles	42	22
3.	Jewellery	15	19
4.	Readymade Garments	5	10
5.	Cashewnut	1	2
	Total	100	100

Source: Estimate based on primary survey.

Table 15: Percentage-wise distribution of expenditure on shopping.

Variable	Parameter	Parameter Estimates		
		Low Income	High Income	Total Income
Intercept	β_0	2.9161	3.1972	2.9761
Income	β_1	0.3314*	0.3212*	0.3219*
		(4.2215)	(2.1541)	(3.6218)
Age	β_2	0.2916*	0.2241*	0.2619*
		(3.1121)	(3.9515)	(4.1271)
Education	β_3	0.0113	0.0715	0.0192
		(0.6915)	(1.0514)	(0.0712)
Duration of Stay	β_4	0.3212*	0.3314*	0.2919*
		(4.6691)	(4.1151)	(2.4981)
	R^2	0.5315	0.5216	0.5262
	F-Value	39.6516	31.6516	35.1541

Note: Figures in brackets represent t-values.
*Coefficients are statistically significant 5% level.
Table 16: Estimated regression results of determinants of expenditure of tourists (domestic).

Variable	Parameter	Parameter Estimates		
		Low Income	High Income	Total Income
Intercept	β_0	3.1516	2.9915	3.0119
Income	β_1	0.2915*	0.3912*	0.3349*
		(2.9915)	(4.1011)	(3.4915)
Age	β_2	0.2114*	0.1937*	0.1949*
		(2.1971)	(3.7315)	(3.1121)
Education	β_3	0.0114	0.0705	0.0481
		(0.4211)	(0.0714)	(0.1121)
Duration of Stay	β_4	0.2761*	0.2931*	0.2996*
		(4.1514)	(2.9961)	(3.2215)
	R^2	0.5915	0.5314	0.5269
	F-Value	39.7512	31.7515	34.9214

Note: Figures in brackets represent t-values.
*Coefficients are statistically significant 5% level.
Table 17: Estimated regression results of determinants of expenditure of tourists (foreign).

tourists R^2 indicates that 52.62% variations in the dependent variable are explained by all the explanatory variables included in the model. The variables income, age and duration of stay were statistically significant at 5% level. It means that an additional percentage of these variables could inverse total expenditure by 0.3188%, 0.3219% and 0.2919% respectively. In the case of combined category, income had a greater influence on total expenditure. The F-value indicates that estimated regression model is statistically significant at 1% level. The estimated regression results for foreign tourists are given in Table 17.

It is inferred from Table 17 that in the case of foreign tourists with high income, all the variables included in the model are jointly responsible for 0.5314% variations in total expenditure. The co-efficient of income, age and duration of stay were found to be significant at 5% level and they are positively dated to total expenditure. It indicates that 1% increase in these variables may lead to 0.3912%, 0.1937% and 0.2931% respectively. It is inferred that the variable, income had a greater influence on total expenditure of foreign tourists with high income. As per F-value given in Table 2, the regression model fitted is found to be significant at 1% level.

In case of foreign tourists with low income, the co-efficients of multiple determinations R^2 was 0.5915 indicating 59.15% variation in total expenditure with variables included in the regression model. The regression co-efficients namely income, age and duration of stay were statistically significant at 5% level. it means that for 1% increase in these

variables, the total expenditure could be increased by 0.2915%, 0.2114% and 0.2761% respectively. Among significant variables, income had a greater influence on total expenditure. The F-value shows that the regression model fitted is statistically significant at 1% level.

In the combined low and high income category of foreign tourists, R^2 indicates that 52.69% variation in the dependent variable is explained by all the explanatory variables included in the model. The variables income, age and duration of stay were statistically significant at 5% level. It means that an additional percentage of the variables could increase total expenditure by 0.3349%, 0.1949% and 0.2996% respectively. In the case of combined categories, income had a greater influence on total expenditure. The F-value indicates that estimated regression model is statistically significant at 1% level.

Opinions of the Tourists Regarding Environment and Hotel Accommodation

This section makes an attempt to analyse the opinion of the tourists regarding environment, irritants and promoters and hotel facilities. The link between tourism and environment has widely been accepted. The development of tourism is inevitably followed by externalities, both positive and negative. Environment pollution is one of the major negative externalities. The quality of water, air and the amount and diversity of vegetation and wild life have yet another type of influence. Eco-tourism largely depends on the existence of clean environment. The present study has made an attempt to show how far the natural environment is clean from the perspective of tourists. For this, tourists were asked to mark the degree of pollution that they felt by using a five point rating scale.

1) Much polluted

2) Polluted

3) No opinion

4) Not much polluted

5) Not at all polluted

Those answering (4) and (5) are taken as satisfied with clean environment.

Irritants and promoters

The attitude of the local residents and the experience of the tourists also form part of the environment. A list of items was given in the schedule to study how far the existence of these irritate tourists or can work as promoting factors. The items were classified under two

Sl. No.	Irritants	Expenditure	
		Domestic	Foreign
1.	Unclean Public Places	51	52
2.	Poor Roads	59	41
3.	Lack of Sign Boards	36	39
4.	Lack of Manners of Drivers	39	38
5.	Beggars	29	35
6.	Cheating in Shops	42	33
7.	Impure Drinking Water	30	25
8.	Misguidance	17	22
9.	Lack of Entertainments	21	18

Source: Estimates based on primary survey.
Table 18: Percentage-wise distribution of tourists who feel irritated about various items.

Particulars	Excellent		Good		Satisfactory		Unsatisfactory		Bad	
	D	F	D	F	D	F	D	F	D	F
Size and Mainte-ance of the Room	32 (9.47)	--	168 (49.70)	93 (57.41)	99 (29.29)	52 (32.09)	34 (10.06)	17 (10.50)	5 (1.48)	--
Room Service	23 (6.80)	--	65 (19.23)	23 (14.20)	151 (44.67)	99 (61.11)	87 (25.74)	34 (20.99)	12 (3.56)	6 (3.70)
Car Park	35 (10.36)	26 (16.05)	88 (26.04)	35 (21.60)	136 (40.24)	44 (27.16)	22 (6.51)	57 (35.19)	57 (16.85)	--
Bar	20 (5.92)	26 (16.05)	52 (15.38)	36 (22.22)	21 (6.21)	43 (26.54)	245 (72.49)	57 (35.19)	--	--
Intercom	--	--	8 (2.37)	10 (6.17)	7 (2.07)	10 (6.17)	211 (62.43)	123 (75.93)	112 (33.13)	19 (11.73)
CCTV	32 (9.47)	20 (12.35)	92 (27.22)	54 (33.33)	121 (35.80)	56 (34.57)	70 (20.71)	29 (17.90)	23 (6.80)	3 (1.85)
Bed Linen	14 (4.14)	12 (7.41)	93 (27.51)	39 (24.07)	135 (39.94)	48 (29.63)	90 (26.63)	55 (33.95)	6 (1.78)	8 (4.94)
Toilet	10 (2.96)	13 (8.02)	84 (24.83)	18 (11.11)	64 (18.93)	39 (24.07)	165 (48.82)	79 (48.77)	15 (4.44)	13 (8.03)

Source: Primary data.

Note: Figures in brackets are percentages, D-Domestic, F-Foreign.

Table 19: Views of foreign and Indian tourists on facilities provided by the hotels.

heads- irriants and promoters. Table 18 shows the percentage wise distribution of tourists who feel irritated on various items.

The Table 18 reveals that out of nine items given under the caption irritants in the case of domestic tourists, poor roads annoy 59%, followed by unclean public places (51%). It is evident that tourists are not irritated by the cheating in shops and impure drinking water.

In the case of foreign tourists, out of nine items given under the caption 'irritants', unclean public places annoy 53%, followed by poor roads (41%). It is evident that tourists are most irritated by lack of sign boards and lack of civilised behaviour among drivers. The opinion of the domestic and foreign tourists regarding the hotel facilities is given in Table 5 and 19.

It is clear from Table 19, that tourists, both domestic and foreign, are in general satisfied with the amenities provided by the lodges in Madurai. Almost all the respondents were of opinion that the location of the lodges were good, and that they had a beautiful view of the city, the Meenashiyamman Temple from their respective rooms through windows. Further, they were very much satisfied with the hotel facilities as well as rooms. When questioned on the size and conditions of the rooms the respondents were occupying only 10.06% of domestic tourists and 10.50% of foreign tourist considered them as unsatisfactory. Such respondents complained that the family rooms were cramped and not well maintained. The toilets according to them were not being properly cleaned. The opinion of the tourists about the parking facilities was either good or excellent. Luxury hotels alone have bar facilities. Even those who are put up in medium and economic class hotels visit these bars. CCTV facilities provided in the hotel were well appreciated by the tourists. However, these are available only in luxury and medium class hotels.

Summary

The objective of the study was to bring out in detail the expenditure portfolio and its basic determinants with respect to sample tourists in Madurai region. The patterns of expenditure of domestic and international tourists were subjected to a detailed statistical study. While dealing with the expenditure pattern of the tourists, care was taken to show how money was spent on food, accommodation, health, shopping, transport, food, entertainment, handicrafts, textiles and so on by the tourists of national and foreign origins.

Towards the close of the paper a statistical study regarding percentage distribution of tourists who feel irritated amongst both domestic and foreign nationals, with regard to unclean public places, poor roads and lack of sign boards and want of discipline among drivers, baggary, cheating in shop, impure drinking water and guidance and, lack of entertainment was made. A similar study was done by the present investigator regarding also the opinion of foreign and local tourists on the types of accommodation available, customs and tradition, food, literacy, transport communication, and hygiene.

Recommendations

Tourism industry is absolutely essential for the socio-economic growth of any country. In Madurai region tourism industry has grown by leaps and bounds over the years due to the locale's unique environmental and scenic beauty with which it has been endowed, as well as the historic role it has played in the life of the nation, through its association with lives of saints, savants, poets, freedom fighters and above all symbolic connection with the Divine.

The record of growth and the impact of the tourism industry on the economic background of Madurai region and its social natural and political environment have been quite impressive. The hotels and lodge necessary to lure tourists have not yet registered satisfactory rates of growth over the years. There has been a dearth of worth-buying and attractive manufactures from the sphere of handicrafts industry.

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