

# Study On Tourism Preferences In Chennai

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**Abstract - There has been a shift towards adventure tourism and other interesting aspects of the tourism scenario. In the upcoming economic status, travel has become more accessible to everyone and this project is here to study the changing trends in the tourism industry and the needs and requirements of the present generation people. There have been various motives and preferences for an individual to take up a vacation or to travel. This project aims to study in depth the various deciding factors that indulge a person to travel. In the current generation, there have been various factors that influence the people to travel. The study also analyses the existing methods used in the people to travel for their needs. The study compares the existing and upcoming methods of planning for the future generation of travel.**

**Index Terms - Tourism, India, Customer preference, spending capacity**

## INTRODUCTION

Tourism is a significant element of the economy worldwide; for numerous regions or countries it serves as an important source of income, setting the stage for development. Tourism generates income, though it is also closely connected with other economic sectors, thereby profoundly affecting them, and thus revealing its weight as well as its specifics. Tourism is one of the most economically vital sectors in India, contributing around 122 billion USD to the Gross Domestic Product in the recent past. Tourism is the largest and fastest growing industry in the world. While in Asia, tourism industry is the second largest industry with the main contributor to the economy after manufacturing sector.

Tour packages are extensively used by travel agencies to attract potential clients and expand their customer base. Hence, the design of tour packages which cater to a wide range of tourists poses to be a challenging problem for travel agencies. The purpose of this study is to identify the important factors while deciding a particular travel package, as recognised by Indian tourists. The primary objective of the project is to study the upcoming trends and the needs and requirements of the recent generation people. There have been various motives and preferences for an individual to take up a vacation or to travel. This project aims to study in depth the various deciding factors that indulge a person to travel. In the current generation, there have been various factors that influence the people to travel.

There has been a shift towards adventure tourism and other interesting aspects of the tourism scenario. In the upcoming economic status, travel has become more accessible to everyone and this project is here to study the changing trends in the tourism industry and apply to the current scenario to upgrade and develop the tourism sector. The secondary objective of the study is to learn about the idea of tourism and travel in the recent generation. The study also analyzes the existing methods used in the people to travel for their needs. The study compares the existing and upcoming methods of planning for the future generation of travel.

## LITERATURE REVIEW

Park & Njite (2010) have examined the influence of destination image on tourists' satisfaction and future behavior as well as to suggest ideas tourism destinations should adopt to improve its current marketing strategy. The image of destinations was assessed on four factors: "environment", "attractions", "value for money" and "climate." Three factors, "environment", "attractions" and "value for money", have a significant effect on satisfaction and also influence future behavior. The structural equation model (SEM) was used to verify the relationship between image, satisfaction and future behavior. The SEMs were analyzed to find the differences between the four segments in relation to the perceived image of a destination.

Farley (2010) analysed works that exist on the margins of modernism, generically and geographically, works that have yet to receive the critical attention they deserve, partly due to their classification as travel narratives and partly because of their complex modernist styles.

Galindo & Mendez (2010) have determined whether tourism activity stimulates economic growth. The study indicates the main variables affecting tourism activity and shows a feedback effect between income and tourism. Findings indicate that tourism not only supplies necessary funds to finance firms' activities, but also stimulates the local firms' productivity and creates new job opportunities that increase the country's welfare. Variables that have important effects on tourism activity, such as entrepreneurship and prices have also been considered.

Martyn (2009) have studied the sustainability of including medium sized one-time sport events in an event portfolio. It is examined with reference to the capacity of one such event to stimulate flow-on tourism (i.e. tourism activities beyond the event but around the time of the event), a desire to return to the destination, and positive word-of-mouth. Relationships among four motives (socialising, escape, learning about the destination, and learning about athletics), identification with the event (self and social identity), previous visitation to the host destination, information search, tourism activities, and likelihood of recommending and/or returning to the host destination were examined for four categories of attendees at the Pan American Junior Athletics Championships: primary purpose spectators, casual spectators, athletes, and non-athlete participants. All four categories of attendee engaged in some information search and participated in flow-on tourism, but to a low degree. Information

search fostered flow-on tourism. Classic tourism activities (e.g. sightseeing, visiting museums) were motivated by a desire to learn about the destination, and encouraged future visitation and likelihood of recommendation. It is concluded that medium-sized one-time sport events can play a sustainable role in event portfolios, but their efficacy requires greater integration of destination experiences with the event. It is suggested that future work should examine the means to cultivate that integration, including creation of more effective alliances between destination marketers and event organizers.

Lee (2001) have studied about people linking meaning to places such as homes, communities, and parks. It is widely accepted, for example, that national parks enjoy a special status in America (Brown 1990). Similarly, Disneyland, which is said to reflect modern American culture, has been treated as a modern utopia, a playground for adults and children (Maanen 1992). The implied symbolic meanings are part of what has been termed "place identity." It is a construct used in environmental psychology which has been applied to the leisure field as well (Williams, Patterson and Roggenbuck 1992). Proshansky (1978) refers to it as a person's unique relationship to his physical surroundings, suggesting that the environment helps create and maintain one's self. In the field of tourism, this construct has found limited use when the attachment to a community was investigated in relation to residents" as length of residence and perceived impact of tourism (McCool and Martin 1994). It identifies a destination as a collection of features appealing to tourists (Hu and Ritchie 1993). However, the attachment to a destination needs to be expanded to include not just an aggregate of attributes but its consideration as an entity that tourists experience. Williams et al (1992) suggest that place is probably best understood by focusing on its symbolic meaning rather than on the sum of its physical attributes. Similarly, Lee, Backman and Backman (1997) emphasize that the psychological attachment is important in understanding tourist behaviour, including repeat visitation. As a consequence, the latter helps for example, increase tourist numbers to a destination through referrals and positive word-of-mouth. Likewise, an understanding of their preferences helps establish good business–customer relationships (Haywood, 1989). The purpose of the present exploratory study is to apply the concept of tourist attachment to a destination."

Singh (2008) have made an in-depth study into different travel attractions and the different motivators of travel. He argues that historical and cultural attractions play a crucial role in the promotion of foreign tourism. He analyses tourism industry in India in detail. He elaborately evaluates the governmental and institutional role in tourism promotion and the problems of development of tourism in India. He explains how to generate awareness among the people and highlights the importance of domestic tourism.

## RESEARCH METHODOLOGY

The study adopted a descriptive survey research design. The reason for using this design of study was because descriptive research determines and reports the way things are. We have adopted the questionnaire for the purpose of collecting Primary data. Convenience method of sampling is used to collect the data from the respondents. About 150 samples were collected from Chennai city and most of the respondents were customers coming in to corporate and personal events.

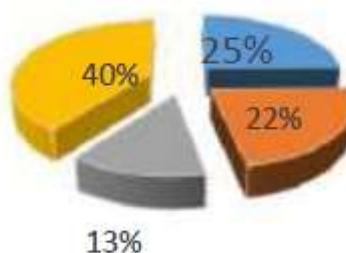
## RESULTS

The sample comprises of 72% of male respondents and 28 % of female respondents. In the case of age, 49% of the respondents were above 35 years, 37% were of age 25 – 34 and 14% of the respondents were 18 – 24 years of age. The occupation of respondents were, 65% were working and 23% were business men and remaining were students.

### Percentage Analysis

CHART 1: PURPOSE OF TRAVEL

## PURPOSE OF TRAVEL

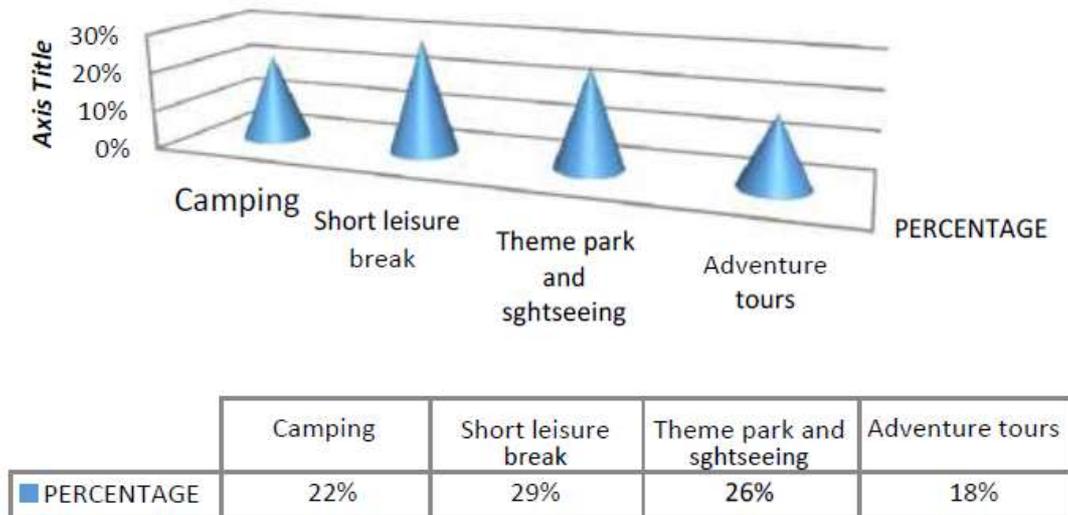


- To spend time with Friend and family
- To relax and rejuvenate
- To get away from normal and everyday life
- To explore new places around the world

From chart 1 we can see that the purpose of travel for 40% of the respondents is to visit new places around the world every time and 25% of the respondents wants to spend time with their family.

CHART 2: DESTINATION PREFERENCE

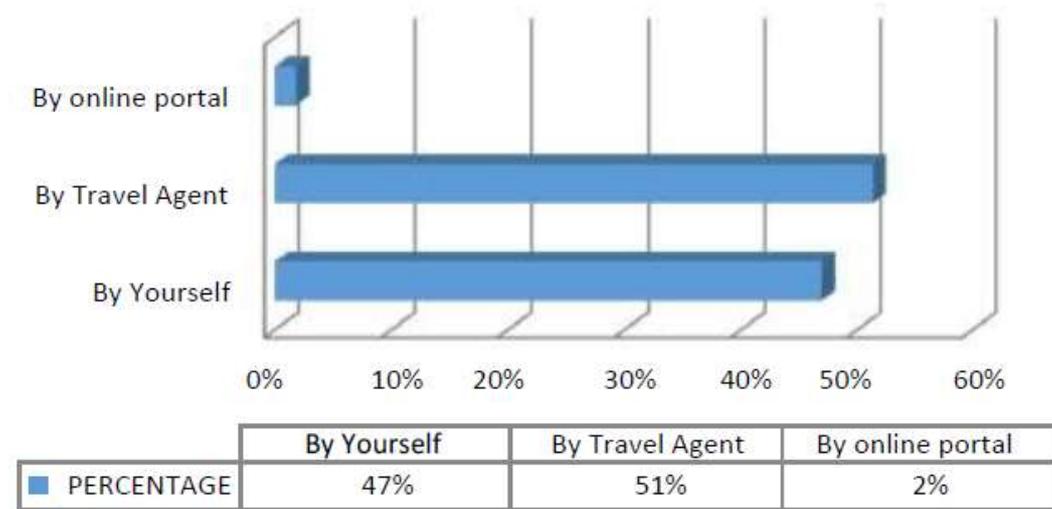
## DESTINATION PREFERENCE



From chart 2 we can see that 28% of the respondents are looking for a short leisure break from day to day life and 26% of them wants to do theme park and sightseeing, during their vacations.

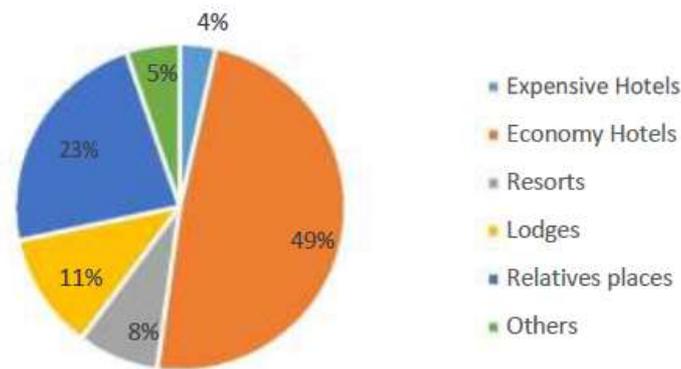
CHART 3: TOUR ARRANGEMENT PREFERENCE

## TOUR ARRANGEMENT PREFERENCE



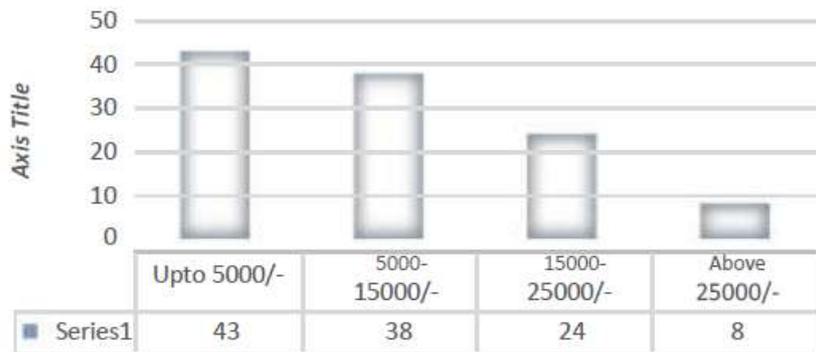
From Chart 3 we can see about 51% of the respondents population are making their travel arrangements through travel agents and 47% of them are making their travel arrangements on their own.

CHART 4: ACCOMODATION PREFERENCE  
ACCOMODATION PREFERENCE



From the above pie chart, we can see that 49% of the respondents are looking for economy hotels and 23% are looking for relatives place to stay during their vacation.

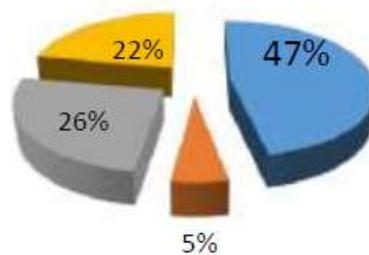
CHART 5: SPENDING CAPACITY  
SPENDING CAPACITY



We can conclude from chart 5 that about 38% of the respondents spend about 5000/- during their trips and 34% of them can spend upto 5000/- to 15000/- .

CHART 6: ACTIVITY PREFERENCE

- Visiting New Places
- Relax for the whole trip/Stress free
- Try out new adventure activities
- Other



We may conclude from Chart 6 that around 47% of the travellers are looking for visiting new places every time in their trips and 26% wants to try out new adventure activities.

**Chi-Square Test**

**Gender Vs Spending Capacity**

Table 1: Gender Vs Spending Capacity

	GENDER VS SPENDING CAPACITY		
	MALE	FEMALE	
5000/-	24 23.59 (0.01)	19 19.41 (0.01)	43
5000 - 15000 /-	17 20.85 (0.71)	21 17.15 (0.86)	38
15000- 25000/-	15 13.17 (0.25)	9 10.83 (0.31)	24
ABOVE 25000/-	6 4.39 (0.59)	2 3.61 (0.72)	8
	62	51	113

$$\chi^2 = 3.464, \text{ df} = 3, \chi^2/\text{df} = 1.15, \quad P(\chi^2 > 3.464) = 0.325$$

Here  $P > 0.05$ . So  $H_0$  is accepted. So there is no significant relationship between the gender and their willingness to spend for their vacation.

#### Age Vs Type of vacation preferred

Table 2: Age Vs Type of vacation preferred

	AGE VS TYPE OF VACATION PREFERRED			
	18-25	25-35	35-45	
CAMPING	15 9.40 (3.33)	5 8.76 (1.61)	5 6.84 (0.49)	25
SHORT LEISURE BREAK	8 12.41 (1.57)	13 11.56 (0.18)	12 9.03 (0.98)	33
THEME PARK AND SIGHTSEEIN	12 10.91 (0.11)	8 10.16 (0.46)	9 7.93 (0.14)	29
ADVENTURE TOURS	9 11.28 (0.46)	15 10.51 (1.92)	6 8.21 (0.59)	30
	44	41	32	117

$$\chi^2 = 11.851, \text{ df} = 6, \chi^2/\text{df} = 1.98,$$

$$P(\chi^2 > 11.851) = 0.0654$$

Here  $P > 0.05$ . So  $H_0$  is accepted. So there is no significant relationship between the Age and their preferred vacation types.

#### CONCLUSION

Tourism industry is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Results show a strong desire to travel and this continues to drive tourism growth. Destinations keep benefitting from solid demand across all world regions despite ongoing challenges, showing that tourism is a dynamic and resilient economic sector. The Indian Ministry of Tourism has recently started using social media to promote tourism sites throughout the country, and 70% of all four- and five-star hotels in the main cities have established their social media presence. With the booming economic conditions and well spread awareness towards tourism industry, it is high time that the tourism development corporation focuses on online technology development. Off late the current generation is looking forward to visit new places, adventure tours, sightseeing in a new places at economic prices. Tourism has been considered a new trend and many organizations have been planning to attract various age groups to be successful in the market. It is also the duty and responsibility of the tourism industry to promote on sustainable tourism and safeguard heritage sites.

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