

## **Tourists' Satisfaction Towards Religious Tourism In Nagapattinam District Of Tamilnadu**

**<sup>1</sup>Dr. M. Rajarajan, <sup>2</sup>D. Ramabharathi**

<sup>1</sup>Associate Professor and Research Supervisor, Research Department of Commerce,  
Annamalai University, Annamalainagar-608002

<sup>2</sup>Doctoral Research Scholar, Research Department of Commerce, Annamalai University,  
Annamalainagar-608002

### **Abstract**

Tourism is a collection of activities, services, and industries that provide a travel experience, such as transportation, lodging, dining and drinking establishments, retail shops, entertainment businesses, activity facilities, and other hospitality services offered to individuals or groups travelling away from home. Tourists are people who "travel to and stay in places outside their usual environment for leisure, business, or other purposes for no more than one consecutive year," according to the World Tourism Organization. Religion has been a driving force in tourism since antiquity and continues to be so today. Every religion imposes some responsibilities on its adherents that include travel and tourism. Hindus want to visit Kasi (Benaras), Rameswaram, Kanniyakumari, and Badrinath, among other places. Muslims perform Haj pilgrimages to Mecca and Madina, which are considered holy sites. The Christian pays a visit to Jerusalem and the Vatican at least once in their lives, which is considered auspicious. Domestic tourism is almost non-existent in India. So, present study focused on satisfactions of touristic and problems faced by tourist as well.

### **Introduction**

Tourism is a broad term that encompasses not only leisure travel, but also a multibillion-dollar industry that caters to tourists' needs for transportation, lodging, food, entertainment, recreation, health, and social contact. Tourism was a significant activity long before it was identified, but its current form was recognized only in the twentieth century, and that too only after World War I. It is more than just a benevolent economic activity for humans. It is an activity that contributes to the integration of this vast and diverse country. It aids in the dismantling of barriers such as race, caste, creed, religion, language, and regional chauvinism, making it an important tool for national integration. Tourism promotes international understanding and peace among nations

### **Types of Tourism**

Religious Tourism, Pleasure or Leisure Tourism, Educational Tourism, Health Tourism, Business Tourism, Adventure Tourism, Sport Tourism, Wild Life Tourism, Resort Tourism, Winter Tourism, Summer Tourism, Circumstantial Tourism, Cultural Tourism, Ethnic Tourism, Social Tourism, Mass Tourism, Package Tourism, Youth Tour.

### **Importance of Tourism**

"We must welcome friendly visitors from other countries not only for economic reasons, but also to foster greater understanding and mutual appreciation."

*-Jawaharlal Nehru*

The following points demonstrate the significance of tourism and its economic implications for any country.

- \* Resource transfer from the "generating economies" to the "receiving economies"
- \* Income distribution among people, either within a country or across borders.
- \* By improving tourism in an area, a "multiplier effect" can be generated, benefiting the entire community in that location.

### **Religious Tourism**

Religion has been a driving influence in tourism since antiquity and continues to be so now. Every religion imposes duties on its adherents that include travel and tourism. Hindus want to visit Kasi (Benaras), Rameswaram, Kanniyakumar, and Badrinath, among other places. Muslims travel to Mecca and Madina as part of their Haj pilgrimage, which is considered holy. The Christian pays a visit to Jerusalem and the Vatican at least once in their lives, which is regarded auspicious. Domestic tourism in India is nearly religious in nature.

### **Tamil Nadu-A unique Tourist Destination**

Tamil Nadu boasts a diverse enough range of tourist attractions to keep visitors interested for several days. Tamil Nadu's cultural tapestry is the most important tourism destination. Visits to historic buildings and places, historical monuments, museums, art galleries, contemporary paintings, sculpture, and the performing arts are all examples of cultural tourism. Every tourist destination in Tamil Nadu is linked to Indian mythology, either directly or indirectly.

### **Present Situation and Features of Tourism in India**

Tourism is now India's largest service business, accounting for 6.23 percent of the national GDP and 8.78 percent of total employment. Every year, more than 5 million foreign tourists arrive in India, while 562 million domestic tourists come. The Indian tourist industry earned approximately US\$100 billion in 2008, and this figure is predicted to rise to US\$275.5 billion by 2018 at a 9.4 percent annual growth rate. The Ministry of Tourism is India's central body for tourism development and promotion, and it oversees the "Incredible India" campaign.

### **Review of Literature**

In their 1990 study "Pilgrimage Tourism in Tamil Nadu an Overview," Davar, S.C et al discover that India is blessed with a plethora of well-known religious destinations that offer great economic gain to local citizens.

Dallen. J. Timothy and Daniel H. Olsen conducted a research titled "Tourism, Religion, and Spiritual Journeys London and New York: Routledge" in 2006. Pilgrimage tourism appears to be a newer academic term, yet it is far from a novel occurrence.

In his 2010 study titled "Analyzing tourism potential of Tamil Nadu state of India: a people-perception tourist's approach," Chauhan, G highlighted that India is one of the most popular destinations for foreign tourists, particularly the state of Tamil Nadu, which has the most diverse cultural heritage of any Indian state.

The study "Analysis of the Seasonality of Tourism Market in Thanjavur District" conducted by Selvi, G. Kalai, and S. Jesi Isabella in 2012 demonstrated the relevance of tourism for economic prosperity and employment opportunity. The number of tourists that visit a destination has a direct impact on its local economy and jobs.

### **Statement of the Problem**

For this study, the challenges encountered by domestic tourists, as well as their degree of satisfaction with infrastructure and the services provided by tourism promotional organizations, are taken into account. As a result, the current research focuses on the attitudes and of domestic tourists in Nagapattinam District.

### **Objectives of the Study**

1. To study the socio economic profile of the tourist coming to Nagapattinam District.
2. To find out the problems faced by the tourist while visiting the places.
3. To offer suggestions for reducing the problems in the tourist places.

### **Research Methodology**

The survey method was used for the study. The Nagapattinam area was chosen for this investigation. The study is primarily descriptive in nature. The study made use of both primary and secondary data. A series of interviews was used to acquire primary data. The study's secondary data was gathered from books, journals, periodicals, and websites. The questionnaire was appropriately constructed, and the dependability of the questions was tested. A simple random selection method was used to collect 180 respondents from Nagapattinam, Nagore, Trangambadi, Thirukkadaiyur, Poompuhar, Sikkal, Velankanni, and Karaikal. Percentage analysis is used to assess the research's validity.

### **Period of the Study**

The primary data collected for the study related to the month of JULY 2020 to JUNE 2021.

### **Scope of the Study**

The survey was limited to domestic tourists because they visit practically all of the attractions with their complete family. The current study has highlighted the significance of tourism and the identification of numerous popular Pilgrim tourist locations in Nagapattinam district, as well as some statistical data on visitor arrivals in India and the studied area.

**Analysis and Discussions****Table 1: General Information of Respondents**

<b>Factors</b>	<b>Particulars</b>	<b>Respondents</b>	<b>Percentage</b>
<b>Age</b>	Below24	60	34
	26-45	30	16
	45-60	90	50
	<b>Total</b>	<b>180</b>	<b>100</b>
<b>Gender</b>	Male	122	68
	Female	58	32
	<b>Total</b>	<b>180</b>	<b>100</b>
<b>Educational Qualifications</b>	Illiterate	22	13
	School	32	17
	Degree	48	26
	Others	78	44
	<b>Total</b>	<b>180</b>	<b>100</b>
<b>Religion</b>	Hindu	102	56
	Muslim	28	16
	Christian	50	28
	<b>Total</b>	<b>180</b>	<b>100</b>
<b>Marital Status</b>	Married	126	70
	Un Married	54	30
	<b>Total</b>	<b>180</b>	<b>100</b>

**Source:** Primary data

It is observed from Table 1 depicts, while analyzing the personal profile, maximum 50 percent of the respondents are having the age group between 45 -60 years, minimum 16 percent of the respondents are having the age group between 26-45years, 68 Percent of the respondents are Male and 32 Percent of the respondents are female, maximum 44 percent of the respondents are studied other than the Degree level, minimum 13 percent of the respondents are Illiterate , 56 percent of the respondents are related with Hindu, minimum 28 percent of the respondents are related with Christian ,70 percent of the respondent were got married and 30 percent of the respondent were got unmarried.

**Table 2**  
**Problems faced by Tourist in Nagapattinam district**

<b>Factors</b>	<b>Particulars</b>	<b>Respondents</b>	<b>Percentage</b>
<b>Problems at the time of tour</b>	Local language	12	7
	Pollution	30	17
	HealthCare	26	14
	Beggars	20	11
	Increased litter	36	20
	Water and toilet facility	56	31

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<b>Total</b>		<b>180</b>	<b>100</b>
<b>Behaviour of shop keepers in tourist place</b>	Concern for tourist	12	7
	Cheating the Customers	82	46
	Raising the product Price	50	28
	Selling the poor Quality product	36	20
<b>Total</b>		<b>180</b>	<b>100</b>

**Source:** Primary data

It is clear from Table 2 depicts the problems faced by the respondents at the time of going to tour. Problems at the time of tour: Maximum 31 percent of the respondents feel that the Water and Toilet Problem and minimum 7 percent of the respondents' problems faced by cannot understand local language. Behaviors of shopkeepers in tourist place: Maximum 46 percent of the respondents agreed that shopkeepers cheating the customers and minimum 7 percent of the respondents concern for tourist in the tourist places.

### **Findings Observed from the Research**

The vast majority of replies are men.

- ❖ The majority of responses are between the ages of 45 and 60.
- ❖ The majority of respondents are well educated.
- ❖ The Hindu religion is the most prevalent in domestic tourism.
- ❖ The majority of respondents are married.
- ❖ Many of the responders obtained their information from books and astrologers.
- ❖ The most common issue for most respondents is a lack of water and bathroom facilities in tourist areas.
- ❖ The majority of shopkeepers attempt to defraud customers during the purchasing process.

### **Suggestions**

The current study's recommendations are as follows:

- ❖ Bus frequency is quite low, and there are no special buses available for local tourism or shopping.
- ❖ For the ease of local and foreign tourists, major inscriptions in temples should be translated into English.
- ❖ Tourists can be provided with clean water and toilets.
- ❖ The tourism industry's prosperity requires government assistance.
- ❖ Beggar difficulties are absolutely prohibited in India; yet, it is possible to create a nice environment for tourists.
- ❖ In a high-traffic area, a good queue can be maintained.

- ❖ Transport facility, communications and energy infrastructure should be properly maintained in all tourist places.
- ❖ Tourists should have proper awareness about the places which they are going to visit.
- ❖ Authorities should be more responsible in improving the tourist industry.

### **Conclusion**

The present article paper concludes that, based on the analysis and findings, that the Tamil Nadu tourist agency is focused its efforts on the development of this industry at the moment. The tourism industry is a significant source of cash for our government. It will stimulate both national and regional economic growth. Officers should make periodic visits to all tourist attractions and interview tourists to ascertain their grievances when they visit various locations. It will assist the traveler without difficulty. It is the primary responsibility of both the government and the citizens of our country to safeguard this sector.

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