

A Study on Satisfaction and Challenges Facing by the Tourist in Rural and Hill Areas with Reference to Tamil Nadu

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Abstract

Tourism in rural and hilly areas offers a distinctive and enriching experience that blends natural beauty, cultural immersion, and a break from the hustle and bustle of the city. These places offer visitors the opportunity to experience nature, enjoy breathtaking views, and gain an intimate understanding of local traditions and customs. Rural and hill tourism are becoming more and more popular as alternatives to crowded city destinations as more travellers seek out more individualised and peaceful travel experiences. The following are the objectives of the study, (i) to present the socio economic profile of the respondents those visiting rural and hill areas, (ii) to study the level of satisfaction and products availability in the rural and hill areas and (iii) to offer suggestions to the rural tourist and shops in rural and hill areas. Tamil Nadu has been selected for this present study, the researcher conducted this present study in rural tourist. Adopted convenient sampling method for data collection, structured questionnaire framed to collect data. The researcher collected 350 samples from the study area out of that 341 questionnaire were taken for analysis, the remaining are incomplete. The researcher adopted two tools for this study, i.e. percentage analysis, which shows the socio economic profile of the sample respondents and chi square test, which shows the influence of socio economic and level of satisfaction.

Keywords: Satisfaction and challenges, rural tourism, hill station, food, water facility and accommodation.

Introduction

A unique and enriching experience that combines natural beauty, cultural immersion, and a respite from the bustle of the city can be had through tourism in rural and hilly areas. These locations give tourists the chance to get in touch with nature, take in beautiful scenery, and get a firsthand look at regional customs and traditions. As more tourists look for more tranquil and individualised travel experiences, rural and hill tourism is growing in popularity as alternatives to crowded city destinations. Nevertheless, despite these places' charm, visitors frequently encounter particular difficulties that may lower their level of satisfaction. Common barriers include poor infrastructure, a dearth of basic facilities, and transportation issues. Additionally, tourists—especially those from abroad—may be concerned about issues like poor digital connectivity, language barriers, and a lack of high-quality medical facilities. These difficulties are exacerbated by regional environmental factors, such as the unpredictable weather in hilly regions. For

rural and hill regions to become sustainable tourism destinations, it is essential to comprehend both the factors that contribute to visitor satisfaction and the difficulties that visitors face. Local governments, travel agencies, and legislators can enhance visitor experiences, cultivate favourable opinions, and support the long-term expansion of tourism in rural and hill regions by tackling these problems.

Objectives of the study

The following are the objectives of the study.

1. To present the socio economic profile of the respondents those visiting rural and hill areas.
2. To study the level of satisfaction and products availability in the rural and hill areas.
3. To offer suggestions to the rural tourist and business in rural and hill areas.

Sampling and Data collection

Tamil Nadu has been selected for this present study, the researcher conducted this present study in rural tourist. Many people wants to explore the rural places as tourist and for relaxation. Temples, children's park, water dam and some entertainment places are in rural places. The tourist are getting all quality products in tourist places and urban areas, but in rural places they are struggle in getting quality and branded products. The durable products may buy in urban places, but non-durable products and eatable products may buy in rural and hill areas whether they visit. There are 9 hills stations in Tamil Nadu and many rural places in Tamil Nadu which tourist use to visit. The researcher conducted this present study in hills station and rural tourist places. Adopted convenient sampling method for data collection, structured questionnaire framed to collect data. The researcher collected 350 samples from the study area out of that 341 questionnaire were taken for analysis, the remaining are incomplete.

Tools and techniques

The researcher adopted two tools for this study, i.e. percentage analysis, which shows the socio economic prolife of the sample respondents and chi square test, which shows the influence of socio economic and level of satisfaction.

Table 1 : Age group of the respondents

Sl. No.	Age group	Number of respondents	Percentage
1	Up to 25 years	62	18.18
2	26 years to 40 years	76	22.29
3	41 years to 55 years	113	33.14
4	Above 55 years	90	26.39
	Total	341	100

Source : Survey data

he above table shows the age group of the respondents, out of 341 respondents sixty two (18.18%) respondents are up to 25 years old. Seventy six (22.29%) respondents are between 26 years and 40 years old. One hundred and thirteen (33.14%) respondents are between the age group of 41 years and 55 years and remaining ninety (26.39%) respondents are above 55 years old. Majority (33.14%) of the respondents are between 41 years and 55 years old.

Table 2 : Gender of the respondents

Sl. No.	Gender	Number of respondents	Percentage
1	Male	183	53.67
2	Female	142	41.64
3	Transgender	16	4.69
	Total	341	100

Source : Survey data

The above table shows the gender of the respondents. Out of 341 respondents, one hundred and eighty three (53.67%) respondents are male, one hundred and forty two (41.64%) respondents are female and remaining sixteen (4.69%) respondents are transgender. Majority (53.67%) of the respondents are male.

Table 3 : Educational qualification of the respondents

Sl. No.	Educational qualification	Number of respondents	Percentage
1	School level	74	21.70
2	Under graduate	122	35.78
3	Post graduate and others	145	42.52
	Total	341	100

Source : Survey data

The above table shows the educational qualification, out of 341 respondents, seventy four (21.70%) respondents are studied school level. One hundred and twenty two (35.78%) respondents are under graduate and remaining one hundred and forty five (42.52%) respondents are post graduate and others. Majority (42.52%) of the majority of the respondents are post graduate and others.

Table 4 : Occupation of the respondents

Sl. No.	Occupation	Number of respondents	Percentage
1	Private Employees	79	23.17
2	Government employees	46	13.49
3	Business and Professionals	122	35.78
4	House wife	31	9.09
5	Retired people	63	18.49
	Total	341	100

Source : Survey data

The above table shows the occupation, out of 341 respondents seventy nine (23.17%) respondents are private employees. Forty six (13.49%) respondents are Government employees. One hundred and twenty two (35.78%) respondents are doing business and professionals. Thirty one (9.09%) respondents are house wife and remaining sixty three (18.49%) respondents are retired people. Majority (35.78%) of the respondents are doing business and professionals.

Table 5 : Frequency of visit of the respondents

Sl. No.	Frequency of visit	Number of respondents	Percentage
1	Yearly once	61	17.89
2	Yearly twice	79	23.17
3	More than 3 time	103	30.21
4	More frequent	98	28.73
	Total	341	100

Source : Survey data

The above table shows the frequency of visit, out of 341 respondents, sixty one (17.89%) respondents visit yearly once. Seventy nine (23.17%) respondents are visit yearly twice, one hundred and three (30.21%) respondents are visiting more than 3 times in a year and remaining ninety eight (28.73%) respondents are visit frequently. Majority (30.21%) of the respondents are visit yearly three times.

Table 6 : Accompany of the respondents

Sl. No.	Accompany	Number of respondents	Percentage
1	With family members	155	45.45
2	With friends	99	29.03
3	With colleague	87	25.52
	Total	341	100

Source : Survey data

The above table shows the people accompany with them while travel, out of 341 respondents, One hundred and fifty five (45.45%) respondents are visiting with family members. Ninety nine (29.03%) respondents are visiting with friends and remaining eighty seven (25.52%) respondents are visiting with colleague. Majority (45.45%) of the respondents are visiting with family members.

Table 7 : Source of information about the place of the respondents

Sl. No.	Source of information about the place	Number of respondents	Percentage
1	Internet	71	20.82
2	Friends and relatives	142	41.64
3	Travel planner	83	24.34
4	Other sources	45	13.20
	Total	341	100

Source : Survey data

The above table shows the source of information about the place details, out of one 341 respondents, seventy one (20.82%) respondents are gather knowledge through internet. One hundred and forty two (41.64%) respondents are gather knowledge through friends and relatives. Eighty three (24.34%) respondents are gather knowledge through travel planner and remaining forty five (13.20%) respondents are gather knowledge through some other sources. Majority (41.64%) of the respondents are gather knowledge through friends and relatives.

Table 8 : Availability of products in rural and hill areas

Sl. No.	Products	Available	Not available	Total
1	Drinking Water facility	29 (8.50%)	312 (91.50%)	341
2	Quality Food products	45 (13.20%)	296 (86.80%)	341
3	Accommodation	37 (10.85%)	304 (89.15%)	341
4	Other durable products	45 (13.20%)	296 (86.80%)	341

Source : Primary data

The above table shows the products availability in the rural and hill areas. Researcher have taken four variables i.e. (i) drinking water facility, (ii) quality food products, (iii) accommodation and (iv) other durable products. 29 (8.50%) respondents are said that drinking water facility available and remaining 312 (91.50%) respondents are said that drinking water facility not available. 45 (13.20%) respondents are said that quality food products available and remaining 296 (86.80%) respondents are said that quality food products not available in their area. 37 (10.85%) respondents are said that accommodation available in rural and hill areas and remaining 304 (89.15%) respondents are said that accommodation is not available. 45 (13.20%) respondents are said that other durable products are available in rural and hill areas and remaining 296 (86.80%) respondents are said that other durable products are not available.

Table 9 : Level of Satisfaction of facilities available in rural and hill areas

Sl. No.	Level of Satisfaction	Number of respondents	Percentage
1	Low	201	58.94
2	Moderate	98	28.74
3	High	42	12.32
	Total	341	100

Source : Survey data

The above table shows the level of satisfaction, out of 341 respondents, 201 (58.94%) respondents are felt low level of satisfaction of facilities available in rural and hill areas. 98 (28.74%) respondents are felt moderate level of satisfaction of facilities available in rural areas and remaining forty two (12.32%) respondents are felt high level of satisfaction of facilities available in the rural and hill areas. Majority (58.94%) of the respondents are felt low level of satisfaction of facilities available in rural and hill areas, the rural and hill area people should develop the facilities to encourage the tourist as well as their revenue also increasing.

Hypothesis (H1) : The socio economic profile has not influence the level of satisfaction.

Table 10 : Chi Square test – Socio economic factors and level of satisfaction

Sl. No.	Variables	Chi Square value	DF	P Value	Result
1	Age group	12.783	6	0.001	Significant
2	Gender	19.791	4	0.001	Significant
3	Educational qualification	22.786	4	0.001	Significant

4	Occupation	20.677	8	0.001	Significant
5	Frequency of visit	23.664	6	0.001	Significant
6	Accompany with respondents	21.097	4	0.001	Significant
7	Source of information	19.228	6	0.001	Significant

Source : Computed data

The above table shows the chi square test output of the respondents, the socio economic factors were taken i.e. age group, gender, educational qualification, occupation, frequency of visit, accompany with respondents, and source of information. Age group (0.001), gender (0.001), educational qualification (0.001), occupation (0.001), frequency of visit (0.001), accompany with respondents (0.001) and source of information (0.001) are influence the level of satisfaction. Hence, null hypothesis has been rejected at 5% significant level.

Suggestions

The following are the suggestions given by the researcher.

1. The tourists are ready to pay for good food and drinking water, the retailers should understand this and brought branded water from urban areas and should bring quality food products.
2. The accommodation is more important to the tourist, they need safe and good room facility, the rural and hill residents should make this facility to the tourist.
3. The tourist are much interested to explore new places for their out, many places are not much popular and explored by the people. The rural and hill stations people only take initiate to come out the places.
4. The Government should improve infrastructure by constructing safer roads and providing regular public transport services in rural and hill areas.
5. Government should the rural and hill stations people to educate and encourage eco-friendly homestay to involve local residents and provide authentic lodging. Develop small but functional rest areas with basic amenities like restrooms and first-aid services.
6. Telecommunication network service should improve to get clear voice call and uninterrupted data to the tourist and residence.
7. The rural and hill resident should provide tourists with a health and safety guide that includes tips on altitude sickness, handling minor injuries, and local emergency contacts, may install first-aid kits at common tourist spots and train locals to offer basic medical assistance.
8. The Government and private people should educate tourists on responsible travel practices, encouraging them to follow “leave no trace” principles.
9. Install recycling and waste disposal stations and initiate cleanup drives involving locals and tourists.

Conclusion

The researcher conducted the study in Tamil Nadu, people travel all over the world to visit places and explore it. They are in need of some entertainment, participate in some adventures, in this regards people are selecting rural and hills stations. They are facing many challenges in hills station and rural areas. The retailers in rural area and hills stations should provide the facilities to the tourist. This paper presented the level of satisfaction of the tourist regards to rural and hills stations. The suggestions given by the researchers to the development rural and hills stations infrastructure development, which will

helps the rural and hills stations to earn more money for their socio economic development. Finally it will influence the national income of our nation.

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