

THE IMPACT OF TOURISM SERVICES ON EMPLOYMENT GENERATION IN THANJAVUR DISTRICT OF TAMIL NADU

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1.1 INTRODUCTION

Tourism is a man-power intensive activity and increasingly provides direct and indirect employment both in the skilled and unskilled categories through various services. The tourism industry covers a combination of various economic activities and industries like hospitality, transportation industry, travel arrangements and the like. It provides opportunities of employment to traders, craftsmen, musicians, artists, hoteliers, waiters, porters, transport and tour operators. Several government departments are also involved in tourism promotion. Thus, the employment content in tourism industry deserves a careful study.

1.2 EMPLOYMENT POTENTIALS

In this chapter an attempt is made to study the employment potentials of tourism industry in Thanjavur with a total of 200 sample employees drawn from the various sectors of the tourism industry.

These sample employees could be divided into males and females as shown in Table 1.1.

TABLE 1.1
SEX-WISE DISTRIBUTION OF THE SELECTED EMPLOYEES

Sl.No.	Type of Employment	Male	Female	Total
1.	Lodging Sector	22 (11.00)	--	22 (11.00)
2.	Hoteleering Sector	49 (24.50)	--	49 (24.50)
3.	Fancy Stores Sector	15 (7.50)	42 (21.00)	57 (28.50)
4.	Handicrafts Sector	9 (4.50)	30 (15.00)	39 (19.50)
5.	Travel Service Sector	15 (7.50)	6 (3.00)	21 (10.50)
6.	Telecom Service Sector	4 (2.00)	8 (4.00)	12 (6.00)
	Total	114 (57.00)	86 (43.00)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

It is evident from the above table that among the 200 sample employees 57.00 per cent are males and 43.00 per cent are females. Out of 114 male employees (57.00 per cent) 22 are from the lodging sector, 49 are from the hoteleering sector, 15 are from the fancy stores, 9 are from the handicrafts sector, 15 are from the travel agency sector and 4 are from the telecom service sector. Among the 86 female employees, 42 are from the fancy stores, 30 are from the handicrafts sector, 6 are from the travel agencies sector and 8 are from the telecom service sector. Thus it is clear that the tourism industry provides enormous opportunities for female employees too.

Another interesting thing is that a majority of the employees are married. The following Table 6.2 shows how there exist simultaneously both married and unmarried employees in the tourism industry.

TABLE 1.2
MARITAL STATUS OF THE SELECTED EMPLOYEES

Sl.No.	Name of Sectors	Married	Unmarried	Total
1.	Lodging Sector	18 (9.00)	4 (2.00)	22 (11.00)
2.	Hoteleering Sector	31 (15.50)	18 (9.00)	49 (24.50)
3.	Fancy Stores Sector	26 (13.00)	31 (15.50)	57 (28.50)
4.	Handicrafts Sector	25 (12.50)	14 (7.00)	39 (19.50)
5.	Travel Service Sector	12 (6.00)	9 (4.50)	21 (10.50)
6.	Telecom Service Sector	7 (3.50)	5 (2.50)	12 (6.00)
	Total	119 (59.50)	81 (40.50)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.2 shows the marital status of the employees in the tourism industry in Thanjavur region. The majority of the employees (59.50 per cent) are married. Only (40.50 per cent) are unmarried.

Among the 119 married employees, 18 are from the lodging sector, 31 are from hoteleering sector, 26 are from fancy stores, 25 from handicrafts sector, 12 are from travel agency sector and 7 are from telecom service sector. Among the 81 employees who are unmarried, 4 are from lodging, 19 are from hoteleering, 31 are from fancy stores, 14 are from handicrafts, 9 are from travel agency and 5 are from telecom service.

A study of the age-wise distribution of the selected employees is also possible. It is contained in Table 1.3.

TABLE 1.3
AGE-WISE DISTRIBUTION OF THE SELECTED EMPLOYEES

Sl. No.	Type of Employment	20-30	31-40	41-50	Above 50	Total
1.	Lodging	5 (2.50)	7 (3.50)	7 (3.50)	3 (1.50)	22 (11.00)
2.	Hoteleering	3 (1.50)	18 (9.00)	22 (11.00)	6 (3.00)	49 (24.50)
3.	Fancy Stores	18 (9.00)	17 (8.50)	17 (8.50)	5 (2.50)	57 (28.50)
4.	Handicrafts	4 (2.00)	12 (6.00)	18 (9.00)	5 (2.50)	39 (19.50)
5.	Travel Service	5 (2.50)	10 (5.00)	2 (1.00)	4 (2.00)	21 (10.50)
6.	Telecom Service	3 (1.50)	5 (2.50)	3 (1.50)	1 (0.50)	12 (6.00)
	Total	38 (19.00)	69 (34.50)	69 (34.50)	24 (12.00)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

The age-wise distribution of the selected employees is clearly explained in the Table 1.3. As it could be seen from the table 138 employees (69.00 per cent) belong to age group of 31-50 years. Among them 14 are from the lodging, 40 are from the hoteleering, 34 are from fancy stores, 30 are from the handicrafts, 12 are from the travel agencies and 8 are from the telecom service.

Only 38 employees (19.00 per cent) are coming under the age group of 20-30 years. Among these, 5 from the lodging, 3 from the hoteleering, 18 from the fancy stores, 4 from the handicraft, 5 from the travel agency and 3 from the telecom service.

Finally 24 respondents (12.00 per cent) belong to the age group of above 50. Among them 3 is from the lodging, 6 are from the hoteleering, 5 are from the fancy stores, 5 are from the handicrafts, 4 are from the travel agency and one is from telecom service.

Thus, as it has already been pointed out earlier a sizeable percentage of the respondents came under the middle age group of 31-50 years.

Table 1.4 shows the educational status of the selected employees.

TABLE 1.4
EDUCATIONAL STATUS OF THE SELECTED EMPLOYEES

Sl. No.	Type of Employment	Upto Middle	High	HSS	Degree	Diploma	Total
1.	Lodging	9 (4.50)	11 (5.50)	2 (1.00)	--	--	22 (11.00)
2.	Hoteleering	8 (4.00)	23 (11.50)	14 (7.00)	1 (0.50)	3 (1.50)	49 (24.50)
3.	Fancy Stores	10 (5.00)	23 (11.50)	20 (10.00)	2 (1.00)	2 (1.00)	57 (28.50)
4.	Handicrafts	5 (2.50)	9 (4.50)	23 (11.50)	2 (1.00)	--	39 (19.50)
5.	Travel Service	2 (1.00)	2 (1.00)	9 (4.50)	8 (4.00)	--	21 (10.50)
6.	Telecom Service	--	4 (2.00)	3 (1.50)	3 (1.50)	2 (1.00)	12 (6.00)
	Total	34 (17.00)	72 (36.00)	71 (35.50)	16 (8.00)	7 (3.50)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.4 depicts the educational status of selected employees in Thanjavur region. As it could be seen from it 72 employees have had only high school education. Among these 72 employees, 11 are from lodging, 23 are from hoteleering, 23 are from the fancy stores, 9 are from the handicrafts, 2 are from the travel agency and 4 are from the telecom services.

Only 71 employees (35.50 per cent) belong to higher secondary level. Among them 2 are from the lodging, 14 are from the hoteleering, 20 are from the fancy stores, 23 are from the handicrafts, 9 are from the travel agency and 3 are from the telecom service.

There are employees who belong to middle level as well. They are found to be 34 in number. Among them 9 are from the lodging, 8 are from the hoteleering, 10 are from the fancy stores, 5 are from the handicrafts and 2 is from travel agency.

Another significant point is that 16 employees (8.00 per cent) have had collegiate education. Among them one is from the hoteleering, 2 are from the fancy stores, 2 is from the handicrafts, 8 are from the travel agency and 3 are from the telecom service.

There are 7 employees (3.50 per cent) with diplomas. Among such diploma holders, 3 are from the hoteleering, 2 are from the fancy stores and 2 are from the telecom service.

Family size of the selected employees are presented in Table 1.5.

TABLE 1.5
SIZE OF THE FAMILY OF THE SELECTED EMPLOYEES

Sl.No.	Name of Sectors	Family Size			Total
		Upto 4	5 – 6	6 and Above	
1.	Lodging	18 (9.00)	2 (1.00)	2 (1.00)	22 (11.00)
2.	Hoteleering	25 (12.50)	22 (11.00)	2 (1.00)	49 (24.50)
3.	Fancy Stores	29 (14.50)	24 (12.00)	4 (2.00)	57 (28.50)
4.	Handicrafts	20 (10.00)	15 (7.50)	4 (2.00)	39 (19.50)
5.	Travel Service	10 (5.00)	6 (3.00)	5 (2.50)	21 (10.50)
6.	Telecom Service	8 (4.00)	2 (1.00)	2 (1.00)	12 (5.00)
	Total	110 (55.00)	71 (35.50)	19 (9.50)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.5 shows the size of the family of the selected employees in Thanjavur region. The family size of 110 employees (55.00 per cent) is such that it does not exceed 4 members. Under these 18 are from the lodging, 25 are from the hoteleering, 29 are from the fancy stores, 20 are from the handicrafts, 10 are from the travel agency and 8 are from the telecom service.

There are 71 employees (35.50 per cent) with families of 5 to 6 members. Among them 2 are from the lodging, 22 are from the hoteleering, 24 are from the fancy stores, 15 are from the handicrafts, 6 are from the travel agency and 2 from the telecom service.

Finally, only 19 employees (9.50 per cent) belong to family size (6 and above). A sector wise break up of these figures is given in the third column.

The religion-wise distribution of the selected employees is presented in Table 1.6.

TABLE 1.6
RELIGION-WISE DISTRIBUTION OF THE SELECTED EMPLOYEES

Sl.No.	Name of Sectors	Religion			Total
		Hindu	Christian	Muslim	
1.	Lodging	10 (5.00)	6 (3.00)	6 (3.00)	22 (11.00)
2.	Hoteleering	31 (15.50)	10 (5.00)	8 (4.00)	49 (24.50)
3.	Fancy Stores	40 (20.00)	9 (4.50)	8 (4.00)	57 (28.50)
4.	Handicrafts	18 (9.00)	18 (9.00)	3 (1.50)	39 (19.50)
5.	Travel Service	10 (5.00)	5 (2.50)	6 (3.00)	21 (10.50)
6.	Telecom Service	6 (3.00)	4 (2.00)	2 (0.83)	12 (6.00)
	Total	115 (57.50)	52 (26.00)	33 (16.50)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.6 shows religions to which the selected employees in Thanjavur region generally belong. Quite strongly enough only the sample employees 115 (57.50 per cent) are Hindu religion. Among them 10 are from the lodging, 31 are from the hoteleering, 40 from the fancy stores, 18 are from the handicrafts, 10 are from the travel agency and 6 are from the telecom service.

There are 52 employees (26.67 per cent) who belong to the Christian. Among them 6 are from the lodging, 10 are from the hoteleering, 9 are from the fancy stores, 18 are from the handicrafts, 5 are from the travel agency and 4 are from the telecom service.

Among the sample employees the Muslim from the minority. They are found to be only 33 in number. Among them 6 are from the lodging, 8 are from the hoteleering, 8 are from the fancy stores, 3 are from the handicrafts, 6 are from the travel agency and 2 is from the telecom service.

A caste-wise distribution of the selected employees is given in Table 1.7.

TABLE 1.7
CASTE-WISE DISTRIBUTION OF THE SELECTED EMPLOYEES

Sl.No.	Name of Sectors	Caste			Total
		FC	BC	SC	
1.	Lodging	4 (2.00)	16 (8.00)	2 (1.00)	22 (11.00)
2.	Hoteleering	9 (4.50)	38 (19.00)	2 (1.00)	49 (24.50)
3.	Fancy Stores	15 (7.50)	32 (16.00)	10 (5.00)	57 (28.50)
4.	Handicrafts	14 (12.00)	15 (7.50)	10 (5.00)	39 (19.50)
5.	Travel Service	6 (3.00)	6 (3.00)	9 (4.50)	21 (10.50)
6.	Telecom Service	3 (1.50)	4 (2.00)	5 (2.50)	12 (6.00)
	Total	51 (25.50)	111 (55.50)	38 (19.00)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.7 shows the caste wise distribution of selected employees in Thanjavur region. Caste has been classified into three groups, namely Forward Caste (FC), Backward Caste (BC) and Scheduled Caste (SC). The majority of employees 111 (55.50 per cent) belong to backward community. Fifty one employees (25.50 per cent) belong to forward community and only 38 employees (19.00 per cent) belong to scheduled caste. Thus, backward communities play a role of predominant significance in tourism employment in Thanjavur region.

The family statuses of the selected employees are given in Table 1.8.

TABLE 1.8
FAMILY STATUS OF THE SELECTED EMPLOYEES

Sl.No.	Name of Sectors	Joint Family	Nuclear Family	Total
1.	Lodging	2 (1.00)	20 (10.00)	22 (11.00)
2.	Hoteleering	14 (7.00)	35 (17.50)	49 (24.50)
3.	Fancy Stores	20 (10.00)	37 (18.50)	57 (28.50)
4.	Handicrafts	24 (12.00)	15 (7.50)	39 (19.50)
5.	Travel Service	12 (6.00)	9 (4.00)	21 (10.50)
6.	Telecom Service	9 (4.50)	3 (1.50)	12 (6.00)
	Total	81 (40.50)	119 (59.50)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.8 reveals the family status of the selected employees in Thanjavur region. Families are classified into joint families and nuclear families. A majority of the respondents 119 (59.50 per cent) came under the nuclear family. The remaining 81 respondents (40.50 per cent) belong to joint family.

Average annual income of the employees is given in Table 1.9.

TABLE 1.9
AVERAGE ANNUAL INCOME OF THE SELECTED EMPLOYEES

Sl. No.	Type of Employment	Below Rs.50000	Rs.50000-100000	Rs.100000-150000	Rs.150000-200000	Total
1.	Lodging	2 (1.00)	3 (1.50)	10 (5.00)	7 (3.50)	22 (11.00)
2.	Hoteleering	2 (1.00)	15 (7.50)	30 (15.00)	2 (1.00)	49 (24.50)
3.	Fancy Stores	5 (2.50)	25 (12.50)	26 (13.50)	1 (0.50)	57 (28.50)
4.	Handicrafts	5 (2.50)	18 (9.00)	13 (6.50)	3 (1.50)	39 (19.50)
5.	Travel Service	3 (1.50)	10 (5.00)	3 (1.50)	5 (2.50)	21 (10.50)
6.	Telecom Service	2 (1.00)	5 (2.50)	3 (1.50)	2 (1.00)	12 (6.00)
	Total	19 (9.50)	76 (38.00)	85 (42.50)	20 (10.00)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.9 reveals the average annual income of the employees in Thanjavur region. 85 employees (42.50 per cent) earn a income ranging from Rs.100000 – 150000. Among these 10 from the lodging, 30 from the hoteleering, 26 from the fancy stores, 13 from the handicrafts, 3 from the travel agency and 3 from the telecom service.

76 respondents (38.00 per cent) earn between Rs.50000-100000. Among these 13 from the lodging, 15 from the hoteleering, 25 from the fancy stores, 18 from the handicrafts, 10 from the travel agency and 5 from the telecom service.

Only 19 respondents (9.50 per cent) earn income below Rs.50000. Among these 2 from the lodging, 2 from the hoteleering, 5 from the fancy stores, 5 from the handicrafts, 3 from the travel agency and 2 from the telecom service.

Finally, 20 respondents (10.00 per cent) earn income between Rs.150000-200000. Among these 7 from the lodging, 2 from the hoteleering, one from the fancy stores, 3 from the handicrafts, 5 from the travel agency and 2 from the telecom service.

The details of the initial investment made by the selected employees in the study area are presented in Table 1.10.

TABLE 1.10
INITIAL INVESTMENT OF THE SELECTED EMPLOYEES

Sl. No.	Type of Employment	Below Rs.500000	Rs.500000-700000	Rs.700000-1000000	Rs.1000000 and above	Total
1.	Lodging	2 (1.00)	3 (1.50)	12 (6.00)	5 (2.50)	22 (11.00)
2.	Hoteleering	2 (1.00)	25 (12.50)	16 (8.00)	6 (3.00)	49 (24.50)
3.	Fancy Stores	3 (1.50)	32 (16.00)	15 (7.50)	7 (3.50)	57 (28.50)
4.	Handicrafts	1 (0.50)	25 (12.50)	10 (5.00)	3 (1.50)	39 (19.50)
5.	Travel Service	2 (1.00)	10 (5.00)	6 (3.00)	3 (1.50)	21 (10.50)
6.	Telecom Service	2 (1.00)	5 (2.50)	3 (1.50)	2 (1.00)	12 (6.00)
	Total	12 (6.00)	100 (50.00)	62 (31.00)	26 (13.00)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.10 depicts the initial investment details of the selected respondents in Thanjavur region. There are 100 employees (50.00 per cent) having the initial investment between Rs.500000-700000. Among these, 3 from the lodging, 25 from the hoteleering, 32 from the fancy stores, 25 from the handicrafts, 10 from the travel agency and 5 from the telecom service.

There are 62 respondents (31.00 per cent) having the investment between Rs.700000-1000000. Among these 12 respondents from the lodging, 16 respondents from the hoteleering and 15 from the fancy stores, 10 from the handicrafts, 6 from the travel agency and 3 from the telecom services.

Only 26 respondents (13.00 per cent) are having the investment Rs.10 lakhs and above. Among these 5 from the lodging, 6 from the hoteleering, 7 from the fancy stores, 3 from the handicrafts, 3 from travel agency and 2 from the telecom service.

Only 12 respondents (6.00 per cent) are having investment below Rs.500000. Among these 2 from the lodging, 2 from the hoteleering, 3 from fancy stores, one from handicrafts, 2 from travel agencies and 2 from telecom service.

Different problems faced by the employees are depicted in Table 1.11.

TABLE 1.11
THE PROBLEMS ENCOUNTERED BY EMPLOYEES IN THE
TOURIST INDUSTRY

Sl. No.	Type of Employment	Non-Uniformity in Prices	Less Drinking Water Facility	Both	Total
1.	Lodging	11 (5.50)	7 (3.50)	4 (2.00)	22 (11.00)
2.	Hoteleering	31 (15.50)	11 (5.50)	7 (3.50)	49 (24.50)
3.	Fancy Stores	35 (17.50)	13 (6.50)	9 (4.50)	57 (28.50)
4.	Handicrafts	22 (11.50)	13 (6.50)	4 (2.00)	39 (19.50)
5.	Travel Service	11 (5.50)	7 (3.50)	3 (1.50)	21 (10.50)
6.	Telecom Service	9 (4.50)	2 (1.00)	1 (0.50)	12 (6.00)
	Total	119 (59.50)	53 (26.50)	28 (14.00)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 1.11 depicts the major problems faced by tourism employees in Thanjavur region. Out of 200 employees, 119 of them are facing the problem of non-uniformity in prices, 53 are faced with problems of inadequate water supply, remaining 28 employees face both these problems simultaneously.

1.3. ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR ATTITUDE TOWARDS FACTORS INFLUENCING THE IMPACT OF TOURISM

In order to study the factors influencing the impact of tourism, the researcher formulated 10 statements from 10 categories of tourist attractions that is, transport, hotels, banking, communication facilities, public health, security, sanitation, climate, temperament of the people and government patronage. The data were collected from the selected six categories of employees through well designed interview schedule and analysed by using Likert's five point scale. The five point scale consists of strongly agree, agree, no opinion, disagree and strongly disagree. The scores for each response in the five point scale carry five, four three, two and one respectively.

In the present study the Analysis of Variance (ANOVA) method is used to find out the significant association between the category of employees and their attitude towards the factors influencing the impact of tourism in Thanjavur district.

Transport is the basic infrastructure for development of any nature. Tourism is not an exception to it. Transport here means, the transport facilities to the particular area and also the mode of internal transport in that area. Having a comfortable transport system is essential for tourism promotion. Table 6.12 presents the results of Analysis of Variance for the opinion of employees about transport facilities available in Thanjavur district.

TABLE 1.12
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION
ABOUT TRANSPORT

Sl. No.	Statements	F-Value	Level of Significance
1.	There is very convenient transport system in this area	3.5587*	.0153
2.	Public bus service is well arranged and very neat	2.0690	.1055
3.	Taxi service is well organised with standardised rates	7.6472*	.0001
4.	Traffic in this area is well organised and regulated	6.0454*	.0006
5.	Autos and share autos do a good job in transporting budgeted travellers	4.7358*	.0032
6.	The railway station is centrally located with all facilities	3.6525*	.0135
7.	The airport is located centrally	2.5314*	.0583
8.	The airport is networked with major airports	1.2863	.2802
9.	Services of travel agents are very good	2.4190	.0674
10.	Omnibus services are there to important cities in South India.	3.4467*	.0178

Source: Computed from primary data.
Significant at 5 per cent level *.

It is inferred from Table 1.12 that the important factors regarding transport which influence the impact of tourism, namely ‘there is very convenient transport system in this area’, ‘taxi service is well organised with standardised rates’, ‘traffic in this area is well organised and regulated’, ‘autos and share autos do a good job in transporting budgeted travellers’, ‘the railway station is centrally located with all facilities’, the ‘airport is located centrally’ and ‘omnibus services are there to important cities in south India’. The above seven factors are statistically significant at 5 per cent level. The F-values for the above seven factors are 3.5587, 7.6472, 6.0454, 4.7358, 3.6525, 2.5314 and 3.4467 respectively. It implies that the above significant factors influence the impact of tourism.

Hotels and eateries are another important aspect. It is a prerequisite that the hotels should provide hygienic food at reasonable cost. Variety of food according to the ethnicity of the visitors will be an added attraction to that area. Table 1.13 presents the results of Analysis of Variance for the opinion of employees about hotel facilities available in Thanjavur district.

TABLE 1.13
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION ABOUT HOTELS

Sl. No.	Statements	F.Value	Level of Significance
1.	Excellent hotels are available in this city	2.7052*	.0314
2.	Hotels are located in convenient locations	2.0117	.0937
3.	Hotels offer all modern conveniences available in standard hotels	2.2502	.0646
4.	Cleanliness and hygienic standards are well maintained	2.8769*	.0237
5.	There are plenty of medium and small scale restaurants in this city	3.5187*	.0083
6.	Food of your choice is available in this city	2.8533*	.0246
7.	Excellent tea and coffee are available in this area through tea stalls at any reasonable time	3.2860*	.0121
8.	Safe and cheap drinking is possible through government owned and run bars	0.6936	.5971
9.	There are plenty of lodging houses here in this area	2.0171	.0930
10.	Food is reasonably priced	0.9998	.4087

Source: Computed from primary data.
Significant at 5 per cent level *.

Table 1.13 shows that the important factors relating to hotels influencing the tourism, namely ‘excellent hotels are available in this city’, ‘cleanliness and hygienic standards are well maintained’, ‘there are plenty of medium and small scale restaurants in this city’, ‘food of your choice is available in this city’ and ‘excellent tea and coffee are available in this area through tea stalls at any reasonable time’. The above five factors are statistically significant at 5 per cent level. The F-values for the above five factors are 2.7052, 2.8769, 3.5187, 2.8533 and 3.2860 respectively. It implies that the above significant factors influence the tourists to visit the Thanjavur district.

Carrying money is a big problem, particularly for the tourists. The present system offered by the major banks of operating on line through core banking, ATMs and inter- bank third party transfer has accelerated the growth of tourism in any area. Table 1.14 presents the results of Analysis of Variance for the opinion of employees about banking facilities available in Thanjavur district.

TABLE 6.14
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION
ABOUT BANKING

Sl. No.	Statements	F- Value	Level of Significance
1.	Banking facility is excellent	5.7448*	.0008
2.	ATMs of a number of banks are available	1.8537	.1383
3.	Core banking system is offered in almost all banks	4.5262*	.0042
4.	Credit and debit cards can be extensively used	7.3568*	.0001
5.	Foreign currency exchange and money transfer facility is available with all banks	7.2506*	.0001
6.	Banks are centrally located	4.7594*	.0031
7.	Branches of foreign banks are found here	5.8048*	.0008
8.	Banks are very courteous towards their customers coming from far away places	.4946	.6864
9.	Banks are careful in avoiding soiled currency notes	3.1872*	.0246
10.	Mutilated and soiled currency are exchanged without any fuss by the banks	4.3521*	.0053

Source: Computed from Primary data.
Significant at 5 per cent level *.

It is inferred from the Table 1.14 that the major factors attracting the tourists towards the banking facilities available in the study area are: 'banking facility is excellent', 'core banking system is offered in almost all banks', 'credit and debit cards can be extensively used', 'foreign currency exchange and money transfer facility is available with all banks', banks are centrally located', 'branches of foreign banks are found here', 'banks are careful in avoiding soiled currency notes', and mutilated and soiled currency are exchanged without any fuss by the banks' The above eight factors out of ten factors are statistically significant at 5 per cent level. The F-values for the above eight factors are 5.7448, 4.5262, 7.3568, 7.2506, 4.7594, 5.8048, 3.1872 and 4.3521 respectively. It implies that the above significant factors influence the tourists to visit Thanjavur district.

Nowadays one can run an office from any corner of the globe. It requires certain infrastructure facilities in any tourist area which is normally provided by the government and other peripheral services necessary are provided by entrepreneurs. Table 1.15 shows the results of Analysis of Variance for the opinion of employees about communication facilities available in Thanjavur district.

TABLE 1.15

ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION ABOUT COMMUNICATION FACILITIES

Sl. No.	Statements	F-Value	Level of Significance
1.	Public telephone facility is enormously available	4.4602*	.0047
2.	Mobile phone coverage is excellent in this area	6.4897*	.0003
3.	Fax facility is there every telephone booth	6.0118*	.0006
4.	Internet hot spots are available in public places	7.5182*	.0001
5.	Postal and courier services are excellent	.1481	.9309
6.	Mobile phone cards are available	4.4827*	.0045
7.	India telephone card usage is promoted here	7.0297*	.0002
8.	Mobile phone servicing facility is available	3.2172*	.0238
9.	All major mobile phone service providers have made their presence here	5.6918*	.0009
10.	Telegraph service is excellent	7.0054*	.0002

**Source: Computed from primary data.
 Significant at 5 per cent level *.**

Table 1.15 shows that the major factors attracting the tourists towards the communication facilities available in the study area are: ‘public telephone facility is enormously available’, ‘mobile phone coverage is excellent in this area’, ‘fax facility is there in every telephone booth’, ‘internet hot spots are available in public places’, ‘mobile phone cards are available’, ‘India telephone card usage is promoted here’, ‘mobile phone servicing facility is available’, ‘all major mobile phone service providers have made their presence here’, and ‘telegraph service is excellent’. The above nine factors out of ten factors are statistically significant at 5 per cent level. The F-value for the above nine factors are 4.4602, 6.4897, 6.0118, 7.5182, 4.4827, 7.0297, 3.2172, 5.6918 and 7.0054 respectively. It implies that the communication facilities are a one of the major factor is influencing the tourists to visit Thanjavur district.

Public health services in any state determine the quality of life in that area. Medical facilities available in any particular area have developed into a new branch of tourism; medical tourism: However, hospital facilities available in a place will have a direct bearing on the arrival of tourists in a particular area. Table 1.16 furnishes the results of Analysis of Variance for the opinion of employees about public health services available in Thanjavur district.

TABLE 1.16
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION
ABOUT PUBLIC HEALTH

Sl. No.	Statements	F- Value	Level of Significance
1.	Government's efforts in health care are commendable	4.0601*	.0079
2.	Government Medical College hospital is available in the city	7.3751*	.0001
3.	Private hospital services are available round the clock	6.4507*	.0003
4.	Hospital service is excellent	5.9265*	.0007
5.	Super specialty hospitals function in this area	.1513	.9288
6.	Hospital charges are moderate	3.6200*	.0141
7.	Drug stores and diagnostic services function even at odd hours	5.5025*	.0012
8.	Accident relief system functions round the clock	3.1694*	.0254
9.	First aid facilities are provided at all police posts	5.4751*	.0012
10.	Health services such as doctor, ambulance etc., are available on call	7.2255*	.0001

Source: Computed from primary data.
Significant at 5 per cent level *

It is found from Table 1.16 that the major factors relating to public health which influence the impact of tourism, the facilities available in the choice of the study area are: 'government's efforts in health care are commendable', 'Government Medical College hospital is available in the city', 'private hospital services are available round the clock', 'hospital charges are moderate', 'drug stores and diagnostic services function even at odd hours', 'accident relief system functions round the clock', 'first aid facilities are provided at all police posts' and 'health services such as doctor, ambulance etc., are available on call'. The above nine factors out of ten are statistically significant at 5 per cent level. The F-values for the above nine factors are 4.0601, 7.3751, 6.4507, 5.9265, 3.6200, 5.5025, 3.1694, 5.4751 and 7.2255 respectively. It is concluded from the above analysis that public health is one of the major factors is influencing the tourists to visit Thanjavur district. Security for life and property is the concern for everybody. It is observed that there are places where life and property are not secure. No doubt any sensible government would orient its activities towards securing the life and property of the people. Table 1.17 presents the results of Analysis of Variance for the opinion of employees about security services available in Thanjavur district.

TABLE 1.17
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION ABOUT SECURITY

Sl. No.	Statements	F-Value	Level of Significance
1.	There are no security problems in this city	4.0477*	.0035
2.	Anyone can move freely at any reasonable time	2.4056*	.0505
3.	No threat of any terrorist group in this area	3.5233*	.0082
4.	Presence of the police is felt in all busy places	2.5999*	.0370
5.	The public respect the police and the law and order system	2.5538*	.0398
6.	The police are courteous to the public and travelers	3.5778*	.0075
7.	The public respect the travelers	0.2703	.8969
8.	Pick pockets are not a common feature in public places in this area	2.9652*	.0205
9.	Cheating the travellers is not common	2.8597*	.0243
10.	Misbehaviour with the travellers is not common	3.1331*	.0156

Source: Computed from primary data.
Significant at 5 per cent level *.

From the Table 1.17, it is observed that the major factors regarding security which influence the tourists in their choice of the study area are: ‘there are no security problems in this city’, ‘any one can move freely at any reasonable time’, ‘no threat of any terrorist group in this area’, ‘presence of police is felt in all busy places’, ‘the public respect the police and the law and order system’, the ‘the police are courteous to the public and travellers’, ‘pick pockets are not a common feature in the public places in this area’, ‘cheating the travellers is not common’ and ‘misbehaviour with the travellers is not common’. The above nine factors out of ten factors are statistically significant at 5 per cent level. The F-values for the above nine factors are 4.0477, 2.4056, 3.5233, 2.5999, 2.5538, 3.5778, 2.9652, 2.8597 and 3.1331 respectively. It is concluded that from the above analysis, that security is one of the major factors is influencing the tourists to visit Thanjavur district again and again.

A hygienic situation is the dream of every resident of an area. It is a means to attract more and more people to a tourist area. Strict sanitary conditions are to be maintained to keep a place clean and free from any disease. Table 1.18 gives the results of Analysis of Variance for the opinion of employees about sanitation facilities available in Thanjavur district.

TABLE 1.18
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION
ABOUT SANITATION

Sl. No.	Statements	F-Value	Level of Significance
1.	City is very clean	2.2348	.0850
2.	City is beautified with trees and roadside gardens	2.8229*	.0396
3.	There is excellent water supply	4.1916*	.0065
4.	Drainage system is excellent	2.8869*	.0364
5.	There are well maintained public comfort stations in all public places	0.2228	.8805
6.	No heap of solid waste is found in the city	5.5803*	.0010
7.	There is no threat of mosquitoes	6.4734*	.0003
8.	There is no threat of waterborne diseases	1.7198	.1637
9.	Restaurants and eateries are hygienic and clean	3.3035*	.0211
10.	Sweet stalls are kept neat and clean	2.9867*	.0320

Source: Computed from primary data.
Significant at 5 per cent level *.

Table 1.18 shows that the major factors relating to sanitation which influence the impact of tourism, the sanitation facilities in their choice of the study area are: ‘city is beautiful with trees and roadside garden’, ‘there is excellent water supply’, ‘drainage system is excellent’, ‘no heap of solid waste is found in the city’, ‘there is no threat of mosquitoes’, ‘restaurants and eateries are hygienic and clean’ and ‘sweet stalls are kept neat and clean’. The above seven factors out of ten are statistically significant at 5 per cent level. The F-value for the above seven factors are 2.8229, 4.1916, 2.8869, 5.5803, 6.4734, 3.3035 and 2.9867 respectively. It is concluded from the above analysis that sanitation is one of the major factors is influencing the tourists to visit Thanjavur district.

Good climate is the gift of nature. However, different people prefer different types of climate. A sunny day may be a curse to some and the same sunny day would be welcome elsewhere. Table 1.19 presents the results of Analysis of Variance for the opinion of employees about climate condition in Thanjavur district.

TABLE 1.19
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION
ABOUT CLIMATE

Sl. No.	Statements	F-Value	Level of Significance
1.	Climate in this area is excellent	4.1600*	.0069
2.	Climate is quite dry and free from humidity which is good for travellers with breathing problems	0.6241	.6002
3.	Temperature is moderate, around 32 degrees Celsius	1.3658	.2543
4.	Rains usually do not spoil and programme	2.2558	.0831
5.	One does not need any warm clothes in this area	2.8930*	.0364
6.	Summer is very hot	3.5842*	.0147
7.	Wind season is very exciting to youngsters	3.6852*	.0129
8.	During southeast monsoon there is possibility of low pressure are formed	10.6015*	.0000
9.	Rain can bring a cool weather all of a sudden for a short period	2.1221	.0985
10.	Rains make the low lying area very clumsy	6.7901*	.0002

Source: Computed from primary data.
Significant at 5 per cent level *.

It is observed from Table 1.19 that the major factors relating to climate conditions which influence the impact of tourism, in Thanjavur district are: ‘climate in this area is excellent’, ‘one does not need any warm clothes in this area’, ‘summer is very hot’, ‘wind season is very exciting to youngsters’, ‘during the southeast monsoon there is possibility of low pressure are formed’ and ‘rains makes the low laying area very clumsy’. The above six factors out of ten are statistically significant at 5 per cent level. The F-values for the above six factors are 4.1600, 2.8930, 3.5842, 3.6852, 10.6015 and 6.7901 respectively. It is concluded that from the above Analysis of Variance (ANOVA), the climate is one of the major factors influencing the tourists to visit Thanjavur district.

One of the important aspects of tourism is the host community. Temperament of the people of the host community plays a major role in the inflow of tourists. Table 1.20 presents the results of Analysis of Variance for the opinion of employees about temperament of the people in Thanjavur district.

TABLE 1.20
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION
ABOUT THE TEMPERAMENT OF THE PEOPLE

Sl. No.	Statements	F-Value	Level of Significance
1.	Natives are hospitable people	2.8411*	.0390
2.	They do not have any animosity towards any outside visitor	1.1603	.3260
3.	They do not please the tourists	1.1505	.3298
4.	They are by and large honest in their dealings	3.7410*	.0120
5.	Their manners are very pleasing	2.8308*	.0395
6.	Plenty of folk products are made available for the tourists	4.6165*	.0038
7.	Native food is made available for the tourists	3.2458*	.0230
8.	Native type of heritage housing is made available for the tourists	10.9767*	.0000
9.	Folk cultural programmes are offered to the tourists	1.9186	.1277
10.	Natives have a feeling that tourism plays an important role in their local economy	6.3018*	.0004

Source: Computed from primary data.
Significant at 5 per cent level *.

Table 1.20 shows that the major aspects relating to the temperament of the people in Thanjavur district which influence the impact of tourism are in their choice of the area: 'natives are hospitable people', 'they are by and large honest in their dealings', 'their manners are very pleasing', 'plenty of folk products are made available for the tourists', 'native food is made available for the tourists', 'native type of heritage housing is made available for the tourists' and 'natives have a feeling that tourism plays an important role in their local economy'. The above seven factors out of ten are statistically significant at 5 per cent level. The F-values for the above nine factors are 2.8411, 3.7410, 2.8308, 4.6165, 3.2458, 10.9767 and 6.3018 respectively. It is concluded that from the above Analysis of Variance (ANOVA), that the temperament of the people is one of the major factors is influencing the tourists to visit Thanjavur district.

It is the government that determines the fate of tourism in any state. The Government of Tamil Nadu has taken a very positive approach towards the development of tourism in the state. It realizes the fact that by promoting tourism all the benefits of tourism can be enjoyed by the state. Table 1.21 furnishes the results of Analysis of Variance for the opinion of employees about Government Patronage in Thanjavur district.

TABLE 1.21
ASSOCIATION BETWEEN CATEGORY OF EMPLOYEES AND THEIR OPINION
ABOUT GOVERNMENT PATRONAGE

Sl. No.	Statements	F-Value	Level of Significance
1.	Government is very much concerned about the people visiting this part of the state	3.0033*	.0313
2.	Suspicious persons are followed very carefully	1.7993	.1481
3.	Government is very particular about the safety of the people who visit this area	.1953	.8996
4.	Tourist department office is functioning well and provides all possible facilities to the travellers	6.4681*	.0003
5.	Tourism department makes its presence felt in the city	4.6177*	.0037
6.	Signboards and bus boards are multilingual	4.6878*	.0034
7.	Cloak room facilities are provided in the in-transit points	4.0681*	.0077
8.	Helpline for standard travellers is offered by the district administration	7.9898*	.0000
9.	Tourist guides are provided for the convenience of the travellers	.5018	.6814
10.	Foreign travellers are treated as guests	7.3610*	.0001

Source: Computed from Primary data.
Significant at 5 per cent level *.

It is inferred from the Table 1.21 that the major aspects of government patronage which influence the impact of tourism in Thanjavur district are: 'government is very much concerned about the people visiting this part of the state', 'tourist department office is functioning well and provides all possible facilities to the travellers', 'tourism department makes its presence felt in the city', 'signboards and bus boards are multilingual', 'cloak room facilities are provided in the in-transit points', 'helpline for standard travellers is offered by the district administration' and 'foreign travellers are treated as guests'. The above seven factors out of ten are statistically significant at 5 per cent level. The F-values for the above nine factors are 3.0033, 6.4681, 4.6177, 4.6878, 4.0681, 7.9898 and 7.3610 respectively. It is concluded that from the above Analysis of Variance (ANOVA) that, the Government patronage is one of the major factors influencing the tourists to visit Thanjavur district.