AN ANALYSIS OF HUMAN RESOURCE PRACTICES IN HOTEL INDUSTRY IN THE DELTA DISTRICTS, TAMILNADU

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Abstract

Over decades, there were a plethora of studies reporting a positive relationship between HRM policies and practices, high commitment and high performance. However, the HRM literature in general has tended to assume that the linkages between HRM and organizational performance are positive. Most of the studies are made an attempt to analyses and revealed that relations between employees' evaluations of HRM practices and their service performance were largely affected by organizational commitment. For human resource professional in the hotel industry, designing the most useful human resource practices to enhance competitive advantage in terms of service performance has become more and more difficult. There were five categories of best practices in the hotel industry: (1) leadership development, (2) training and knowledge building, (3) employee empowerment, (4) employee recognition, and (5) cost management. Wells Fargo identified select practices-actions a manager must take- in five broad categories: (1) business/ people planning, (2) people selection, (3) people management, (4) people development, and (5) improved communications.

The beautiful destination of Tamil Nadu has always been the foremost choice for the travelers because of the beautiful sites and places of interest in the state. Tamil Nadu is a beautiful state that has several cultural importance. Large number of travelers from all over the country visit Tamil Nadu to explore its beauty and richness. To accommodate the travelers visiting the state, there are large numbers of hotels in Tamil Nadu. All the major cities of Tamil Nadu have hotels of various categories so as to accommodate the tourists. Tourists can find hotels in all major cities of the state, which includes Chennai, Madurai, Ooty, Kodaikanal, Kanyakumari, Pondicherry, Thanjavur, Palani, Vellore, Tuticorin, Salem, Nagarcoil, Namakkal, Rameswaram, Coimbatore, Tirupur, Trichy, Karur, Chidambaram and other destination. The Tamil Nadu hotels are built keeping in mind the individual preferences, requirements, budget and taste of the travelers.

Key words: hotel industry, performance, evaluation, human resource, globalization, employee, tourism, delta districts. Management,

Introduction

The field of human resources management (HRM) has evolved over the years. HRM has evolved from being a mere policing function focused on the custodianship of policies and procedures to being more involved in the strategic direction of organizations. The tourism sector has not been spared. Internationally, the continuing growth of world markets increase in the availability of technological and management know-how in different countries, progress in telecommunications and the political and economic integration world wide have led to the increase in globalisation of Tourism and Hospitality organisations. Resultantly, this has brought about some challenges in terms of how organisations approach a range of human resources issues. Globalization of business has made it critically important for organisations to embrace the significance of human resources management. However, there is generally a world wide view that internationally the Hotel and Catering Industry has a number of personnel related problems and poor employment practices and conditions. This view is supported by a study of the Hotel and Catering Industry by which revealed that the industry was dogged with problems of low wages, long working hours and unstable shift hours, poor or nonexistent career structures, over reliance on informal recruitment methods, lack of evidence of good human resources practices and high labour turnover.

CONCEPUTAL BACKGROUND OF THE STUDY:
Hotels in Tamil Nadu

The beautiful destination of Tamil Nadu has always been the foremost choice for the travelers because of the beautiful sites and places of interest in the state. Tamil Nadu is a beautiful state that has several cultural importance. Large number of travelers from all over the country visit Tamil Nadu to explore its beauty and richness. To accommodate the travelers visiting the state, there are large numbers of hotels in Tamil Nadu. All the major cities of Tamil Nadu have hotels of various categories so as to accommodate the tourists. Tourists can find hotels in all major cities of the state, which includes Chennai, Madurai, Ooty, Kodaikanal, Kanyakumari, Pondicherry, Thanjavur, Palani, Vellore, Tuticorin, Salem, Nagarcoil, Namakkal, Rameswaram, Coimbatore, Tirupur, Trichy, Karur, Chidambaram and other destination. The Tamil Nadu hotels are built keeping in mind the individual preferences, requirements, budget and taste of the travelers.

Hotels in Delta Districts - Thanjavur

Thanjavur, is one of the major tourist destinations that is flocked by travelers from all over the world. Located in the Southern part of India, Thanjavur boasts of its scenic beauty and lush greenery. To get the true essence of the place, you can board at the Thanjavur Hotels and explore the place to the fullest. To serve all types of guests, you will find Thanjavur Hotels of various categories. These hotels cater to various types of clientele. The Hotels in Thanjavur cater to both the international and domestic travelers. These hotels offer world class facilities and services to the guests boarding at the hotel. You can find hotels of

various categories in Thanjavur, which include 5 star hotel, 4 star hotel, three star, two star hotels and budget hotels. You will definitely get a feeling of home away from home. For a relaxed sojourn, you can make these hotels as the base. You will be greeted with a warm welcome at the hotel.

HRM Practices in Hotels

The key HRM policies and practices include training, communication, empowerment, and performance appraisal. A number of researches have reported a positive relationship between HRM practices and organizational performance. Some studies pointed out that when organizations determine which human resource practices to adopt, they generally choose from among menus that focus on six different aspects of human resource management: planning, staffing, appraising, compensating, training and development, and labor-management relations. It is found that there are two versions of HRM; one is hard version, and the other one is soft version. The hard version of HRM with an emphasis on managing human resources, may well employ more control systems which would more easily integrates with strategy compared to soft versions of HRM. A hard version of HRM focus on systems and procedures, training, and performance measures of employees. In other words, a hard interpretation of HRM places more emphasis on the integration of human resource policies and practices with business strategy.

Specific HRM issues in the hotel industry

Employee turnover has been one of the biggest concerns in the hotel industry for a long time. The hotel industry globally constantly suffers from high staff turnover levels, which is a pervasive and serious problem resulting in high direct expenditure as well as intangible costs. Direct expenditures include the administrative costs of separation, attracting and recruiting, selection, and hiring. Intangible costs include lost-productivity, poor service quality, and low morale which in turn result in damage to the hotel's reputation.

Statement of the problem

The study will first focus on exploring how employees perceive HRM practices in their own organizations. Analysis has been made to study the relations between employees' evaluations of HRM practices and their service performance. However, the hotel industry might value the importance of service quality differently due to how human resource professionals implement the practices; thereby enhance the employees' service performance. Second, the study will provide useful information for future hotel management needs and for the management level to formulate strategies. Third, the study will identify the factors to guide administrators in policymaking, and also provide employees a path that maximizes their service performance. Therefore, it is crucial to work out in more detail on the black box between the HRM practices of the hotel industry and their service performance.

The research performs a field study to explore how employee perceptions of HRM practices affect high quality hotel enterprises in Delta Districts of Tamil Nadu to enhance their service performance and the relationship between themselves and their customers. The selection criterion of high quality hotel enterprises in this study was set at a rating of stars and above and 25 hotels were selected. Despite concern with achieving high performance through focusing on HRM practices, determining the factors of this construct is also a critical issue. In addition, this study not only support previous research that HRM practices could enhance performance in the hotel industry in terms of service performance, but also explored their relationship when organizational commitment is mediated.

Objectives of the study

The following are the objectives of the study

i.   To examine the socio economic profile and employment details of the employees of the selected star hotels.

ii. To measure the opinion of the respondents about human resource practices of the selected hotels.

iii. To analyse the association between socio economic profile, job details of the respondents and their opinion about human resource practices of the selected hotels in the study area.

Review of literature

1.Mohinder Chand., (2010)[1] in his study entitled *"The impact of HRM practices on service quality, customer satisfaction and performance in the Indian hotel industry",* analyzed about the effects of HRM practices on service quality, customer satisfaction and performance in the hotel industry.

2 Mahesha. V and Akash,S., (2011)[2]in their research work entitled *"Collision of Human Resource Management (HRM) Practices on employees performance– A case study of selected star hotels in Karnataka",* analyzed about the contribution of human resource management practices including selection, training, career planning, compensation, performance appraisal, and job definition and employee participation on perceived employee performance.

3.Mohamed Saleem., (2012)[3] in his contribution entitled *"The human resources role and challenges in the hotel sector in Kanyakumari, Tamil Nadu",* found that there was need for a paradigm shift for the HR function from being implementers to formulators of business strategy.

4.Anantha Raj and A. Arokiasamy., (2013)[4]in their research work study entitled *"A study on employee satisfaction perspectives in the hotel industry in Malaysia",* analyzed about the relationship between

career development, compensation and rewards, job security and working environment with employee satisfaction in the hotel industry in Malaysia.

5.Rajesh Kumar Mishra., (2014)[5]in his work entitled *"Human Resources Practices, Policies and its impact on success of hotel industry-A Study"*, analyzed about the impact of HR practices, policies and success of hotel industry by understanding its overall performance and profitability

Research Methodology:

The present study covers the employees of star hotels functioning in Delta Districts of Tamil Nadu. The delta districts cover Ariyalur, Karaikal (Puducherry), Nagapattinam, Perambalur, Pudukkottai, Thanjavur, Tiruchirappalli and ,Tiruvarur. The researcher has selected only three districts namely Thanjavur, Tiruchirappalli and Nagapattinam for the reason of that these three districts only have more number of star hotels. The study is based on the both Primary and Secondary Data.

Research Instrument

The researcher has used well structured interview schedule to collect primary data. The interview schedule has been designed with suitable questions to fulfil the objectives of the study. The first part captures the socio economic profile of the respondents. The second part gathers details about opinion of the employees about the human resource practices of the hotels under six dimensions namely recruitment and selection, training and development, performance appraisal, compensation, job satisfaction and organisational performance. The face and content validity of the interview schedule is finalised after making consultation with the more number of experts and pre test also conducted. Based on their feedback, changes are made and it is found that all the items developed by the researcher in the interview schedule are having adequate validity for the present study.

Hypotheses

To fulfill the above objectives of the study the following hypotheses are framed.

1.There is no significant association between the age of the respondents and the nature of working department.

2.There is no significant association between the intersection of age, nature of working department, source of recruitment and opinion about human resource practices.

Data analysis and discussion:

Reliability Test

The variables constructed in the interview schedule are subject to reliability test. Cronbach Alpha test is used to measure the internal consistency of the instrument and the result of the reliability test is presented in the following table.

Table - 1 Result of Reliability Test - Cronbach Alpha

S. No.	Dimensions	Reliability coefficients
1.	Recruitment and selection,	.851
2.	Training and development	.653
3.	Performance appraisal	.686
4.	Compensation	.781
5.	Job satisfaction	.764
6.	Organisational performance	.766

Source: Computed Data

From the above table it is found that the reliability coefficients for the variables chosen for this study are more than 0.60, which is an acceptable level. So, the items constituting under each dimension for the study have reasonable internal consistency.

Association between age of the respondents and nature of working department

To know the association between age of the respondents and their working department analysis has been made with the following hypothesis.

Hypothesis

"There is no significant association between the age of the respondents and the nature of working department"

To test the above hypothesis Chi-Square test has been applied and the results are presented in the following table.

Association between intersection of age, nature of working department, source of recruitment and opinion about human resource practices

To know the association between the intersections of age, nature of working department, source of recruitment and opinion about human resource practices analysis has been made with the following hypothesis.

Hypothesis

"There is no significant association between the intersection of age, nature of working department, source of recruitment and opinion about human resource practices"

To test the above hypothesis MANOVA test is applied. To know the significant intersection between the age, nature of work, type of hotel Pillai's Trace test is applied and the result is presented in the following table.

Table - 2
Result of multivariate test - Intersection between the age, nature of working department, source of recruitment

Effect		Value	F	Hypothesis df	Error df	Sig.
Source of recruitment * Age * nature of working department	Pillai's Trace	.166	1.427	54.000	2712.000	.023
	Wilks' Lambda	.843	1.443	54.000	2283.856	.020
	Hotelling's Trace	.177	1.458	54.000	2672.000	.017
	Roy's Largest Root	.102	5.119^c	9.000	452.000	.000

Source: Computed data

Form the above result of Pillai's trace test it is found that there is a significant intersection between the age, nature of working department, source of recruitment $(F\ (54,\ 1.427) = 0.023,\ p<.01)$. It is inferred that age, nature of working department, source of recruitment variables has intersection and it is valid for multivariate analysis. The result of multivariate tests of between subject's effects is presented in the following table.

Table 3

Association between intersection of age, nature of working department, source of recruitment - Multivariate tests between subject's effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Recruitment and selection	16.092[a]	47	.342	.938	.591
	Training and development	20.497[b]	47	.436	.827	.786
	Performance appraisal	20.795[c]	47	.442	1.038	.408
	Compensation	24.809[d]	47	.528	2.428	.000
	Job satisfaction	22.940[e]	47	.488	1.223	.156
	Organizational performance	27.647[f]	47	.588	.938	.593
Sources	Recruitment and selection	.114	1	.114	.314	.576
	Training and development	.013	1	.013	.025	.876
	Performance appraisal	.091	1	.091	.214	.644
	Compensation	.081	1	.081	.372	.542
	Job satisfaction	.556	1	.556	1.394	.238
	Organizational performance	.880	1	.880	1.403	.237
Age	Recruitment and selection	.171	3	.057	.156	.926
	Training and development	.426	3	.142	.269	.848
	Performance appraisal	.091	3	.030	.071	.975
	Compensation	1.841	3	.614	2.823	.038
	Job satisfaction	.154	3	.051	.128	.943
	Organizational performance	1.669	3	.556	.887	.448
Working department	Recruitment and selection	3.237	7	.462	1.267	.265
	Training and development	1.562	7	.223	.423	.888
	Performance appraisal	5.453	7	.779	1.828	.080
	Compensation	5.939	7	.848	3.903	.000
	Job satisfaction	4.796	7	.685	1.717	.103
	Organizational performance	3.272	7	.467	.745	.634
Sources of recruitment * Age	Recruitment and selection	2.287	3	.762	2.090	.101
	Training and development	.884	3	.295	.559	.642
	Performance appraisal	1.605	3	.535	1.255	.289
	Compensation	.053	3	.018	.081	.970
	Job satisfaction	1.909	3	.636	1.595	.190
	Organizational performance	2.486	3	.829	1.321	.267
Sources of recruitment * working department	Recruitment and selection	.832	6	.139	.380	.892
	Training and development	2.336	6	.389	.739	.619
	Performance appraisal	2.831	6	.472	1.108	.357
	Compensation	.917	6	.153	.703	.647
	Job satisfaction	3.602	6	.600	1.504	.175
	Organizational performance	4.625	6	.771	1.229	.290
Age * working department	Recruitment and selection	4.921	18	.273	.749	.760
	Training and development	10.831	18	.602	1.141	.308
	Performance appraisal	6.217	18	.345	.811	.688
	Compensation	8.209	18	.456	2.098	.005
	Job satisfaction	6.041	18	.336	.841	.651
	Organizational performance	10.382	18	.577	.919	.555
Sources * Age * working department	Recruitment and selection	2.628[d]	9	.292	.800	.616
	Training and development	5.619[e]	9	.624	1.184	.303
	Performance appraisal	4.703	9	.523	1.226	.276

Compensation	4.290	9	.477	2.193	.022
Job satisfaction	5.972	9	.664	1.663	.095
Organizational performance	4.710	9	.523	.834	.585

a. R Squared = .089 (Adjusted R Squared = -.006)
b. R Squared = .079 (Adjusted R Squared = -.017)
c. R Squared = .097 (Adjusted R Squared = .004)
d. R Squared = .202 (Adjusted R Squared = .119)
e. R Squared = .113 (Adjusted R Squared = .021)
f. R Squared = .089 (Adjusted R Squared = -.006)

Source: Computed Data

From the results of MANOVA it is found that the respondents' opinion about human resource practices is not varied for five variables namely recruitment and selection (p = 0.616), training and development (p = 0.303), performance appraisal (p = 0.276), job satisfaction (p = 0.095) and organizational performance (p = 0.585) when they are classified based on their age, nature of working department, source of recruitment i.e., the p value is more than the acceptance level of 0.05. But for the factor opinion about compensation (p=0.022) is varied when the respondents are classified based on the age, nature of working department, source of recruitment i.e., the p value is less than the acceptance level of 0.05. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the intersection of age, nature of working department, source of recruitment and opinion about human resource practices followed in the selected hotels. It is concluded that the different age group of the respondents appointed through different sources of recruitment with different working department in star hotels in the study area are varied in their opinion about compensation. Hence it is suggested that the management of the selected hotels in the study area may follow better compensation to their employees without discriminating them based on the age, sources of recruitment and their working department.

Table - 4

Association between age of the respondents and nature of working department – Result of Cross table

Age	Variables	Working department								Total
		Housekeeping department	Food and Beverage department	Chief department	Human Resource department	Sales department	Mechanical/Electrical department	Security department	Accounting department	
Below 25 years	Count	19	16	27	8	17	9	3	0	99
	Expected Count	19.0	17.2	25.1	9.7	12.5	7.7	2.6	5.1	99.0
	% within Age	19.2%	16.2%	27.3%	8.1%	17.2%	9.1%	3.0%	0.0%	100.0%
	Residual	.0	-1.2	1.9	-1.7	4.5	1.3	.4	-5.1	
26-35 years	Count	47	51	73	24	28	22	5	18	268
	Expected Count	51.5	46.6	68.1	26.3	33.8	20.9	7.0	13.9	268.0
	% within Age	17.5%	19.0%	27.2%	9.0%	10.4%	8.2%	1.9%	6.7%	100.0%
	Residual	-4.5	4.4	4.9	-2.3	-5.8	1.1	-2.0	4.1	
36-45 years	Count	9	3	21	0	5	0	3	3	44
	Expected Count	8.4	7.7	11.2	4.3	5.5	3.4	1.1	2.3	44.0
	% within Age	20.5%	6.8%	47.7%	0.0%	11.4%	0.0%	6.8%	6.8%	100.0%

	Residual	.6	-4.7	9.8	-4.3	-.5	-3.4	1.9	.7	
Above 45 years	Count	21	17	6	17	13	8	2	5	89
	Expected Count	17.1	15.5	22.6	8.7	11.2	6.9	2.3	4.6	89.0
	% within Age	23.6%	19.1%	6.7%	19.1%	14.6%	9.0%	2.2%	5.6%	100.0%
	Residual	3.9	1.5	-16.6	8.3	1.8	1.1	-.3	.4	
Total	Count	96	87	127	49	63	39	13	26	500
	Expected Count	96.0	87.0	127.0	49.0	63.0	39.0	13.0	26.0	500.0
	% within Age	19.2%	17.4%	25.4%	9.8%	12.6%	7.8%	2.6%	5.2%	100.0%

Source: Computed Data

From the above results of cross table, a highest discrepancy is found between the actual and expected count regarding this comparison. That is age of the respondents and their nature of working department factors are dependent each other. The following table shows the Phi and Cramer's V values of symmetric measures of association between the significance values of two categorical variables.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.334	.000
	Cramer's V	.193	.000
	Contingency Coefficient	.317	.000
N of Valid Cases		500	

Source: Computed Data

Phi value and Cramer's V values measure the strength of association between these two categorical variables i.e., the significance value of 0.000 (p<0.050) for Phi value of .334 and for the Cramer's V value of .193 represents a strong association between the age of the hotel employees and their nature of working department. The following table shows the results of Pearson chi-square test.

Table - 5

Association between age of the respondents and their nature of working department - Result of Chi-Square test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.876	21	.000
Likelihood Ratio	70.017	21	.000
Linear-by-Linear Association	.296	1	.586
N of Valid Cases	500		

Source: Computed Data

From the above result of Chi-square test it is found that the significance value for the chi-square value of 55.876 is less than the acceptance level of 0.05 (p=0.000). Hence the null hypothesis is rejected and it is concluded that there is a significant association between the age of the employees and their nature of working department in the hotels. It is inferred that the star hotels in the study area are recruiting the employees in the various departments of their hotels based on the age of the employees.

Suggestions

The following are the suggestions made by the researcher based on the above findings.

1. It is suggested that the management of the hotels may offer compensation to their employees without discriminating them based on the age level of the employees, nature of employment, and experience in the current organization and increase the job satisfaction of the employees to retain them for their organization.

2. It is suggested that the management of the hotels may follow a better performance appraisal system and offer attractive compensation to their employees without discriminating them based on their working department in the current organization and increase the job satisfaction of the employees to retain them for their organization.

3. Further it is suggested that the management of the selected hotels in the study area may offer better compensation to the employees of identified departments in their hotels.

4. It is suggested that the management of the hotels may change their recruitment and selection policy to recruit the employees for their organization.

5. It is suggested that the management of the hotels may change their human resource practices for the employees who are appointed through various internal and external sources of recruitment.

6. It is suggested that the authorities of the hotel industry in the study area may concentrate on the human resource practices like recruitment and selection, training and development and organizational performance when they are recruiting the both married and unmarried respondents for their hotels.

7. It is suggested that management of the hotels may change their human resource practices on these three dimensions namely training and development, performance appraisal and compensation without differentiating the type of hotels in the study area.

8. It is suggested that the management of the hotels in the study area may consider the marital status and willingness of the employees for doing the same job in abroad while planning the recruitment and selection policy.

Limitations of the study

The present study has the following limitations.

1. The respondents of the present study are selected from the star hotels in selected three delta districts only.

2. Due to the paucity of time Human Resource practices followed in the selected hotels are analysed from the employees' point of view only.

3. The findings of the study are applicable to the study area only.

Conclusion

From the study it is concluded that the human resource practices of the selected hotels in the study area should be improved than the existing level. After conducting the in-depth interviews with the participating hotels, the researcher found a significant and common problem in hotel management in Delta Districts of Tamil Nadu. HRM as a function is not valued by top management. Human resource managers have a limited voice or involvement in decision-making. It seems that their role is seen as being to follow the policy which has been already set by top management, rather than being an active voice or leader in the organization's thinking. It is unusual for HRM to have a seat at board level or to play a key role in creating and sustaining competitive advantages for the organization. Yet some human resource managers have received higher education in business administration or in a hospitality management related field.

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A STUDY ON TOURIST'S PERCEPTION AND LEVEL OF SATISFACTION TOWARDS HISTORICAL AND SPRITUAL PLACES IN THANJAVUR DISTRICT

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Abstract

The researcher, through the attempt has found that there is a significant shift among the motivations of tourists towards tourism in TamilNadu. The shift is primarily towards the latest trends of Tourism say culinary Tourism, Eco- Tourism and Rural Tourism. Hence, Thanjavur, the epitome of Historical Tourism in TamilNadu, was found to be apt to introduce with Rural Tourism as Thanjavur is also known as the _Rice Bowl of India' because of the highest percentage of paddy production in the entire India. Thus, to romote and project Thanjavur in a new perspective this study was carried out.

Key words: Tourist's perception, Level of satisfaction

1. Introduction

Tourism industry in India is booming at the moment and ha tremendous potentials to become a major global tourist destination. In Tamilnadu, hospitality ar guest-care are not a profession but a way of life. Guest-care is enshrined in our literature and so ots. In Tamilnadu there are number of tourist places and temples. Thanjavur district is one an ing the important places for visit. Many people across the world visit many places in Thanja ir district and they select different kinds of hospitality and guest care service for their stay.

2. Literature review

Karnikeya Budhwar (2004) evaluated the crucial factors hat would impact the restaurant's success or failure and identified the gap between perception of management and the customers. The study observed hygiene and sanitation, location, foo cost, design, access, parking and visibility, music, supplier's quality consistency, and décor a important variables that impact the success of a restaurant.

Sachin Gupta et al (2007) structured a method to qu itify the links between customer satisfaction, repeat-purchase intentions, and restaurant perfoi iance by constructing two different models for this study. The first model explored the relationsl p of guest satisfaction with twenty-one distinct attributes of the dining experience; the seco l model explored the relationship between restaurant performance and customers" reported like ihood to return.

Carev Danijel (2008) in his study on "Guest satisfaction ai d loyalty study for hotel industry" analysed the ambience service and the guest's overall satisfa tion with the hotel along with their

loyalty behavior. The researcher also analyzed the relationship between customer satisfaction and customer loyalty and stressed the factors promoting the guest-loyalty.

Sutanto (2009) in his research paper revealed that the hotel management should focus on three major dimentions of service quality viz., technical or outcome, functional or process related dimension, and corporate image to gain a competitive edge.

Namasivayam et al (2014) studied the role that psychological empowerment and employee satisfaction play in the relationship between leader empowering behaviours and customer satisfaction. The findings show that leader empowering behaviours influences employee satisfaction as well as customer satisfaction.

3. Statement of the problem

The Research problem of this study is, "To make an assessment of the potentials of rural tourism and to formulate effective framework for the practice of rural tourism in Thanjavur District by using the rural uniqueness of Thanjavur and offer solutions to the identified problems so as to make rural tourism at Thanjavur District a grand success."

4. Objectives of the study

* ❖ To identify the tourists" needs and expectations from the hospitality industry in Thanjavur.
* ❖ To study the level of satisfaction among the tourists towards various service qualities offered by the hospitality industry.
* ❖ To measure the gap between expectations of the tourists and their satisfaction level.
* ❖ To suggest various attributes required to be improved by hospitality industry to satisfy the tourists.

5. Hypotheses framed

To achieve the objectives of present study, the researcher has framed and tested the following hypotheses.

* ❖ There is no difference between level of expectation and satisfaction with respect to Food facilities, Service facilities, and Convenience facilities.
* ❖ There is no relationship between the factors of satisfaction level of perception provided to the tourists visited in historical and spiritual places in Thanjavur district.

6. Scope of the study

The study is confined to tourism development especially the trends of Tourism in TamilNadu namely Rural Tourism. The common approach to tourism development in TamilNadu has been Religion, History, Hill station and culture. Hence, this study, latching onto the present tourism trend of the world, aims to open-up newer frontiers for Tourism Development.

7. Research methodology

The researcher had collected the necessary data from both primary and secondary sources. Primary data were collected by the researcher using structured schedules issued among tourist and Secondary data obtained from magazines, news paper, reports and websites. The researcher had selected 200 tourists those who are staying in twenty five hotels, guest houses and trust tourist houses at random in Thanjavur during the study period. The statistical package SPSS (16 version) was used for analysis and interpretation of data. The researcher has collected the primary data from magazines, journals, reports, Government policies for Tourism and from National News papers, such as the Financial Express, Indian Experience and some data collected from Tourist office, Thanjavur. Information relating to the attitude, impression, behavior and satisfaction of tourists has been gathered from the primary survey report based on 200 samples. In this research, the primary data are collected by the popular enquiry method of questionnaire. The researcher utilizes the secondary data from both published and unpublished records.

8. Analysis and Discussion

In order to analyze the relationship between the factors affecting the satisfaction of tourist visiting in historical and spiritual places in thanjavur district, correlation analysis has been performed:

H0: There is no significant relationship between the factors affecting the satisfaction of tourists.
H1: There is a significant relationship between the factors affecting the satisfaction of tourists.

Table – 1 Factors affecting the satisfaction of tourists

		Food	Service	Convenience
Food	Pearson Correlation	1	.933[*]	.995[**]
	Sig. (2-tailed)		.020	.000
	Sum of Squares and Cross-products	1244.800	780.795	1136.830
	Covariance	311.200	195.199	284.207
	N	5	5	5
Service	Pearson Correlation	.933[*]	1	.961[**]
	Sig. (2-tailed)	.020		.009
	Sum of Squares and Cross-products	780.795	562.062	737.757
	Covariance	195.199	140.516	184.439
	N	5	5	5
Convenience	Pearson Correlation	.995[**]	.961[**]	1
	Sig. (2-tailed)	.000	.009	
	Sum of Squares and Cross-products	1136.830	737.757	1048.232
	Covariance	284.207	184.439	262.058
	N	5	5	5

[*]. Correlation is significant at the 0.05 level (2-tailed).
[**]. Correlation is significant at the 0.01 level (2-tailed).

From the above analysis the calculated value is significant at both 2% and 5%level of significance. Hence the null hypothesis is rejected and it can be noted that there a relationship

between the various factors relating to the satisfaction of tourists visited historical and spiritual places in Thanjavur district. In a nut shell it can be concluded that the food, service, Convenience factors plays a major role in determining the satisfaction level among the tourists visited the historical and spiritual places in Thanjavur district.

8.1 One way ANOVA

For testing any difference between the various factors and the age of the tourists visited one way Anova test has been made the following table shows the analysis:

H0 there is no significant difference between the various factors of satisfaction and age of the respondent.
H1 there is a significant difference between the various factors of satisfaction and age of the respondent.

Table - 2 Age

Frequency	Percent	Valid Percent	Cumulative Percent
Below 25 years	80	40.0	40.0
25-29 years	46	23.0	23.0
30-34 years	32	16.0	16.0
35 years and above	42	21.0	21.0
Total	200	100.0	100.0

Source: Primary Data

Table - 3 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1243.520	3	414.507	323.833	.041
Within Groups	1.280	1	1.280		
Total	1244.800	4			

From the above analysis it is clear that the calculated value(.041) is less than 5% level of significance (.05) hence the null hypothesis is rejected and the alternate hypothesis is accepted .it can be concluded that the age has no influence on the food facilities provided to the respondents.

Table - 4 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	552.382	3	184.127	19.021	.167
Within Groups	9.680	1	9.680		
Total	562.062	4			

From the above analysis it is clear that the calculated value(.167) is greater than 5% level of significance (.05) hence the null hypothesis is accepted and the alternate hypothesis is rejected it can be concluded that the age has influence on the services provided to the respondents.

Table - 5 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1047.627	3	349.209	577.205	.031
Within Groups	.605	1	.605		
Total	1048.232	4			

From the above analysis it is clear that the calculated value(.031) is less than 5% level of significance (.05) hence the null hypothesis is rejected and the alternate hypothesis is accepted .it can be concluded that the age has no influence on the convenience facilities provided of the respondents.

9. On the basis of the study results, the researcher has made the following suggestions

1.The industry may have to take steps to improve their quality services with respect to freshness and taste of food and variety of menu options. Since the tourists demand high quality fresh and tasty food, the industry administration may take efforts to provide good, fresh and hygienic food to their guests at affordable price.

2.The industry may have to take measures to improve their quality of services with respect to attentive staff, staff knowledge about various services and service provided by the staff. The staff members may be trained to handle the guests patiently.

3. The industry may have to improve their quality of services with respect to safety locker facility, temple and travel help desk, in house laundry and money exchanger/ATM. Tourists from different part of the nation staying in Thanjuvr expects safety locker facilities for safeguarding their costly things. In addition, the foreign tourists demand money exchange to convert their national currency into Indian currency.

10. Conclusion

The purpose of this study is to identify the perception of the tourist and their level of satisfactions towards perceptions. The study proves that there is a significant relationship between expectations and perceptions with respect to many attributes. It has been concluded from the analysis that the tourists are highly satisfied with attributes: nutritional content of food, overall quality of food, dining room environment, cleanliness, friendly manager, 24 hours room service, and parking convenience, ease of transportation, fair price of the dining, and fair price of other value added services, cost of transportation service, availability of tourist guides, credit cards facilities, and WIFI access; and highly dissatisfied with attributes: taste of food, freshness of food, comfort in the dining, , attentive staff, service hours, reasonable rental value for the room, staff knowledge about various services, reasonable rental value of business

center/conference halls, availability of different vehicles, 24 hours transport service, safety locker facility, temple and travel help desk, and in house laundry.

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