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A study on the tourism intentions of management professionals with reference to Coimbatore city

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Abstract
Traditionally and historically, pilgrimage has been defined as: a physical journey in search of truth, in search by what is sacred or holy; a journey resulting from religious causes, externally to a holy site, and internally for spiritual purposes and internal understanding; not mindless movements or migrations either; a type of ‘circulation’; and a form of population mobility. The concept of mobility encompasses large-scale movements of people, objects, capital and information throughout the world, as well as more local processes of daily transportation, movement through public space, and the movement of material things in everyday life. The main objective is to understand the expectation from tourism intention of management professionals. For this purpose a sample of 104 was collected from the respondents and percentage analysis and chi-square were used a tool to analyze the data and the conclusion is that the customers are satisfied towards various offers and websites of the company but it has to be further developed in future to know increase the sales volume of the companies.

Keywords: tourism intentions, management professionals and Coimbatore

Introduction

Today’s service industries are facing their toughest competition. Every service provider industry aims to win the customers and outperform the competitors. Service is defined as the activities, benefits or satisfactions which are offered for the sale or are provided in connection with the sale of goods. The characteristics of services that separate them from products are Intangibility, Invariability, Perishability, and Inseparability.

Customer prefers some product or some service because they determined the object was best aligned with the performance and emotive requirements as judged through the comparative norms. Customer evaluate the performance in light of how well the product, person or service meets their perception and expectations. Companies tend to ask their customers about corporate performance on a predetermined set of behavioural topics which may or may not align to the perception and expectations of those customers.

Statement of Problem

Traditionally, travel agencies' principal source of income was, and continues to be, commissions paid for bookings of car rentals, cruise lines, hotels, railways, sightseeing tours, tour operators, etc. A fixed percentage of the main element of the price is paid to the agent as a commission. Commissions may vary depending on the type of product and the supplier. Commissions are not paid on the tax component of the price. Travel agencies also receive a large variety of bonuses, benefits, and other incentives from travel and tourism related companies as inducements for travel agents to promote their products. The customer is normally not made aware of how much the travel agent is earning in commissions and other benefits. Other sources of income may include the sale of insurance, travel guide books, public transport timetables and money exchange.

Objectives of the Study

The study is undertaken with following objectives

- To understand the expectation from tourism intention of management professionals.
- To analyse the level of satisfaction regarding services.
- To identify the gap between expectations and the satisfaction level.
- To analyse the relationship between demographic variable and level of satisfactions.

Scope of The Study

The study is conducted to know the Service users' perception towards services. The study is conducted among the service users in Coimbatore city. Customer's expectations and perceptions on the five dimensions of service quality as Tangibility, Empathy, Assurance, Reliability and Responsiveness are dealt to the purpose of this study.

Limitations

- The area of study is limited to Coimbatore city only. Hence the result may not be true for other geographical areas.
- The study is about preference of the people. The findings are valid only for the present time. These are not universally valid and are likely change due to development in the Taxi service industry.
- The findings are applicable only to service industry.

Research Methodology

The research methodology explains the research design being implemented in the study.

Type of Study: The study is descriptive in nature as the characteristics of the respondents in terms of expectations and satisfaction is studied.

Sample Design: Convenience sampling method is adopted to identify the respondents. It was identified that in an average 104 respondents used online booking, data collection was performed for three weeks duration. Due to time constraints 104 respondents are taken as samples for the study.

Data Collection: The study is based on primary data collected from respondents through questionnaire. Questionnaire consists of three sections. Section one deals with demographic profile of the respondents. Section two deals service usage behaviour of the respondents. Third section deals with the key contributing expectations from travelling agency services and satisfactions from NSV.

Tools Used For Analysis: The data collected is analysed using SPSS package. The tools used in the study for analysis of data Percentage analysis, and Chi-Square test.

Analysis and Interpretation

Table 1: Demographic profile of the respondents

Demographic variables	Particulars	Frequency	Percent
Age	18-24	6	5.8
	24-40	83	80.6
	40-50	11	10.7
	Above 50	3	2.9
	Total	103	100
Gender	Male	71	68.9
	Female	32	31.1
	Total	103	100
Marital status	Single	74	71.8
	Married	29	28.2
	Total	103	100
Educational qualification	UG	67	65
	PG	28	27.2
	Professional qualification	8	7.8
	Total	103	100
Occupation	Govt employee	14	13.6
	Pvt employee	18	17.5
	Business	5	4.9
	Profession	5	4.9
	Student	61	59.2
	Total	103	100
Monthly income	Below 10000	41	39.8
	10000-25000	27	26.2
	25000-50000	22	21.4
	Above 50000	13	12.6
	Total	103	100

The above table shows about the demographic profile of the respondents were out of 103 respondents 5.8% are from the age group of 18-24, 80.6% are from the age group of 24-40, 10.7% are from the age group 40-50, 2.9% are from the age group of above 50. 68.9% are male and 31.1% are female. 71.8% are single ad 28.2% are married. 65% having completed their UG, 27.2% have completed their PG and 7.8% have completed their professional qualification. 13.6% are government employees, 17.5% are private employees, 4.9% are doing business, 4.9% are professionals, and 59.2% are students. 39.8% are earning below 10000, 26.2% are earning form 10000-25000, 21.4% are earning from 25000-50000 and 12.6% are earning above 50000.

Table 1: Planning travel intenary

	Frequency	Percent
Online travel sites	69	67.0
Travel agent	4	3.9
Independent	24	23.3
Others	6	5.8
Total	103	100.0

Interpretation

The above table shows about planning travel intenary by the respondent were out of 103 respondents 67% are planning through online travel sites, 3.9% are planning through travel agents, 23.3% are planning independently, 5.8% are planning through others.

Table 2: Booking last trip through online site

	Frequency	Percent
Yes	75	72.8
No	27	26.2
Total	103	100.0

The above table shows booking last trip through online site were out of 103 respondents 72.8% booked last trip through online site, 26.2% have not done so.

Table 3: Preferring online travel sites

	Frequency	Percent
Convenience	21	20.4
Cost effective	30	29.1
Offers/discounts	31	30.1
Less time to accomplish	21	20.4
Total	103	100.0

The above table shows about preferring online travel sites were out of 103 respondents 20.4% prefer for convenience, 29.1% prefer for cost effectiveness, 30.1% prefer for offer and discounts, 20.4% prefer for less time to accomplish.

Table 4: Frequency of purchase from online sites

	Frequency	Percent
1-2 times	34	33.0
2-4 times	16	15.5
4-6 times	14	13.6
Multiple times	39	37.9
Total	103	100.0

The above table shows about frequency of purchase from online sites were out of 103 respondents 33% book 1-2 times a week, 15.5% book 2-4 times, 13.6% book 4-6 times and 37.9% book multiple times.

Table 5: Booking travel though online portal

	Frequency	Percent
Make my trip	61	59.2
Clear trip	12	11.7
Yaatra	6	5.8
Goibibo	8	7.8
Others	16	15.5
Total	103	100.0

The above table shows about booking travel though online portal were out of 103 respondents 59.2% book through make my trip, 11.7% book through clear trip, 5.8% book through Yaatra, 7.8% book through Goibibo, and 15.5% book through other portals.

Table 6: Primary purpose of the trip

	Frequency	Percent
Business	14	13.6
Pleasure	89	86.4
Total	103	100.0

The above table shows about primary purpose of the trip were out of 103 respondents 13.6% are booking for business purpose and 86.4% are booking for pleasure.

Table 7: Service booked through online travel sites

	Frequency	Percent
Hotel accommodation	20	19.4
Air travel	14	13.6
Holiday packages	24	23.3
Rail travel	32	31.1
Rental taxi/cab	4	3.9
Bus ticket	9	8.7
Total	103	100.0

The above table shows about service booked through online travel sites were out of 103 respondents 19.4% book for hotel accommodation, 13.6% book for air travel, 23.3% book for holiday packages, 31.1% book for rail travel, 3.9% book for rental taxi, and 8.7% book for bus ticket.

Table 8: Level of stress while booking through online sites

	Frequency	Percent
No stress	74	71.8
Some stress	28	27.2
Stressed	1	1.0
Total	103	100.0

The above table shows about level of stress while booking through online sites were out of 103 respondents 71.8% said that they don’t have stress, 270.2% said they have some stress, 1% said that they are Totally stressed.

Table 9: Time spend wile booking the trip

	Frequency	Percent
Less than 30 mins	76	73.8
30-40 mins	19	18.4
45-60 mins	6	5.8
Above an hour	2	1.9
Total	103	100.0

The above table shows about time spend wile booking the trip were out of 103 respondents 73.8% are spending less than 30 mins, 18.4% spend 30-40 mins, 5.8% spend 45-60 mins and 1.9% spend above and hour.

Table 10: Level of satisfaction with booking

	Frequency	Percent
Yes	100	97.1
No	3	2.9
Total	103	100.0

The above table shows about level of satisfaction with booking were out of 103 respondents 97.1% are satisfied and 2.9% are not satisfied with booking.

Table 11: Level of acceptance towards offering more discount offers than others

	Frequency	Percent
Agree	38	36.9
Strongly agree	54	52.4
Neutral	11	10.7
Total	103	100.0

The above table shows about level of acceptance towards offering more discount offers than others were out of 103 respondents 36.9% agree, 52.4% strongly agree, and 10.7% are neutral.

Table 12: Level of acceptance towards wide selection of attractive packages

	Frequency	Percent
Agree	49	47.6
Strongly agree	45	43.7
Neutral	9	8.7
Total	103	100.0

The above table shows about level of acceptance towards wide selection of attractive packages were out of 103 respondents 47.6% agree, 43.7% strongly agree and 8.7% are neutral.

Table 13: Best known source of advertisement

	Frequency	Percent
Television	56	54.4
News paper	9	8.7
Online ad's	36	35.0
Outdoor Ad's	2	1.9
Total	103	100.0

The above table shows about best known source of advertisement were out of 103 respondents 54.4% said as television, 8.7% said as news paper, 35% said as online ad's, 1.9% said as outdoor ad's.

Table 14: Reflection of travel review in the outcome of travel

	Frequency	Percent
Yes	88	85.4
No	15	14.6
Total	103	100.0

The above table shows about reflection of travel review in the outcome of travel were out of 103 respondents 85.4% said that there is a reflection of travel review in the outcome of travel and 14.6% said that there is no reflection.

Table 15: Most preferable platform for online sites

	Frequency	Percent
Mobile App's	65	63.1
Search engines	37	35.9
Offline	1	1.0
Total	103	100.0

The above table shows about most preferable platform for online sites out of 103 respondents 63.1% said as mobile app's, 35.9% said as search engines, 1%said as offline sites.

Table 16: Level of acceptance towards good search engine

	Frequency	Percent
Agree	88	85.4
Strongly agree	10	9.7
Neutral	5	4.9
Total	103	100.0

The above table shows about level of acceptance towards good search engine out of 103 85.4% agree, 9.7% strongly agree and 4.9% are neutral.

Table 17: Level of acceptance towards logic with structure of the site

	Frequency	Percent
Agree	62	60.2
Strongly agree	35	34.0
Neutral	6	5.8
Total	103	100.0

The above table shows about level of acceptance towards logic with structure of the site were out of 103 respondents 60.2% agree, 34% strongly agree, and 6% are neutral.

Table 18: Level of acceptance towards easy visibility that suits the respondents

	Frequency	Percent
Agree	29	28.2
Strongly agree	63	61.2
Neutral	8	7.8
Disagree	2	1.9
Strongly disagree	1	1.0
Total	103	100.0

The above table shows about level of acceptance easy visibility that suits the respondents were out of 103 respondents 28.2% agree, 61.2% strongly agree, 7.8 are neutral, 1.9% disagree and 1% strongly disagree.

Table 19: Table showing level of acceptance for the factors

		Frequency	Percent
Experience about holiday through NSV lived up to the expectation	Yes	78	75.7
	Probably yes	17	16.5
	Neutral	8	7.8
	Total	103	100.0
Experience about satisfaction with offers provided	Yes	49	47.6
	Probably yes	41	39.8
	Neutral	12	11.7
	Definitely not	1	1.0
	Total	103	100.0
Experience about executing the words given by NSV	Yes	46	44.7
	Probably yes	36	35.0

	Neutral	20	19.4
	Definitely not	1	1.0
	Total	103	100.0
Experience about receiving value for money	Yes	41	39.8
	Probably yes	49	47.6
	Neutral	13	12.6
	Total	103	100.0
Using service of NSV in future	Yes	41	39.8
	Probably yes	53	51.5
	Neutral	8	7.8
	Definitely not	1	1.0
	Total	103	100.0

The above table shows about level of acceptance on different factors were 78% most of the respondents accept for experience about holiday through NSV lived up to the expectation, most (47.6%) said yes for experience about satisfaction with offers provided, 44.7% accept for experience about executing the words given by NSV, 47.6% said probably yes for experience about receiving value for money and 51.5% said probably yeas for using service of NSV in future.

Chi-square analysis

H0: There is no significant relationship between age of the respondent and level of stress while booking through online sites

H1: There is a significant relationship between age of the respondent and level of stress while booking through online sites

Crosstab

Count		**Level of stress while booking through online sites**			Total
		No stress	**Some stress**	**Stressed**	
Age of the respondent	18-24	3	3	0	6
	24-40	59	23	1	83
	40-50	9	2	0	11
	ABOVE 50	3	0	0	3
Total		74	28	1	103

Observed Frequency	**Expected Frequency**	**(O-E)**	**(O-E)^2**	**(O-E)^2/E**
3	4.04	-1.04	1.07	0.27
3	1.53	1.47	2.17	1.84
0	0.05	-0.05	0.00	0.45
59	55.84	3.16	10.01	0.36
23	21.13	1.87	3.51	0.30
1	0.75	0.25	0.06	0.79
9	7.40	1.60	2.56	0.32
2	2.80	-0.80	0.64	0.15
0	0.10	-0.10	0.01	0.15
3	2.02	0.98	0.96	0.15
0	0.76	-0.76	0.58	0.15
0	0.03	-0.03	0.00	0.15
				5.08

Formula For Chi-Square

Chi-square = ∑ (O-E) ^ 2/E

Degrees of freedom= (number of rows -1) *(number of columns – 1)

= (r-1) *(c-1)

= (4-1) *(3-1)

= (3)*(2)

= 6

Table value = 9.488 for degrees of freedom and 5% level of significance

Calculator value = 5.08

As calculated value < table value the null hypothesis is accepted.

Therefore, it is that no significant relationship between age and level of stress while booking through online sites

Findings

- Most of the respondents are form the age group of 34-40.
- Maximum of the respondents are male in our survey.
- Most of the respondents are single in our survey.
- Maximum of the respondents have completed their UG in our survey.
- Most of the respondents are students in our survey.
- Maximum of the respondents are earning below 10000.
- Most of the respondents planning travel intenary through online travel sites.
- Maximum of the respondents booked through online site.
- Most of the respondents prefer for offer and discounts.
- Maximum of the respondent's book multiple times.
- Most of the respondent's book through make my trip.
- Maximum of the respondents said as offers as attractive features.
- Most of the respondents are booking for pleasure.
- Maximum of the respondents book for rail travel.
- Most of the respondents said that they don't have stress

while booking through online sites.
- Maximum of the respondents spend less than 30 mins.
- Most of the respondents are satisfied with booking.

Suggestions
- More offers and discount can be provided by companies so that no of viewers can be increased in future period of time and it leads to increase in profit for the company.
- More television advertisements can be given so that a reach about the products through online can be made which also leads to increase in brand name of the companies.
- The respondents feel that categorization of topics should be more with websites and if they do so there will be increase in channel of business based on customer step in to their websites.

Conclusion
A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. The main objective is to understand the expectation from tourism intention of management professionals. For this purpose a sample of 104 was collected from the respondents and percentage analysis and chi-square were used a tool to analyze the data and the conclusion is that the customers are satisfied towards various offers and websites of the company but it has to be further developed in future to know increase the sales volume of the companies.

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