

A Study on the Impact of the Ramp at Marina Beach for Accessible Tourists

**Project submitted in partial fulfilment of the requirement for the
Degree of Master's of Business Administration in
(Tourism and Travel Management)**

By

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**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore – 641043**

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**AVINASHILINAGAM INSTITUTE FOR HOME SCIENCE AND HIGHER
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PROJECT

Entitled the Name of

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CERTIFIED AS BONAFIDE RESEARCH WORK

SIGNATURE OF HOD

**SIGNATURE OF
EXTERNAL EXAMINER**

**SIGNATURE OF THE
GUIDE**

DECLARATION

I declare that the Project entitled “**A Study on the Impact of the Ramp at Marina Beach for Accessible Tourists**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Dr. Sandhya Durga Prasad, MTA, DTTF, DTTC (IATA),PhD.**, Assistant professor, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award any degree, Diploma, Associate ship, Fellowship, Titles in this Institute or any other University or other similar Institute of Higher Learning.

Signature of the supervisor

Signature of the Candidate

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Notwithstanding the pilgrimage links with the location as a holy well or sacred spring, the thermal spa as a tourist destination is not necessarily a European innovation.

The roots of modern tourism may be found in the industrial and postindustrial West. Contemporary tourism is a set of activities that is becoming more and more commercially organized and business-oriented. The 16th century laid the groundwork for the aristocratic grand tour of cultural sites in France, Germany, and especially Italy—including those linked to tourism in Ancient Rome. But it developed quickly, extending its geographic reach to include Alpine scenery in the second half of the 18th century, in the lulls between the conflicts of Europe. Tourism is the second victim of war, even though it may later include pilgrimages to cemeteries, battlefields, and even, by the late 20th century, concentration camps. If truth is traditionally the first casualty of conflict.

India's largest service sector is travel and tourism. It offers tourism for history, culture, health, business, and sports. The basic goals of this industry are to promote and develop tourism, keep India competitive as a travel destination, and enhance and expand current tourism offerings in order to encourage economic growth and job creation. This section contains details on numerous tourist locations, modes of transportation, lodging, and licensed travel agencies.

1.3 GROWTH OF TOURISM

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with a increasing diversification and competition among destinations.

This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.

1.4 INDIAN TOURISM

India is a soul-stirring voyage, a mix of customs, culture, and dynamic geography. Long stretches of shoreline with snow-capped Himalayan peaks, lush vegetation that reaches the depths of spirituality, and collections of cultural hues. All of these elements work together to define the unadulterated beauty that draws tourists to India. Learn about the various aspects of this colorful nation as it influences your perception at every turn. Every type of traveler can find something in India thanks to the country's diverse tourism industry. Here is a travel itinerary for India that includes the must-see tourist attractions, the finest places to go, how to get there, and when to go.

India's tourism industry has grown astronomically during the past ten years. One of the explanations is that the Indian Ministry of Tourism has come to understand the enormous potential of tourism in India during the summer. With a huge number of visitors from all over the world drawn by India's spectacular natural beauty and rich cultural legacy, the country's travel industry has expanded quickly. Every traveler's heart is won over by India's misty hill stations, alluring beaches, historical attractions, beautiful deserts, peaceful backwaters, pilgrimage sites, abundant wildlife, and vibrant fairs. Also, a variety of festivals, bustling markets, a vibrant way of life, and traditional Indian hospitality will make your trip to India genuinely amazing and unforgettable.

Every year, millions of tourists travel to India, which is among the most well-liked tourist destinations in the world. These tourists are drawn to the area by its scenic landscape and rich cultural history. It has many historic sites as well like the Taj Mahal, Golden Temple, Red Fort,

etc. With so much to offer, it should come as no surprise that one of the nation's key sources of income is tourism.

India has always viewed tourism as a key tool for fostering socioeconomic growth among its citizens. The tourist sector in India has been expanding significantly in recent years. Also, the Indian tourism sector offers several individuals from throughout the globe work chances. For visitors arriving in India, there are many hotels, resorts, restaurants, and other amenities accessible.

It makes sense that India's largest source of foreign currency is tourism. The primary organization for the largest development and promotion of Indian tourism is the Department of Tourism, Ministry of Civil Aviation, and Government of India. The government has been putting a variety of campaigns and programs into place to boost tourism in India. To draw in international tourists, these include the Incredible India campaign and a multitude of organized activities including the International Travel Market, Destination India Exhibits across the world, and Indian Cultural Festivals Overseas.

1.5 ACCESSIBLE TOURISM

The continual effort to make tourist locations, goods, and services accessible to all people, regardless of their physical or intellectual limitations, impairments, or age, is known as accessible tourism. It includes tourism destinations that are both publicly and privately owned and run. Accessible tourism aims to make travel inclusive of all, including senior citizens, families, and individuals with impairments. This enables people with access needs to be able to use goods that adhere to the universal design concept, a variety of services, and various surroundings.

Accessible tourism is defined as a way of making tourist locations more accessible to all populations. It does not just encompass those with disability, but it includes people of all populations including those with children and the elderly. The tourism industry is continuously evolving which has led to a need for accessibility. Because of this, it has also led to an increased market for accessible tourism. With the rise of the independent living movement, seen in places such as Berkeley, California. It has also raised questions about the definition of the landscape and the people within it. The rise of this movement in turn created a demand from the population to modify the city to allow for greater and equal access for everyone.

Modern society is increasingly aware of the concept of integration of people with disabilities. Issues such as accessibility and universal design are featured in the international symposia of bodies such as the European Commission. Steps have been taken to promote guidelines and best practices, and major resources are now dedicated to this field.

1.6 ACCESSIBLE TOURISM WORLD WIDE

Globally, it is estimated that there are over 1 billion persons with disabilities, as well as more than 2 billion people, such as spouses, children and caregivers of persons with disabilities, representing almost a third of the world's population, are directly affected by disability. While this signifies a huge potential market for travel and tourism, it still remains vastly under-served due to inaccessible travel and tourism facilities and services, as well as discriminatory policies and practices. Accessible tourism involves a collaborative process among all stakeholders, Governments, international agencies, tour-operators and end-users, including persons with disabilities and their organizations.

A successful tourism product requires effective partnerships and cooperation across many sectors at the national, regional and international levels. From idea to implementation, a single destination visit normally involves many factors, including accessing information, long-distance travel of various sorts, local transportation, and accommodation, shopping, and dining. The impact of accessible tourism thus goes beyond the tourist beneficiaries to the wider society, engraining accessibility into the social and economic values of society.

1.7 ACCESSIBLE TOURISM IN INDIA

Universal accessibility is not just a quality or a strategy; it is a deeply established attitude that, when applied to all systems and fields, helps everyone. It has a great deal of potential to be framed in the perspective of Indian tourism. It is desirable to apply the universal design principles to various Indian contexts in order to develop seamless and inclusive tourist models. This would indicate inclusion when viewed from the eyes of those with impairments, the elderly, young children, women, expectant moms, etc. India is a unique junction of various cultures, climatic conditions, and regional variances in the larger context, creating diversity.

In order to improve inclusivity in the tourism industry, models of accessibility and affordability must be built. This continues to be a collaborative and inclusive mission amongst various stakeholders, including city governments, private developers or organizations, visitors, and urban local bodies. It is to underline once more that effective coordination between information design, planning infrastructure, and services is necessary for universal design to be implemented in the tourism industry.

1.8 ACCESSIBLE TOURIST POLICIES AND FRAMEWORKS OF INDIA

Policies are the instruments that guide implementation. Accessibility as an integral attribute requires the constant policy push and support into various sectors including tourism. A brief glimpse into the Indian policy that guides accessibility and inclusion are shared below. This includes the Rights of Persons with Disabilities Act, 2016, Accessible India Campaign and the National Tourism Policy as some of the important policy frameworks for reference.

The Rights of Persons with Disabilities Act, enacted in 2016 by the Government of India, is a landmark legislation that has proved essential in paving the way forward for promoting and protecting the rights of persons with a diverse range of disabilities. The act strengthened the resolve for making provisions for persons with disabilities and offers reasonable accommodation. This law addresses various overarching dimensions of the rights and needs of persons with discussed as follows owing to their relevance to accessible tourism.

1.9 ACCESSIBLE INDIA CAMPAIGN

Accessible India Campaign, a flagship campaign launched by the Hon'ble Prime Minister (Shri Narendra Modi) in 2015 remains a kick starter movement to embed accessibility into various dimensions of the nation. The Accessible India Campaign, through official documentation emphasizes focusing on public-centric buildings and it highlights tourist places as an example for the same.

1.10 NATIONAL TOURISM POLICY

The National Tourism Policy is a step forward for the Indian tourism sector and highlights the current needs for development. It is a landmark decision towards aligning the Indian tourism development efforts with the Sustainable Development Goals (SDGs).

NATIONAL TOURISM POLICY 2022

The National Tourism Policy 2022 is part of the vision of New India on high trajectory of growth and prosperity. The new Policy is a holistic framework for sustainable and responsible growth of tourism sector in the country. The Policy aims at Improving framework conditions for tourism development in the country, supporting tourism industries, strengthening tourism support functions and developing tourism sub sectors. The policy is architected around six key guiding principles, five national tourism missions and eight strategic pillars supported by an elaborate Institutional and Governance Framework.

1.11 ACCESSIBLE TOURIST

With the variety of disabilities and diverse needs, it is important to consider the specific needs of each type of disability to provide a holistically better tourism experience and imbibe the value of ‘**Tourism for All**’. Moreover, the needs ought to be considered both independently, as in the case of solo travelers / tourists, and collectively, as in the case of families with elderly / children or groups of friends / colleagues. For detailed needs in the environment for persons with disabilities and diverse needs, refer to Harmonized Guidelines 2021.

- **PERSONS WITH LOCOMOTOR DISABILITIES**

Loco motor disabilities imply functional limitations in a person’s movement or other physical aspects of reach, support, etc. This includes persons with lower limb and upper-limb impairments which further implies movement with sticks, crutches, walking frames, relators, wheelchairs, etc.

- **PERSONS WITH VISION IMPAIRMENT**

Visual impairments include various forms of sight related disorders ranging from low vision to peripheral loss of vision to partial or complete blindness, etc. People with vision impairment usually find it extremely challenging to navigate in unfamiliar environments. Thus, it

is important to address the needs to enable comfortable travel in new environments for persons with visual impairments.

- **PERSONS WITH SPEECH AND HEARING IMPAIRMENT**

Hearing quality is crucial for communication of information or detection of hazards while moving through a range of environments in tourism, especially in high traffic zones or environments with high background noise. Ways to mitigate environmental noise shall remain a priority area for ensuring better audibility for persons with low hearing loss and otherwise beneficial to all.

- **HEALTH CONDITIONS**

A diverse range of potential tourists may suffer from invisible and chronic health conditions. This includes terminal diseases like cancer, Alzheimer's, etc., blood disorders, cardiovascular conditions, knee replacement patients including arthritis, diabetes, blood pressure conditions, etc.

1.12 RAMP FOR THE DIFFERENTLY ABLED PERSONS AT THE MARINA BEACH

Marina beach has been provided a permanent walkway for those with impairments, according to company officials. The ramp project cost Rs. 1.14 core and got under way in June. The ramp is 263 meters long and three meters broad, according to the firm, and is composed of babool, red Marathi, and Brazilian wood. Senior adults can grasp on with the help of the handrails that are located all around the site. Additionally, access points are offered every 10 meters to make it simple for people to enter and exit. 10 m separates the observation area from the water

1.13 NEED FOR THE STUDY

A natural urban beach located along the Bay of Bengal in Chennai, Tamil Nadu, and India is known as Marina Beach or just the Marina. Chennai offers a wide range of tourism-related activities, including accessible, spiritual, adventure, eco, dark, culinary, and medical tourism, among others. At Chennai's Marina beach, a permanent pathway for elderly people and people with disabilities will be officially opened. In these situations, it becomes necessary to understand the effect and satisfaction of the road towards the tourist with disabilities. Not much of study has been done on the effectiveness

and satisfaction of the ramp at Marina Beach in Chennai's accessible tourism, little research has been done. Therefore, this survey has been conducted to learn about their recommendations, opinions, etc.

1.14 SCOPE OF THE STUDY

The study primarily aims to comprehend how accessible tourists feel about accessible tourism. It also demonstrates how accessible tourists are impacted, satisfied, and what they need from accessible tourist destinations. The findings of this study can be applied to ongoing investigations and to better understand the requirements for accessible tourist destinations.

1.15 OBJECTIVES OF THE STUDY

- To examine the impact of the accessible tourist using ramp at Marina beach.
- To examine the difficulty of accessible tourist in reaching out public services.
- To study the difficulty faced by accessible tourist while using the ramp.
- To study the essential services needed to be provided at the ramp service.
- To study the opinion about the satisfactory level of the services provided at the ramp at Marina beach.

1.16 LIMITATIONS OF THE STUDY

- The research was carried out in a short span of time in Chennai.
- The sample size was confined to 250 respondents.
- Because of the confidentiality of some information accurate responses were not revealed by some of the respondents.
- Respondent's way of answering the questionnaire may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the bias and of the respondents.

1.17 CHAPTERIZATION

The following chapter and content analysis will apply to the research study.

Chapter 1-Introduction

This chapter offers a comprehensive view of the suggested research. The chapter offers a succinct introduction to tourism, the expansion of the tourism sector, tourism in India, Accessible tourism statistics, global accessible tourism, accessible tourism in Tamil Nadu, accessible tourism in Chennai, accessible tourism in India, Scope and objectives of the study, Limitations of the study, Need for the study, Study's Purpose, and Study's Goals.

Chapter 2-Review of Literature

The review of the literature on tourism, accessible tourist perception, perception of accessible tourism, and tourist perception on and accessible tourism are compiled in this chapter.

Chapter 3-Research and Methodology

This chapter discusses the research design, data collection techniques, sample strategy, research equipment, and construct measurement used in the study as well as its descriptions (scale and operation definitions). Additionally, it covers data analysis and processing.

Chapter 4-Analysis and Interpretation of results

Data are thoroughly analyzed and interpreted in light of the dissertation's main theme in this chapter. To reveal the suggested research problem, the analysis' findings and discussions are provided.

Chapter 5-Findings, Suggestion, and Conclusion

The study's findings are presented in this chapter. The study's findings are outlined. It also offers a number of recommendations for “**A Study on the Impact of the Ramp at Marina Beach for Accessible tourists**”

CHAPTER - 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

A literature review is a piece of writing created to address the key elements of current knowledge, such as significant results as well as theoretical and methodological contributions to a given field. Reviews of the literature are secondary sources; hence they do not present any brand-new or unique experimental work. A literature review can also be seen as an evaluation of an abstract achievement. A literature review provides a description, summary, and critical assessment of each work while examining articles, books, and other materials (such as dissertations and conference proceedings) that are pertinent to a given problem, field of study, or theory. The aim is to provide a summary of significant literature that has been published on a subject. The chapter review of existing literature put forward by different scholar and personalities on “**A Study on the Impact of the Ramp at Marina Beach for Accessible tourists**”

2.2 TOURISM

Manish (2014) the study says that tourism industry today is one of the world’s fastest growing industries. The study shows that the satisfaction level of tourists in India is quite better and they are enriched. The researcher tries to find out the factors crucial for the success of tourist destinations and their positioning. The author also tries to find out the status of these factors in India and suggested some measures which can be utilized for up gradation of tourism Industry in India.

According to **Das (2014)** this study explains that tourism is a popular leisure activity. These recreational activities play an important role in maintaining social harmony, resolving differences and can contribute to improving community skills. Tourism helps in integrating culture and social bonds. It can be seen that cultural attractions and events are a strong magnet for tourism.

Abu Barkat Ali (2015) in his book ‘Travel and Tourism Management’ emphasizes the importance of tourism, and says about the importance of tourism, that the world’s largest industry is the tourism industry, which is very important for international cooperation and global peace

today. In addition, the tourism industry provides employment to a large number of people and also provides for the promotion of many ancillary industry and foreign exchange earnings.

2.3 ACCESSIBLE TOURISM

Sultan Singh Jaswal (2014) this study examine the tourist industry of India is economically important and grows rapidly it aimed change the attitude and behavior toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also examines the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. Tourism is considered to be an economic bonanza. It is a multi-segment industry. While gauging the positive economic effects of tourism, we study its contribution to the generation of national income, expansion of employment opportunities, rising of tax revenue, generation of foreign exchange .and transformation of regional economy. Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. Indian Tourism offers a potpourri of different cultures, traditions, festivals, and places of interest. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer wide variety of interesting places to visit.

Medhekar, A. (2014) this study states that healthcare tourism, commonly known as going overseas for medical care, is a developing trend. Medical tourism is the practice of providing private, cost-effective healthcare to foreign patients seeking value in India who require elective, diagnostic, cosmetic, or alternative therapies through corporate hospitals like Apollo and Fortis in collaboration with the government, healthcare, and tourism sectors. In his 10th budget speech for the years 2003–2007, the minister of finance emphasized the importance of India's development as a "Global Health Destination" and the need to draw in foreign direct investment. As a result, India struggles to provide universal access to primary healthcare while also offering first-world medical care to overseas patients and infrastructure for the millions of poor people.

Michopoulou, E., et al (2015) this study indicates that within a dynamic social context, the field of academic research and industrial practice known as accessible tourism is always evolving. The field is cross-, multi-, and interdisciplinary in nature. This essay's goal is to evaluate significant ideas and international projects that will influence accessible tourism in the future. To reshape and revolutionize the future of the accessible tourism business, a collaborative strategy is needed to recognize the complementary nature of the various paradigms. UD principles should serve as a foundation to increase the future competitiveness of tourism places and organizations in order to aid in the development of accessible tourism futures.

Vila, T. D., et al (2015) this study focuses on the goal is to create a rating that can assess destination competitiveness for accessible tourism across both countries' tourist zones using historical and relevant data sets to compare competitiveness aspects between the two countries. The backdrop of destination competitiveness theories is now being investigated in relation to the research contexts, both generally and specifically. These phases had to do with the policies they had in place as well as the accessibility of the tourism products they offered.

Kastenholz, et al (2015) This study examine that even in economically more developed nations, where tourism is an important aspect of contemporary life, there are still restrictions that prevent some people from accessing it, especially those who are disabled. These obstacles include mental, cultural, and societal ones in addition to physical ones. For people with disabilities, tourism and leisure provide numerous advantages, improving self-actualization, quality of life, recuperation, and social inclusion. This knowledge ought to contribute to the discussion on the possible benefits of tourism to increasing the social inclusion of people with disabilities while enabling tourist businesses to better include this demographic in their customer base.

Scott Mc Cabe (2015) This study examines that there is an increasing emphasis in tourism research on the role that tourism plays in enriching the lives of tourists, including impacts on health, well-being, happiness and quality of life. Tourism is increasingly being conceived as a necessity, rather than a luxury. This is especially so in the advanced economies of the world, but also increasingly in the emerging economies which have driven growth in international tourism demand throughout the recent global financial crisis. This leads to two interconnected issues: how

to ensure that opportunities to participate in tourism exist for everyone in society, and whether access to opportunities can or should be considered a right.

Dr.Bindu.V.T., et al (2016) this study states that accessible tourism focuses mainly on inclusive tourism or tourism for all. Accessible tourism enforces mainly barrier free environment in all the 3A's of tourism. Constraints of many kinds inhibit people with disabilities and reduced mobility from enjoying the travel experiences Accessibility affects all areas of the tourism, basically the 3A's of tourism: access (transport), accommodation and attraction... The association of demographic factors with 3A determinants are also assessed. The main Constraints Environmental or Structural constraints, Interactive barriers or Interpersonal constraints, intrinsic barriers or Intrapersonal constraints, helplessness and intention to travel are also determined. The study results reiterate the existing poor services available for differently abled travelers and the determiners of accessible tourism and the associated constraints which can be suggestive cues while implementing supply side services for accessible tourism in the region.

Polat, N., et al (2016) This study states that accessible tourism, which is defined as tourism that takes place in public areas without the presence of any kind of barrier (including but not limited to architectural, cultural, sensorial, attitudinal, communicational, and informational barriers), is a growing sector of the tourism demand. From the perspective of business competitiveness, accessibility is a prerequisite for any sustainable tourism policy or strategy. In this essay, we focus on making travel accessible to those with disabilities. In particular, it is argued in the literature that the entire process of defining guidelines to improve tourism accessibility should follow a participatory approach from drafting to implementation in order to better understand and overcome all barriers that might prevent tourists with special needs from appreciating their experience.

Gondos, B, et al (2019) this study focuses on people with impairments have taken on a bigger role in the tourism industry recently. The World Tourism Organization (UNWTO) decided on themes for the World Tourism Day and various conferences concentrating on individuals with disabilities in 2014 (Community Building) and 2016 (Tourism for All). More than 1 billion individuals worldwide currently experience some form of disability, and as the average age rises,

this number will expand. When it comes to living their daily lives or travelling to another town or country, people with disabilities have a lot of challenges to overcome. Although progress has been made in recent years in the areas of accessibility and growth, Hungary is still falling behind. That will require a while.

Gina Puspitasari Rochman et al., (2022) states that the research has examined the accessibility of people with disabilities to tourism, but no one has examined specifics based on the type/specificity of persons with disabilities. The availability of guides or assistants affects the accessibility of tourism for the blind, the availability of infrastructure or visual media affects the accessibility of tourism for the deaf, and the availability of physical infrastructure affects the accessibility of tourism for the physically disabled. This affects the opportunities for persons with disabilities to have attractive and comfortable travel experiences known as friendly tourism. This study recommends improving the accessibility to tourism for persons with disabilities by focusing on improving main services and infrastructure according to the needs of those with the disability.

Rebelo, S., et al (2022) This study examines that complete accessibility for people with decreased mobility in the context of tourism is challenging to attain and shouldn't be viewed as a given; rather, it should be viewed as an effort to make tourism services more accessible and centered on the unique needs of tourists. To create a tourism of all, for all, national and regional organizations should implement best practices. By addressing the following goals—evaluating a destination's competitiveness for visitors with reduced mobility, determining whether Lisbon is attractive and inclusive, taking into account its infrastructures, services, hospitality, tourist attractions, and accessibility—the Delphi method was used to confirm the city's accessibility and attractiveness as a travel destination. The study's findings demonstrate that those with limited mobility can now more easily access Lisbon's amenities and facilities. Our research shows that the infrastructures for entertainment, commerce and tourist, lodging, activities, and cultural resources, as well as the caliber of services, provide increased accessibility for those with limited mobility. The marketing of a destination, accessibility, and natural resources were the elements that were less significant.

2.4 ACCESSIBLE TOURISM IN CHENNAI

Chitra, M., et al (2016) this study focuses on Tamil Nadu one of the most attracted tourist spot in 2009 and it also rank in 2011. The Chennai city situated at the coast of Bay of Bengal, has its own unique charm and has a great influence of rich tradition, varied heritage, modern amenities and technology and based on this it has become a vibrant place in the vicinity of nature. The Ministry of Tourism also take all possible steps to make the tourist spots a global one and try to help the tourist in terms of achieving their expectation as well as feeling ‘home away from their home’. Nowadays more concentration in terms of countries economy is given to hospitality and tourism sector which has to be developed and attract more tourists and make the country a developed one.

Prayag, G., et al (2016) This study states that the tourism industry has grown to be a significant part of the Indian economy, significantly boosting GDP and foreign exchange profits introduced in the previous ten years, By 2024, tourism is predicted to increase GDP by 6.8% and provide 48.37 million jobs, either directly or indirectly (WTTC 2014) Despite the fact that the region's political, economic, cultural, and infrastructure environments support tourism These elements also operate as roadblocks to growth Then, three crucial factors — the state of the economy, the state of the physical infrastructure, and politics – are examined.

Tang, C. F., et al (2016) This study states that energy consumption, tourism, and economic growth in India are all repeatedly shown to be integrated using the limits testing method for co-integrating and the Gregory-Hansen test for co-integrating with structural break. In the long run, we see that tourism and economic expansion have a significant impact on energy usage. Additionally, we discover a connection between tourist and economic growth in India, although in both the short- and long-term, tourism has a bigger causal impact on economic growth than the other way around. Therefore, policymakers should support and enhance the tourist sector in order to maintain India's economic development and prosperity.

Nyanjom, J., et al (2018) this study examines that collaboration among stakeholders is widely praised as being critical to the growth of accessible tourism. This study aims to investigate stakeholder collaboration in the growth of accessible tourism. Findings point to the need for an

organic, circulatory, and progressive approach to stakeholder collaboration when there are numerous and various stakeholders involved in order to creatively advance towards inclusive tourism, an ideal that strives for equal access and inclusion for all. In order to do this, four emerging, interconnected topics are taken into consideration: control and coordination, communication, role responsibility, teamwork, and integration. A framework that can be used to promote collaboration is suggested based on these concepts.

Biddulph, R., et al (2018) This study examines that advocacy of inclusive tourism aims to thwart this tendency by identifying strategies for bringing those who are traditionally excluded from or disenfranchised by the tourism industry into it in ways that are beneficial to them or for giving them more influence over it. Here, inclusive tourism is presented as a theoretical idea and a desirable goal. We never see any kind of requirements for inclusive tourism. We would prefer to think that there will be a persistent search for methods to incorporate new actors and new locations in tourism on fair and sustainable conditions.

Scheyvens, R., et al (2018) this study focuses on crucial to think about how to make tourism, one of the biggest sectors, more inclusive. First, the increasing use of tourism as a tool for social integration in Europe, particularly in relation to welcoming refugees, and second, new expectations in the sustainable development goals (SDGs), which state that development should be inclusive and that the Global North and the private sector will shoulder more responsibility in view of the increasing inequality in the globe, We define inclusive tourism, suggest components for an analytical framework, and underline where inclusive tourism fits in connection to other concepts that discuss the potentials of tourism for social and economic development. An integral part of inclusive tourism is presented with references to a variety of global cases. This shows how disadvantaged individuals can ethically participate in the creation and consumption of tourism. Given limitations in the industry as well as in the larger political economy, it also highlights how difficult it is to bring about significant social change through inclusive tourism.

Liasidou, S., et al (2019) This study examines that idea of accessible and inclusive tourism (AIT) has gained popularity over the past several years, which is an important development. The first goal of this paper is to determine the degree to which tourism studies curricula can foster

moral behavior in light of international legal mandates and conventions promoting the rights of people with disabilities (PW Ds); the second goal is to highlight AIT as a broader concept that matters to other population groups, such as seniors, pregnant women and families with strollers, people who follow special diets or have different morphologies to be integrated into society (Pass). 254 students and recent graduates in the fields of tourism and hospitality participated in this study by completing self-administered questionnaires.

Dr. A. Vasanthi (2019) This study examines that the concept of “Accessible Tourism” refers to the adaptation of environments and of tourism products and services so as to enable access, use and enjoyment by all users, under the principles of Universal Design. In addition to the legal framework, extensive infrastructure has been developed to cater the disabled, including seven national Institutes for development of manpower in different areas. The Ministry of Tourism has also instituted to encourage other agencies responsible for maintaining monuments /tourist attractions to create barrier-free environment for the promotion of accessible tourism. Many home-based travel agents succeed by specializing in serving this market segment. Various leading travel agencies like Cox & Kings and Thomas Cook are powered by enabled Tour. Qualitative responses form the basis of this research paper. Besides this, secondary data is collected from the Annual Reports of UNWTO, Ministry of Tourism, Newspaper Reports and different journals and books

Irena Ateljevic (2020) this study examines with or without the global COVID-19 pandemic to promote and envision a meaningful and positive transformation of the planet in general, and tourism specifically, a wake-up call is long overdue. The 300-years old industrial and modern paradigm of ruthless and selfish exploitation of natural resources has separated us from nature and ultimately ourselves to such an extent that the crises of our economic, political, environmental, social and healthcare systems do not come at any surprise. Yet, in juxtaposition to (post)modern pessimistic views, the positive Trans modern paradigm shift with its holistic perspectives and practices can be observed. Led by ‘the silent revolution’ of cultural creative, new worlds are emerging, although still kept at the margins. ‘Transformative travel and tourism’ as an ever-growing trend, appears to be an important medium through which these cultural creative reinvent themselves and the world they live in.

Machado, P et al (2020) this study examines that embracing the entire community of travelers, despite their capacity, tourism destinations that have the opportunity to appeal to the art of inclusive tourism policies are analyzed, showing the importance for a tourist destination to adapt these policies to the notoriety of the destination brand. Taking into account the territorial specificity of the Center of Portugal, the asymmetries of development and cohesion, Tourism Center of Portugal (TCP) has sought to develop projects and actions in partnership with the different actors in the territory that promote territorial cohesion, integrated and sustainable development and the attractiveness of the inland region.

Rita, P., et al (2020) this study states that inclusive tourism has the ability to effectively exert good influences on society at large and in particular on tourist destinations, offsetting some of the drawbacks associated with tourism development. Studies on inclusion in relation to the marketing initiatives of national destination management organizations, however, have a research void. Findings showed that, particularly in the case of highly rated nations on an inclusiveness index, national views towards inclusion were consistent with what those nations' destination management organizations were advocating. However, their explicit content (what people write in text) and implicit content varied from one another (what they show in images).

Darcy, S., et al (2020) this study examines that investigate the evolution of accessibility and tourism, from its conceptualization and definition. When the field of disability and tourism was compared to accessible tourism, it became clear that there had been a shift in emphasis from focusing on the accessibility of the key tourism industries (such as transportation, lodging, and attractions) to incorporating an embodied understanding of tourism in the development of accessible destination experiences that offer an equal range of options to those for non-disabled tourists.

Higgins-Desbiolles, F et al (2020) This study explains that COVID-19 presents a challenge or even changes the game for travel and tourism. A conversation on the TRINET Tourism Information Network through email in May 2020 indicated that it has also sparked serious discussion in the "tourism academy." This discussion was started by a professor named Jim Butcher's email announcing the publication of his essay titled "the war against tourism" in an online magazine the conflict relates to both the proper function of tourism and academic tourism.

The conclusions of this discussion will have an impact on how the subject develops, how tourism students are taught, and how tourist practices will develop in the future.

Gilovic, B., et al (2020) this study states that inclusive tourism development is fundamentally about including people with disabilities in both the tourism industry and society as a whole, accessibility is a key factor to take into account. In order to suggest a future agenda for more inclusive results that move towards sustainability, this conceptual paper maps how accessible tourism is currently positioned against an established framework of inclusive tourism development. This applies to all seven components of the inclusive tourism framework for accessible tourism. We particularly encourage researchers to look at the prevalent ablest discourse, think about how their research can be more inclusive and participatory, and work to connect research, industry, and community.

Nigg, J. et al (2021) this study states that Sustainable Development Goals (SDGs) require that persons with disabilities be taken into account, which calls for their appropriate integration into tourism development. Sustainable tourism builds on these principles. The noteworthy potential of accessible tourism is demonstrated in several studies. In light of this, efforts have already been undertaken to design and adapt goods. The inclusion of people with disabilities in tourism still faces difficulties, nevertheless. Hence, using four case studies of previously produced and deployed goods for individuals with disabilities, this study investigates product development for accessible tourism. Managers of these product developments are contacted for qualitative interviews, and data is also triangulated using secondary sources. The study also shows that sustainable product developments for accessible tourism are based on the sustainable tourism principles, in accordance with the Triple Bottom Line (TBL). As a result, destination management organizations and tourism facilities can derive both theoretical and practical implications.

2.5 CONCLUSION

From the above given Review of Literature, we conclude that Chennai has a great potential for Accessible tourism and more opportunities for the business purposes. The present study has been done to analyze the prospects of Accessible Tourism in Chennai.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology is defined as the process of conducting research, including how to go forward, how to assess success, and how to monitor progress. Research is described in the dictionary as studious inquiries or examinations, particularly an investigation or experiment directed at the discovery and interpretation of fact or the practical application of such a new or revised theory or law. With the use of scientific methodology, research aims to learn more about the issue at hand and provide a response. The research challenge can be approached methodically using research methodology. What research problem has been found and why it has been done. When a well-structured technique pertaining to the study subject is developed, questions like what data was used and similar ones are addressed.

3.2 DEFINITION

According to Waltz & Bausell (1981) “Research is a systematic, formal, rigorous and precise process employed to gain solution to problems (or) to discover and interpret new facts and relationships.

Kothari (2006) defines “Research is the pursuit of truth with the help of study, observation, comparison and experiment; the search for knowledge through objective and systematic method of finding solutions to a problem.

3.3 RESEARCH DESIGN

Planning the procedures to be utilized for gathering the necessary data and the techniques to be applied during analysis constitutes research design. For the study, a descriptive research design was employed to collect data systematically from respondents using a questionnaire. Analytical research is also used in the study to help us comprehend the respondents' behavioral preferences and to build a possible hypothetical relationship between the variables.

3.4 SOURCE OF DATA

For the study, the researcher combined primary and secondary data. A questionnaire has been developed as the main research tool. Respondents were given a survey to complete and return. Each response to a question was further coded and analyzed to arrive at a finding recommendation and ultimately the topic's conclusion.

3.4.1 PRIMARY DATA

The questionnaire is thought of as gathering survey opinions since the primary data are those that are collected from new and unpublished sources and are therefore deemed to be original in nature. Multiple-choice questions and a structured questionnaire were used to gather the primary data. As a result, respondents from the Pollachi local community are included in the sample.

3.4.2 SECONDARY DATA

The term "secondary data" refers to information that has already been gathered and processed statistically. Examples include published books, articles, journals, the internet, and survey results on visitor satisfaction, ecotourism, and the effects of tourism on other nations.

3.5 QUESTIONNAIRE

A questionnaire is made up of several questions that are printed or typed in a specific order or set of formats. The respondents filled out the multiple-choice questions, particularly the ones with the five-point Likert's scale, which were utilized to gather the attitudinal measurements. The five-point Likert's scale is the scaling system employed in the questionnaire research method. It is rated on a scale of 5 to 1, with the points being highly agree, agree, neutral, disagree, and strongly disagree.

3.6 RESEARCH INSTRUMENT

Structure questionnaire was employed as a tool to gather data for the sake of analyzing the aims and evaluating the hypotheses. To meet the goals of the respondents, the questionnaire for visitors has been organized into three sections. The demographic features are captured in the first area, and the general perception, economic benefits, socio-cultural benefits, and environmental

consequences are captured in the second section. And the final portion depicts the Pollachi Agri Tourism Inhabitants' Satisfaction Level.

3.7 SAMPLING DESIGN

An established strategy for drawing a sample from a certain population is known as a sample design. It alludes to the method or process the researcher would use while choosing the items for the sample. Sample design refers to the process of choosing the items to be observed for the specific study. Before data are gathered, the sample design is decided.

3.8 SAMPLE SIZE

The number of items to be chosen from the entire universe to form a sample is referred to as the sample size. The sample size is 250. The study took into account the tourists who visited Marina Beach are the respondents.

3.9 SAMPLING PROCEDURE

The current study used convenience sampling; individuals who agreed to cooperate and take part in the survey were approached on their own and given questionnaires

3.10 TOOLS USED FOR ANALYSIS:

FREQUENCIES

To arrange and compile survey data, a frequency distribution is a tabular representation of the data. It is a list of the qualitative or quantitative values, along with the corresponding frequency of each value that a variable in a data collection can take. The initial stage in analyzing survey data is to analyse the frequency distribution, which is the fundamental building block of statistical analytical tools. It aids in the following tasks for researchers: (a) tabulating and organizing the survey data; (b) analyzing the data; and (c) identifying outliers in the survey data set.

DESCRIPTIVE STATISTICS

The mean, sometimes referred to as the arithmetic average, is the most widely used indicator of central tendency and is calculated by dividing the sum of the values of all the items in a series by the total number of items.

This yields the following result: Mean (or \bar{X}) = $\frac{\sum X_i}{N} = \frac{X_1 + X_2 + \dots + X_n}{n}$

$$\bar{X} = \frac{\sum X_i}{n}$$

Where \bar{X} = the symbol we use for mean (pronounced as \bar{X})

Σ = Symbol for summation

X_i = Value of the i th item X , $i = 1, 2, \dots, n$

n = total number of items

The most common measurement of central tendency is the mean, which is also the simplest. Its main applications include summarizing a series' key characteristics and facilitating data comparison. It can be processed algebraically and is utilized in subsequent statistical calculations. It is a central tendency metric that is comparatively stable.

FACTOR ANALYSIS

The goal of factor analysis is to reduce a huge collection of measurable variables to a relatively small number of categories, or factors. By combining the values of the original variables that have been grouped into the factor, this technique enables the grouping of variables into factors that can then be considered as new variables and have their values determined.

ANOVA

Research in the areas of economics, biology, education, psychology, sociology, business/industry, and other disciplines can greatly benefit from the analysis of variance (also known as ANOVA). When there are several sample cases, this method is employed. ANOVA is essentially a method for determining if sets of data differ from one another in terms of

homogeneity. Both variations within and between samples are possible. The fundamental idea is to compare the amount of variation within each sample to the amount of variance between samples in order to test for differences between the means of the populations.

ONE WAY ANOVA

1. To obtain each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples
2. Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{k}$$

No of samples (k)

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4. To find Mean Square (MS)

$$MS = \frac{SS \text{ between}}{k - 1}$$

($k - 1$)

5. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 + \dots + \sum (x_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{n - k}$$

($n - k$)

7. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij} - \bar{X})^2$$

Where $i = 1, 2, 3, \dots$ $j = 1, 2, 3, \dots$

SS for total variance = SS between + SS within

8. F ratio worked out as

F ratio = MS between

MS within

GARRETT'S RANKING TECHNIQUE

To find out the most significant factor which influences the respondent, Garrett's ranking-technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been converted into score value with the help of the following formula:

Percent position = $100 (R_{ij} - 0.5)$

N_j

Were,

R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variables ranked by j th respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

3.11 LOCATION OF THE STUDY AREA:

Tamil Nadu State's capital city is Chennai. It is a metropolis in India and acts as the entry point for South Indian culture. While it is the capital of a Tamil-speaking state, Chennai has developed into a cosmopolitan city that contributes significantly to India's historical, cultural, and

intellectual development while still retaining the distinctive features of the highest form of Dravidian civilization. Also, it hosts a fascinating fair with South Indian sculpture, music, dance, theatre, and architecture.

Chennai is worth visiting for its temples entrenched in south Indian culture, British-era museums and monuments, gastronomic pleasures, and Marina Beach despite its chaotic traffic and oppressively humid environment (Second largest urban beach in the world). Although Chennai's skyline is renowned for its tall towers, the city center has an old-world elegance that defies comparison.

3.11.1 MARINA BEACH

An inspiring landmark in Chennai, Marina Beach attracts numerous tourists from all over the nation. Locals and frequent visitors both enjoy strolling along the commanding shore. It is the nation's longest naturally occurring urban beach, and its widest section is 437 meters.

An inspiring landmark in Chennai, Marina Beach attracts numerous tourists from all over the nation. Locals and frequent visitors both enjoy strolling along the commanding shore. It is the nation's longest naturally occurring urban beach, and its widest section is 437 meters.

From Fort St. George in the north to Besant Nagar in the south, one of the city's most popular beaches can be found along the Coromandel Coast of the Bay of Bengal. In the summer, when it receives more than 15,000 to 20,000 visitors each day, it is the busiest beach. Some notable sights on the beach include statues and motivational monuments. There are statues of well-known people all around the promenade, including Annie Besant, Robert Caldwell, Ilango Adigal, Kannagi, Subhash Chandra Bose, Swami Vivekananda, Kamaraj, Periyar, and G.U. Pope.

CHAPTER – 4

ANALYSIS AND INTERPRETATION

The analysis and interpretation of the gathered primary data are the topics of this chapter. The researcher's quantitative and qualitative data collection served as the foundation for the analysis. The convenient sampling approach was used to gather the required primary data. All 250 respondents received a thoughtfully constructed questionnaire, which was later determined to be reliable in every aspect of the study. The response rate was 90 percent as a result. 250 responses from the accessible tourists at the Marina beach were used as the study's sample when gathering primary data. The IBM Statistical Package for the Social Sciences (SPSS) 21 version for Windows was used to conduct the analysis. The proper use of frequencies, ANOVA, correlations, and Garrett's Ranking has been made.

Analyzing the data also entails examining the tabulation materials to identify the fundamental element. It is a procedure where complex factors are reduced to smaller forms and are then rearranged for interpreting purposes. Interpretation is the process of looking for the research's significance. The goal of the analysis is to compile a summary of the information gathered and find a solution to the problem. The analysis will look closely at how the various items relate to one another, and an interpretation will be offered to explain the study's actual findings. It refers to both the relationship between the data that was gathered and the computation of a certain measure alone. It entails defining the objective, articulating a defensible premise, and formulating a conclusion. The results of the present study entitled “**A Study on the Impact of the Ramp at Marina Beach for Accessible Tourists**” are discussed and presented under the following heads:

1. Frequencies.
2. Descriptive Statistics.
3. Factor Analysis.
4. ANOVA.
5. Garrett's ranking.

4.1 DEMOGRAPHIC PROFILE

Table 4.1.1
GENDER

GENDER	Frequency	Percent
Male	110	46.0
Female	130	52.0
Transgender	10	2.0
Total	250	100

The above table 4.1.1, shows that 52 percent of respondents are Female, 44 percent of respondents are Female, 4 percent of respondents are transgender. Thus the majority of the respondents are Female.

FIGURE: 4.1.1

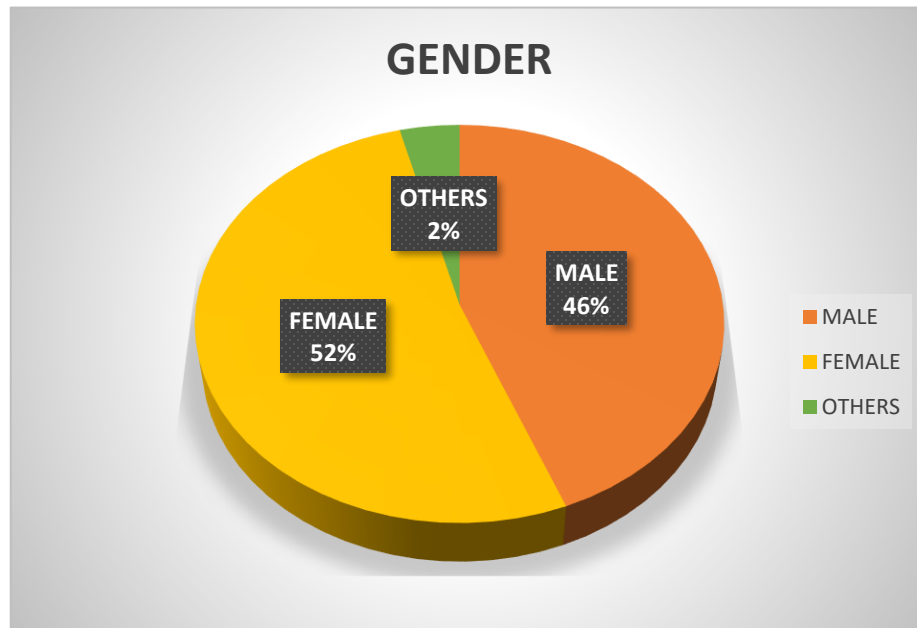


TABLE 4.1.2

AGE

AGE	Frequency	Percent
Below 20	35	14.0
20-30	90	36.0
31-40	71	28.4
41-50	34	13.6
51-60	20	8.0
Total	250	100

The above table 4.1.2 shows that 36 percent of respondents are at the age of 20-30 years, 28 percent of respondents are at the age of 31-40 years, 14 percent of respondents are at the age of 41-50 years, 14 percent of respondents are at the age of below 20 years and 8 percent of respondents are 51-60 years. Thus the majority of the respondents are at the age group of 20-30.

FIGURE: 4.1.2

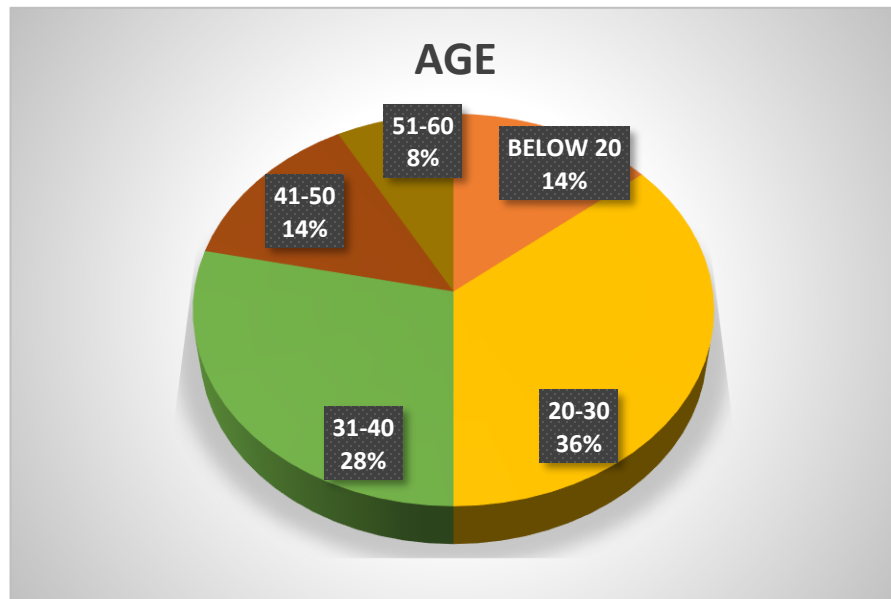


TABLE 4.1.3

EDUCATION

EDUCATION	Frequency	Percent
Ignorant	45	18.0
SSLC	56	22.4
HSC	35	14.0
Diploma	45	18.0
Under Graduate	34	13.6
Post Graduate	20	8.0
Doctorate	15	6.0
Total	250	100.0

The above table 4.1.3 shows that 18 percent of respondents are ignorant, 22.4 percent of respondents are SSLC, 14 percent of respondents are HSC, 18 percent of respondents are Diploma, 13.6 percent of respondents are Under Graduate, 8 percent of the respondents are Post Graduate, and 6 percent of the respondents are Doctorate. Thus the majority of the respondents are SSLC educated.

FIGURE: 4.1.3

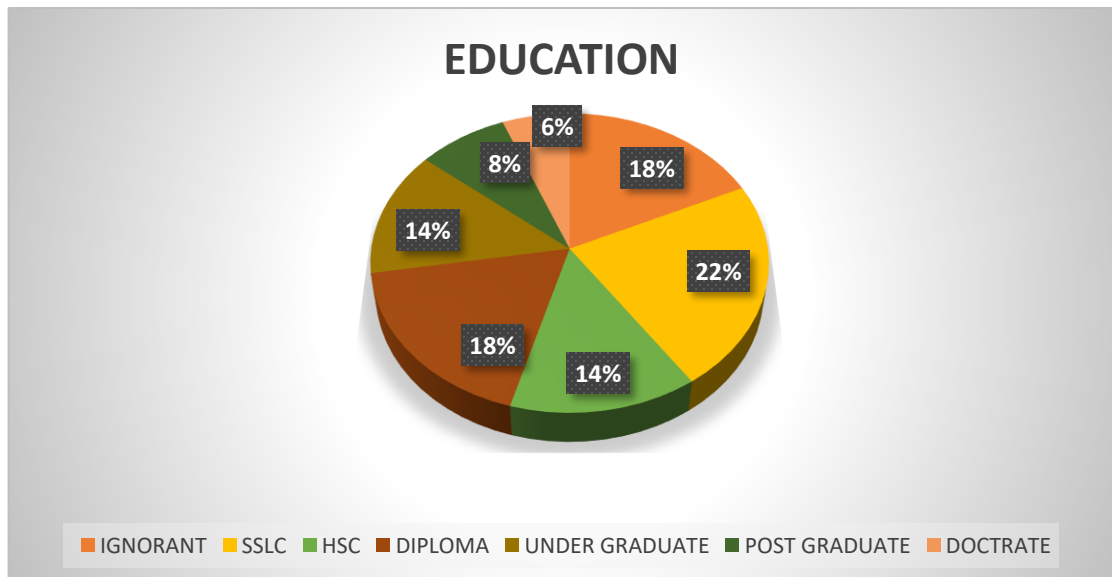


TABLE 4.1.4
EMPLOYMENT

EMPLOYMENT	Frequency	Percent
Private Employment	104	41.6
Public Employment	97	38.8
Home Maker	44	17.6
Others	5	2.0
Total	250	100.0

The above table 4.1.4 shows that 41.6 percent of respondents are Private Employment, 38.8 percent of respondents are Public Employment, 17.6 percent of respondents are Home Makers, and 2 percent of respondents are others. Thus the majority of the respondents are private employees.

FIGURE: 4.1.4

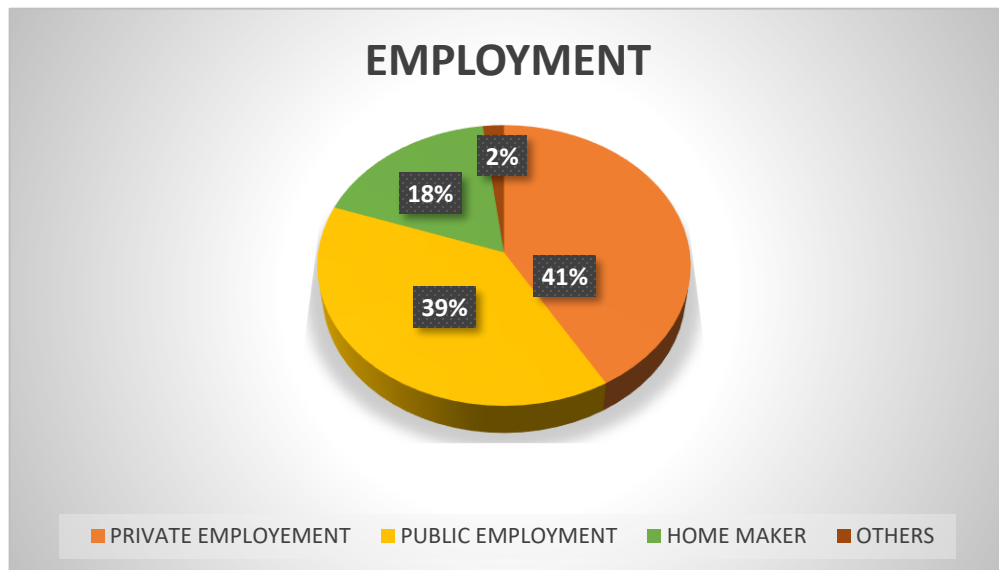


TABLE 4.1.5
MARITAL STATUS

MARITAL STATUS	Frequency	Percent
Single	64	25.6
Married	167	66.8
Prefer not to say	19	7.6
Total	250	100.0

The above table 4.1.5 shows that 25.6 percent of respondents are Single and 66.8 percent of respondents are married and 7.6 percent preferred not to say. Thus the majority of the respondents are married.

FIGURE: 4.1.5

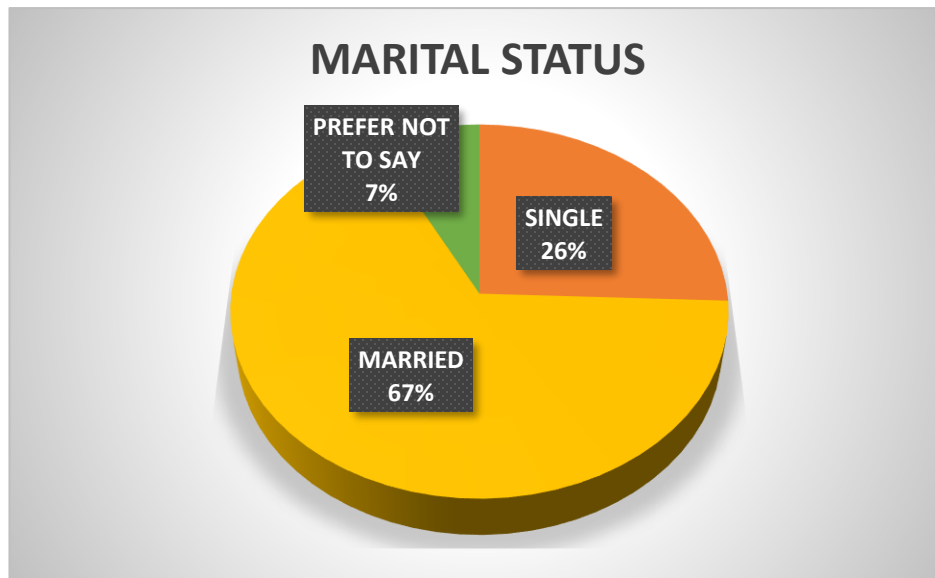


TABLE 4.1.6
ANNUAL INCOME

ANNUAL INCOME	Frequency	Percent
Below Average	45	18.0
Average	151	60.4
Above Average	44	17.6
Prefer Not To Say	10	4.0
Total	250	100.0

The above table 4.1.6 shows that 18 percent of respondents have Annual Income as Below average, 60.4 percent of respondents have Annual Income as Average, 17.6 percent of respondents have Annual Income as above average, 4 percent of respondents have Annual Income as prefer not to say. Thus the majority of the respondents are average.

FIGURE: 4.1.6

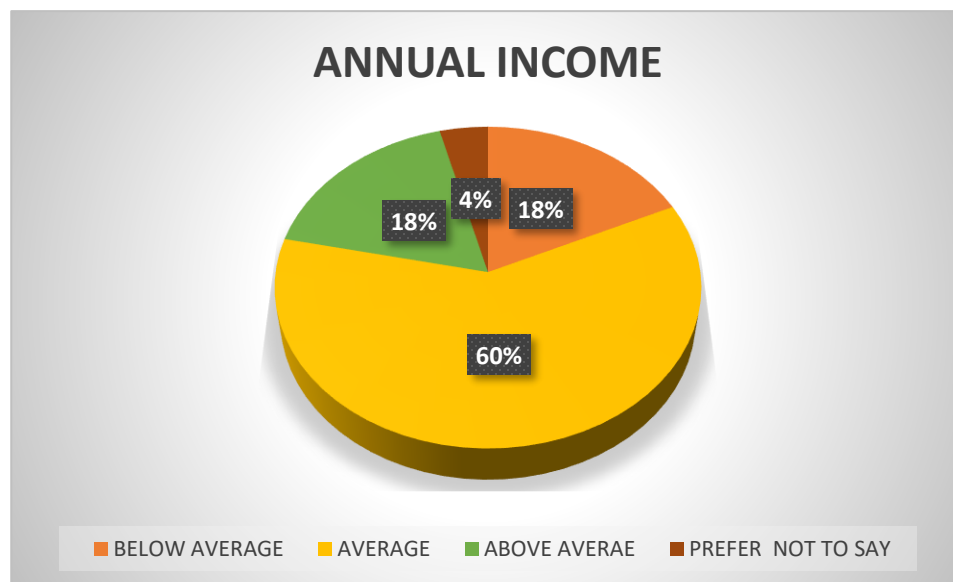


TABLE 4.1.7

TYPE OF VISIT

TYPE OF VISIT	Frequency	Percent
Single	78	31.2
Couple	88	35.2
With Family	59	23.6
With Friends	20	8.0
Educational Purpose	5	2.0
Total	250	100.0

The above table 4.1.7 shows that 31.2 percent of respondents have visited Marina Beach as Single, 35.2 percent of respondents have visited as couple, 23.6 have visited as family, 8 percent of the respondent have visited with friends and 2 percent of the respondents have visited for educational purpose. Thus the majority of the respondents are couple.

FIGURE: 4.1.7

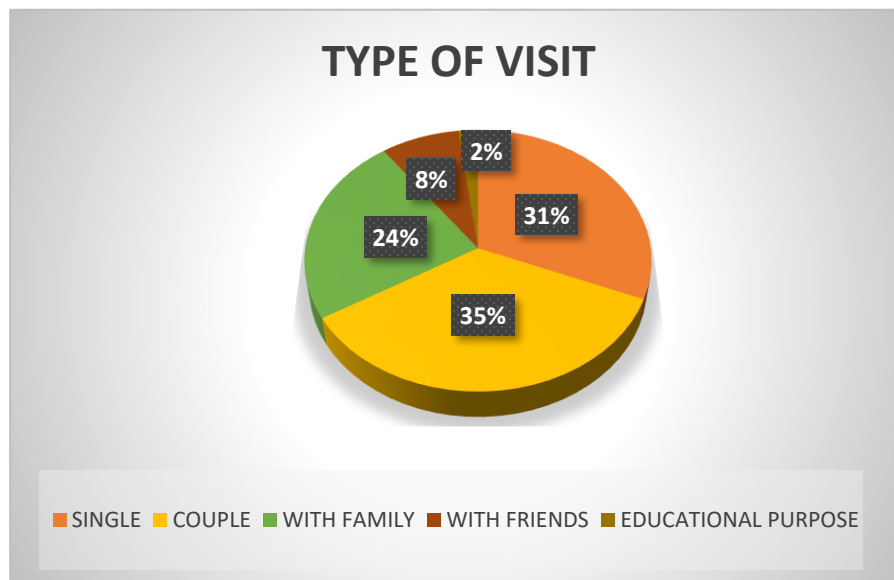


TABLE 4.1.8

DIFFICULTY FACED WHILE VISITING THE DESTINATION

DIFFICULTY FACED	Frequency	Percent
Accessibility	95	38.0
Safety	96	38.4
Security	35	14.0
Comfort	24	9.6
Total	250	100.0

The above table 4.1.8 shows that 38 percent of respondents difficulty to visit the destination was Accessibility,38.4 percent of respondents difficulty to visit the destination was Safety,14 percent of respondents difficulty to visit the destination was Security, 9.6 38 percent of respondents difficulty to visit the destination was Comfort. Thus the majority of the respondents are facing difficulty in accessibility.

FIGURE: 4.1.8

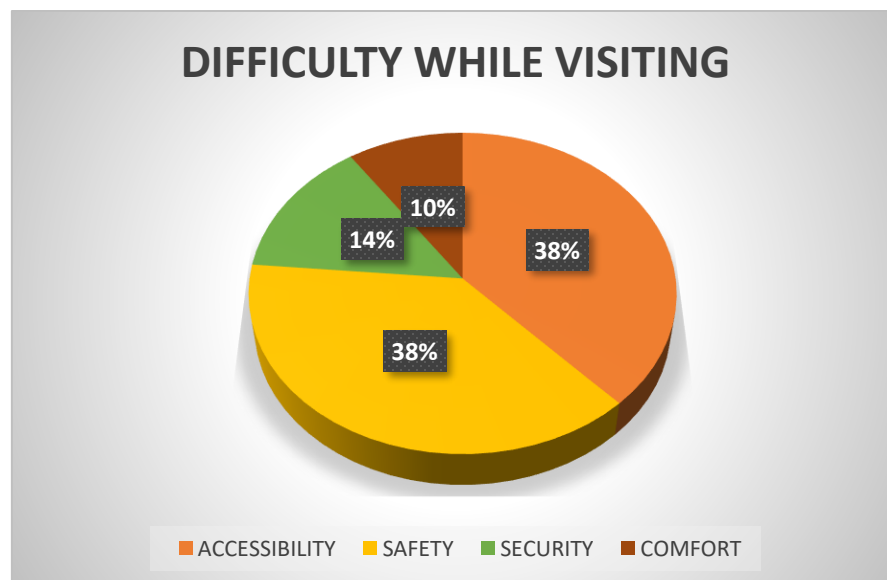


TABLE 4.1.9

VISIT TO MARINA BEACH

VISIT TO MARINA BEACH	Frequency	Percent
Yes	245	98.0
No	5	2.0
Total	250	100.0

The above table 4.1.9 shows that 38 percent of respondents have already visited the Marina Beach, 2 percent of the respondents have not already visited Marina Beach. Thus the majority of the respondents have visited Marina Beach.

FIGURE: 4.1.9



TABLE 4.1.10
MODE OF TRANSPORT

MODE OF TRANSPORT	Frequency	Percent
Roadways	225	90.0
Airways	10	4.0
Waterways	5	2.0
Other	10	4.0
Total	250	100.0

The above table 4.1.10 shows that 90 percent of respondents use roadways to reach the destination, 4 percent use airways to reach the destination, 2 percent use waterways to reach the destination and 4 percent use other modes of transport to reach the destination. Thus the majority of the respondents use Roadways.

FIGURE: 4.1.10

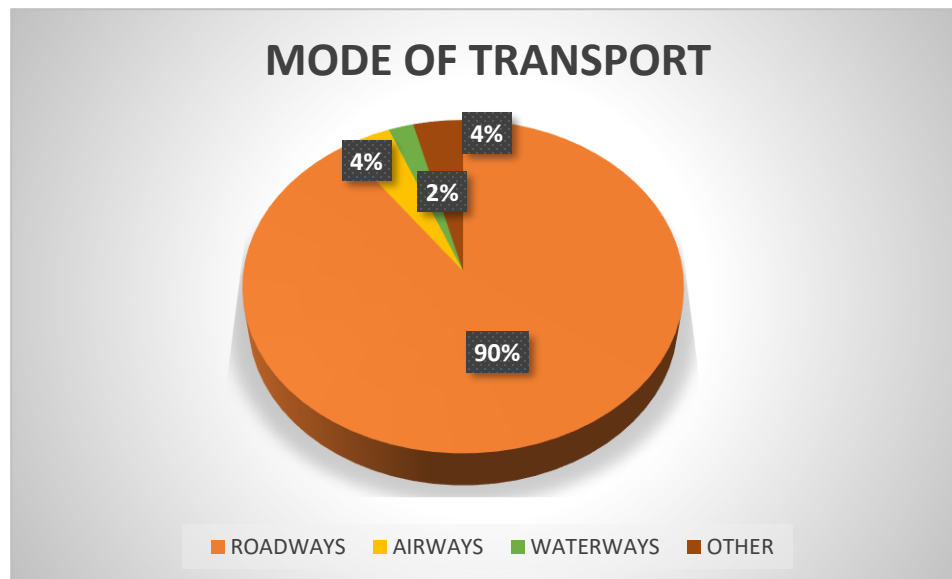


TABLE 4.1.11

VISIT TO MARINA AFTER THE SERVICE PROVIDED

VISIT AFTER THE SERVICE	Frequency	Percent
Daily	74	29.6
Once In A Week	35	14.0
Monthly Once	65	26.0
Yearly Once	76	30.4
Total	250	100.0

The above table 4.1.11 shows that 29.6 percent of respondents visit the destination Daily after the service provided, 14 percent of respondents visit the destination once in a week after the service provided, 26 percent of respondents visit the destination Monthly once after the service provided, 30.4 percent of respondents visit the destination yearly after the service provided. Thus the majority of the respondents visit Marina once in a year.

FIGURE 4.1.11

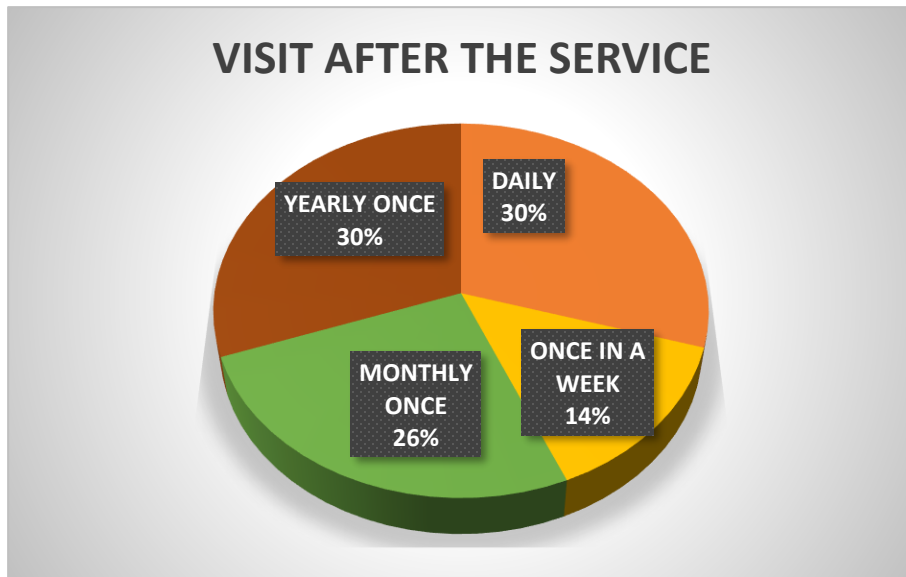


TABLE 4.1.12
NATIONALITY

NATIONALITY	Frequency	Percent
Indian	240	96.0
Foreigner	10	4.0
Total	250	100.0

The above table 4.1.12 shows that 96 percent of respondents Nationality is Indian and 4 percent of the respondents Nationality is Foreign. Thus the majority of the respondents are Indians.

FIGURE 4.1.12

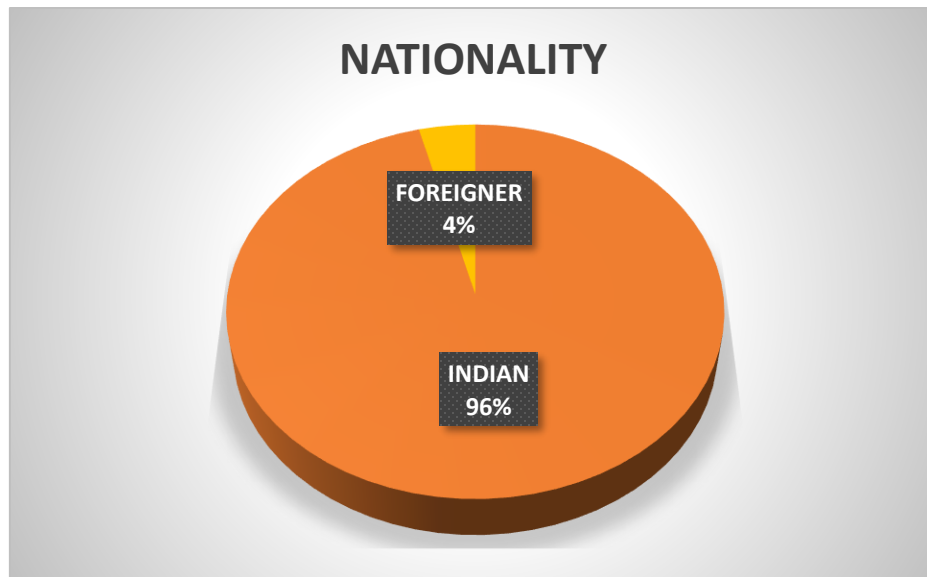


TABLE 4.1.13

STATE

STATE	Frequency	Percent
Tamil Nadu	220	88.0
Kerala	30	12.0
Total	250	100.0

The above table 4.1.13 shows that 88 percent of respondents are from Tamil Nadu, 12 percent of respondents are from Kerala. . Thus the majority of the respondents are Tamil Nadu.

FIGURE 4.1.13

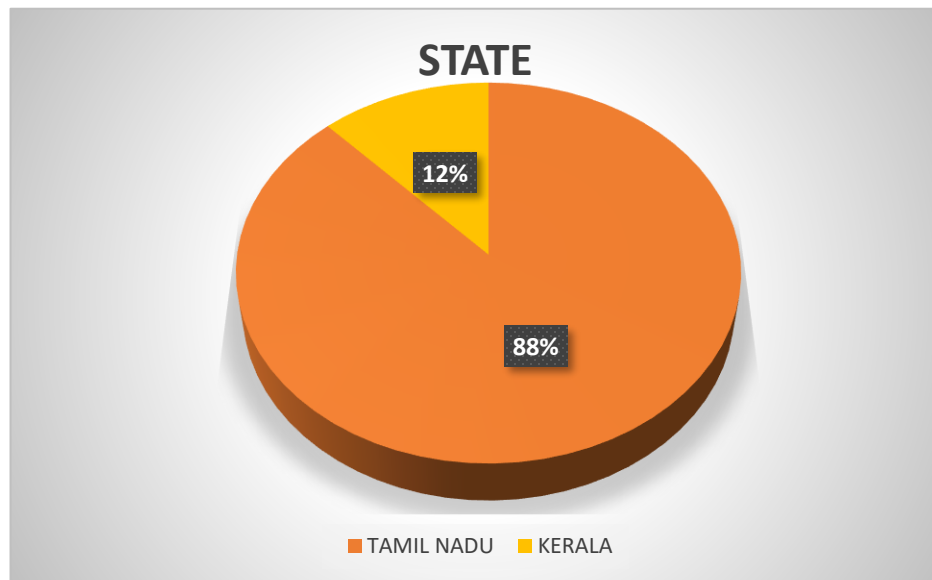


TABLE 4.1.14
PHYSICAL IMPAIRMENT

PHYSICAL IMPAIRMENT	Frequency	Percent
Visual Impairment	106	42.4
Wheelchair-Bound	105	42.0
Multiple Disability	39	15.6
Total	250	100.0

The above table 4.1.14 shows that 42.4 percent of respondents have Visual Impairment, 42 percent of respondents have Wheel chair- bound Impairment and, 15.6 percent of respondents have Multiple Disability. Thus the majority of the respondents are visually impaired.

FIGURE 4.1.14

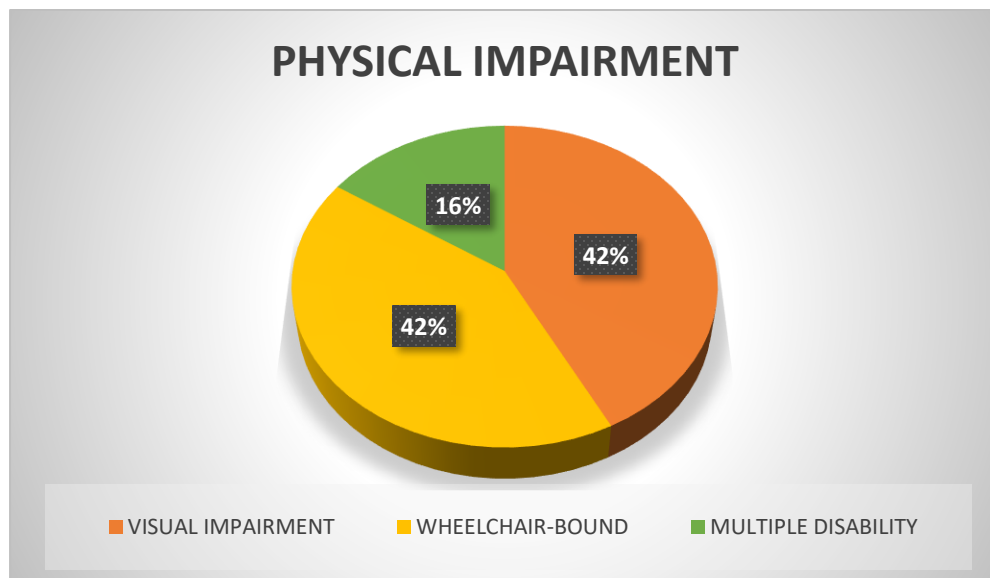


TABLE 4.1.15
SOURCE OF INFORMATION

SOURCE OF INFORMATION	Frequency	Percent
News	110	44.0
Social Media	105	42.0
Friends	20	8.0
Magazine	15	6.0
Total	250	100.0

The above table 4.1.15 shows that 44 percent of respondent source of information was News, 42 percent of respondent source of information was Social Media, 8 percent of respondent source of information was Friends and 6 percent of respondent source of information was Magazine. Thus the majority of the respondents source of information was news.

FIGURE 4.1.15

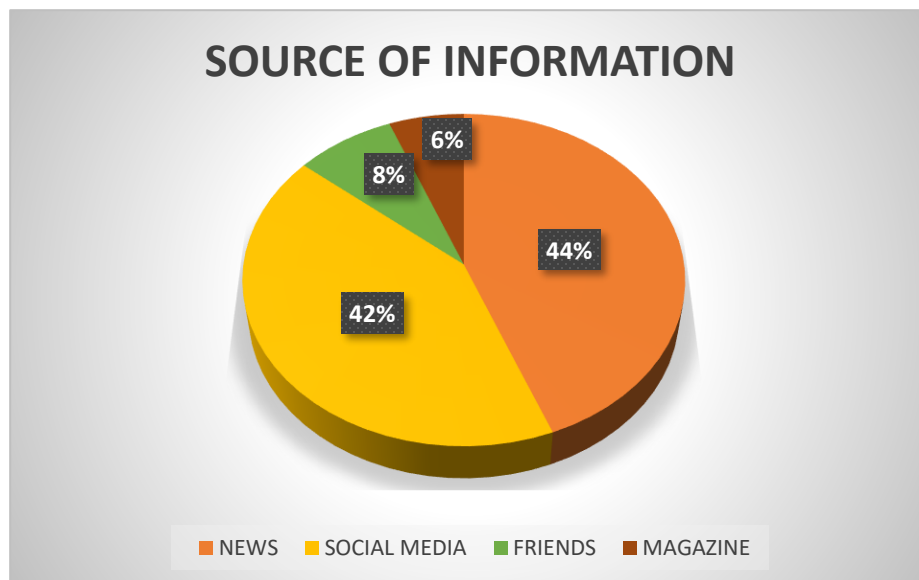


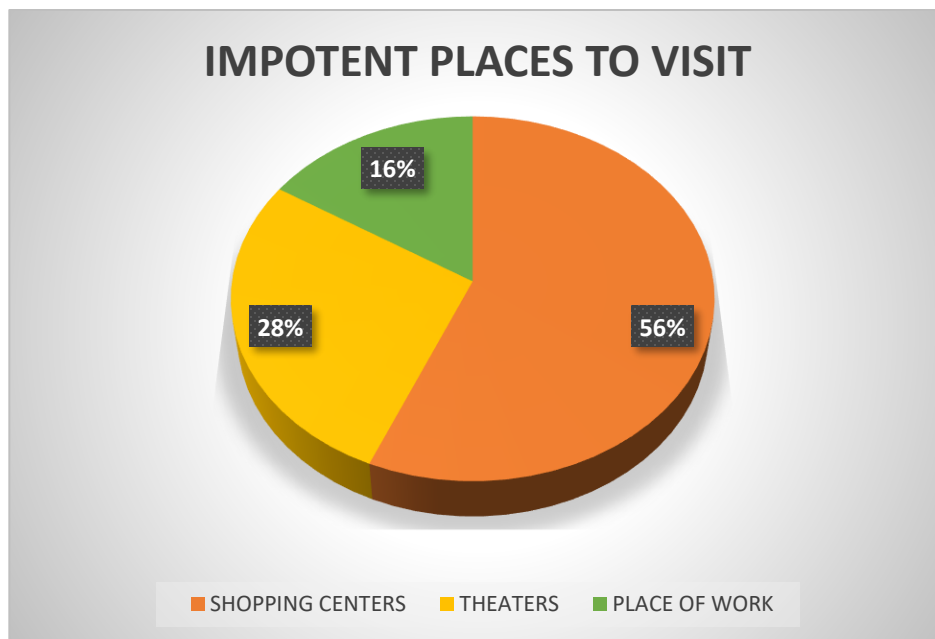
TABLE 4.1.16

IMPORTANT PLACES TO VISIT

IMPOTENT PLACES TO VISIT	Frequency	Percent
Shopping Centers	141	56.4
Theaters	69	26.0
Place of Work	40	16.0
Others	4	1.6
Total	250	100.0

The above table 4.1.16 shows that 56.4 percent of respondent are impotent to Shopping centers, 26 percent of respondent are impotent to Theaters, 16 percent of respondent are impotent to their place of work, 1.6 percent of respondent are impotent to others. Thus the majority of the respondents source of information was impotent places to visit are Shopping malls.

FIGURE 4.1.16



4.2 DESCRIPTIVE STATISTICS

TABLE 4.2.1

USER SATISFACTION OF THE RAMP AT MARINA BEACH

FACTORS	N	Minimum	Maximum	Mean
I am satisfied with the quality of the services provided	250	2	5	4.24
I will recommend the ramp to other accessible tourist	250	2	5	4.35
I will continue to use the ramp service	250	1	5	4.31
Ramp lightning	246	1	5	4.36
Waiting area services	250	2	5	4.40

The above table (4.2.1) shows that mean range value from 4.24 to 4.40. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 4.40 Ramp lightning for accessible tourist has the highest value. Whereas lowest value is 4.24 which means satisfaction with the quality of the services provided.

TABLE 4.2.2

DIFFICULTY IN ACCESSING ANY OF THESE PUBLIC SERVICES

FACTORS	N	Minimum	Maximum	Mean
Health service	250	2	5	3.89
Court and police service	250	2	5	3.76
Benefits and pension service	250	2	5	3.82
Culture sports and leisure service	250	1	5	3.95
Social service	250	1	5	3.94

The above table (4.2.2) shows that mean range value from 3.76 to 3.95. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 3.76 is health service and the difficulty of the accessible tourists. Whereas highest value is 3.95 which means culture spots and leisure services.

TABLE 4.2.3**DIFFICULTY FACED WHILE USING THE RAMP**

FACTORS	N	Minimum	Maximum	Mean
General people using the ramp	250	2	5	3.77
People sitting in the ramp and blocking the way	250	2	5	3.79
Less staffs for pushing the wheelchair	250	1	5	3.76
Less quality of the ramp	250	1	5	3.92
Can view only the area near the ramp	250	1	5	3.82

The above table (4.2.3) shows that mean range value from 3.77 to 3.92. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 3.92 is less quality of the ramp. Whereas lowest value is 3.77 General people using the ramp.

TABLE 4.2.4

THE ESSENTIAL DEVELOPMENT NEEDED IN THE RAMP SERVICES

FACTOR	N	Minimum	Maximum	Mean
Safety flag for disabled people	250	3	5	4.00
CCTV surveillance	250	2	5	3.99
Drinking water facility	250	1	5	3.88
disability assistance booth	250	1	5	3.75
amphibious wheelchair	250	2	5	3.55

The above table (4.2.4) shows that mean range value from 3.55 to 4.00. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 4.00 is Safety flag for disabled people and 3.55 is the lowest value which is amphibious wheelchair.

4.3 ANOVA

4.3.1 TO EXAMINE THE GENDER OF THE RESPONDENTS TOWARDS THE USER SATISFACTION OF THE RAMP AT MARINA BEACH

H0: Different Gender of respondents have same opinion towards the user satisfaction of the ramp at Marina Beach

FACTORS		ANOVA					Null Hypothesis
		Sum of Squares	df	Mean Square	F	Sig.	
Am satisfied with the equipment and infrastructure provided for accessible tourist	Between Groups	4.294	2	2.147	4.923	.008	ACCEPTED
	Within Groups	107.722	247	.436			
	Total	112.016	249				
Am satisfied with the staffs and their management	Between Groups	7.495	2	3.748	5.835	.003*	REJECTED
	Within Groups	158.649	247	.642			
	Total	166.144	249				
I am satisfied with the quality of the services provided	Between Groups	2.813	2	1.406	2.273	.105	ACCEPTED
	Within Groups	152.787	247	.619			
	Total	155.600	249				
I will recommend the ramp to other accessible tourist	Between Groups	13.425	2	6.713	12.411	.000*	REJECTED
	Within Groups	133.599	247	.541			
	Total	147.024	249				
I will continue to use the ramp service	Between Groups	5.535	2	2.768	3.641	.028*	REJECTED
	Within Groups	187.749	247	.760			
	Total	193.284	249				
Ramp lightning	Between Groups	8.171	2	4.085	5.566	.004*	REJECTED
	Within Groups	178.349	243	.734			
	Total	186.520	245				
Waiting area services	Between Groups	5.513	2	2.757	4.847	.009*	REJECTED
	Within Groups	140.487	247	.569			
	Total	146.000	249				

Note: *Significant difference at 5% level

From the above (table 4.3.1) there is significance difference in opinion exists among the Gender of the respondents towards the User satisfaction of the ramp at Marina Beach in Am satisfied with the equipment and infrastructure provided for accessible tourist and I am satisfied with the quality of the services provided.

4.3.2 TO EXAMINE THE AGE OF THE RESPONDENTS TOWARDS THE USER SATISFACTION OF THE RAMP AT MARINA BEACH

H0: Different Age of respondents have same opinion towards the user satisfaction of the ramp at Marina Beach

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Am satisfied with the equipment and infrastructure provided for accessible tourist	Between Groups	18.908	4	4.727	12.439	.000*	REJECTED
	Within Groups	93.108	245	.380			
	Total	112.016	249				
Am satisfied with the staffs and their management	Between Groups	21.795	4	5.449	9.248	.000*	REJECTED
	Within Groups	144.349	245	.589			
	Total	166.144	249				
I am satisfied with the quality of the services provided	Between Groups	18.649	4	4.662	8.341	.000*	REJECTED
	Within Groups	136.951	245	.559			
	Total	155.600	249				
I will recommend the ramp to other accessible tourist	Between Groups	10.281	4	2.570	4.605	.001*	REJECTED
	Within Groups	136.743	245	.558			
	Total	147.024	249				
I will continue to use the ramp service	Between Groups	5.852	4	1.463	1.912	.109	ACCEPTED
	Within Groups	187.432	245	.765			
	Total	193.284	249				
Ramp lightning	Between Groups	3.676	4	.919	1.211	.307	ACCEPTED
	Within Groups	182.844	241	.759			
	Total	186.520	245				
Waiting area services	Between Groups	.891	4	.223	.376	.826	ACCEPTED
	Within Groups	145.109	245	.592			
	Total	146.000	249				

Note: *Significant difference at 5%level

From the above (table 4.3.2) there is significance difference in opinion exists among the Age of the respondents towards the User satisfaction of the ramp at Marina Beach in I will continue to use the ramp service, Ramp lightning and waiting area services.

4.3.3 TO EXAMINE THE TYPE OF VISIT OF THE RESPONDENTS TOWARDS TO THE USER SATISFACTION OF THE RAMP AT MARINA BEACH

H0: Different type of visit of the respondents have same opinion towards the user satisfaction of the ramp at Marina Beach

FACTORS		ANOVA					Null Hypothesis
		Sum of Squares	df	Mean Square	F	Sig.	
Am satisfied with the equipment and infrastructure provided for accessible tourist	Between Groups	10.816	1	10.816	26.506	.000*	REJECTED
	Within Groups	101.200	248	.408			
	Total	112.016	249				
Am satisfied with the staffs and their management	Between Groups	9.548	1	9.548	15.121	.000*	REJECTED
	Within Groups	156.596	248	.631			
	Total	166.144	249				
I am satisfied with the quality of the services provided	Between Groups	.294	1	.294	.469	.494	ACCEPTED
	Within Groups	155.306	248	.626			
	Total	155.600	249				
I will recommend the ramp to other accessible tourist	Between Groups	.632	1	.632	1.071	.302	ACCEPTED
	Within Groups	146.392	248	.590			
	Total	147.024	249				
I will continue to use the ramp service	Between Groups	.484	1	.484	.623	.431	ACCEPTED
	Within Groups	192.800	248	.777			
	Total	193.284	249				
Ramp lightning	Between Groups	9.408	1	9.408	12.961	.000*	REJECTED
	Within Groups	177.112	244	.726			
	Total	186.520	245				
Waiting area services	Between Groups	.816	1	.816	1.394	.239	ACCEPTED
	Within Groups	145.184	248	.585			
	Total	146.000	249				

Note: *Significant difference at 5%level

From the above (table 4.3.3) there is significance difference in opinion exists among the Type of Visit of the respondents towards the User satisfaction of the ramp at Marina Beach in I am satisfied with the quality of the services provided, I will recommend the ramp to other accessible tourist, I will continue to use the ramp service and Waiting area services.

4.3.4 TO EXAMINE THE EDUCATION TO OF THE RESPONDENTS TOWARDS DIFFICULTY IN ACCESSING ANY OF THE PUBLIC SERVICE

H0: Different Education of the respondents have same opinion towards difficulty in accessing any of the public service.

ANOVA							
FACTOR		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Health service	Between Groups	17.013	6	2.835	4.750	.033*	REJECTED
	Within Groups	145.071	243	.597			
	Total	162.084	249				
Court and police service	Between Groups	22.457	6	3.743	5.919	.023*	REJECTED
	Within Groups	153.659	243	.632			
	Total	176.116	249				
Benefits and pension service	Between Groups	23.666	6	3.944	5.470	.057	ACCEPTED
	Within Groups	175.234	243	.721			
	Total	198.900	249				
Culture sports and leisure service	Between Groups	38.549	6	6.425	10.022	.054	ACCEPTED
	Within Groups	155.775	243	.641			
	Total	194.324	249				
Social service	Between Groups	23.005	6	3.834	5.438	.020*	REJECTED
	Within Groups	171.319	243	.705			
	Total	194.324	249				

Note: *Significant difference at 5% level

From the above (table 4.3.4) there is significance difference in opinion exists among the Education of the respondents towards difficulty in accessing any of the public service in Benefits and pension service and Culture sports and leisure service.

4.3.5 TO EXAMINE THE EMPLOYMENT OF THE RESPONDENTS TOWARDS DIFFICULTY IN ACCESSING ANY OF THE PUBLIC SERVICE

H0: Different Employment of the respondents have same opinion towards difficulty in accessing any of the public service.

ANOVA							
FACTORS		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Health service	Between Groups	7.264	3	2.421	3.847	.010*	REJECTED
	Within Groups	154.820	246	.629			
	Total	162.084	249				
Court and police service	Between Groups	5.894	3	1.965	2.839	.039*	REJECTED
	Within Groups	170.222	246	.692			
	Total	176.116	249				
Benefits and pension service	Between Groups	5.457	3	1.819	2.313	.077	ACCEPTED
	Within Groups	193.443	246	.786			
	Total	198.900	249				
Culture sports and leisure service	Between Groups	10.396	3	3.465	4.635	.004*	REJECTED
	Within Groups	183.928	246	.748			
	Total	194.324	249				
Social service	Between Groups	14.645	3	4.882	6.684	.000*	REJECTED
	Within Groups	179.679	246	.730			
	Total	194.324	249				

Note: *Significant difference at 5% level

From the above (table 4.3.5) there is significance difference in opinion exists among the Employment of the respondents towards difficulty in accessing any of the public service in Benefits and pension service.

4.3.6 TO EXAMINE THE MODE OF TRANSPORT OF THE RESPONDENTS TOWARDS DIFFICULTY IN ACCESSING ANY OF THE PUBLIC SERVICE

H0: Different Mode of Transport of the respondents have same opinion towards difficulty in accessing any of the public service.

ANOVA							
FACTORS		Sum Of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Health service	Between Groups	17.424	3	5.808	9.877	.000*	REJECTED
	Within Groups	144.660	246	.588			
	Total	162.084	249				
Court and police service	Between Groups	6.976	3	2.325	3.382	.019*	REJECTED
	Within Groups	169.140	246	.688			
	Total	176.116	249				
Benefits and pension service	Between Groups	9.011	3	3.004	3.891	.010*	REJECTED
	Within Groups	189.889	246	.772			
	Total	198.900	249				
Culture sports and leisure service	Between Groups	7.575	3	2.525	3.326	.058	ACCEPTED
	Within Groups	186.749	246	.759			
	Total	194.324	249				
Social service	Between Groups	6.864	3	2.288	3.002	.051	ACCEPTED
	Within Groups	187.460	246	.762			
	Total	194.324	249				

Note: *Significant difference at 5%level

From the above (table 4.3.6) there is no significance difference in opinion exists among the Mode of transport of the respondents towards difficulty in accessing any of the public service in Culture sports and leisure service and social Service.

4.3.7 TO EXAMINE THE MARITAL STATUS OF THE RESPONDENTS TOWARDS THE DIFFICULTY FACED WHILE USING THE RAMP

H0: Different Marital Status of the respondents have same opinion towards difficulty faced while using the ramp.

ANOVA							
FACTORS		Sum Of Squares	df	Mean Square	F	Sig.	Null Hypothesis
General people using the ramp	Between Groups	5.179	2	2.589	3.537	.031*	REJECTED
	Within Groups	180.825	247	.732			
	Total	186.004	249				
People sitting in the ramp and blocking the way	Between Groups	5.581	2	2.790	3.523	.031*	REJECTED
	Within Groups	195.603	247	.792			
	Total	201.184	249				
Less staffs for pushing the wheelchair	Between Groups	10.749	2	5.374	5.389	.005*	REJECTED
	Within Groups	246.327	247	.997			
	Total	257.076	249				
Less quality of the ramp	Between Groups	4.789	2	2.394	2.921	.056	ACCEPTED
	Within Groups	202.447	247	.820			
	Total	207.236	249				
Can view only the area near the ramp	Between Groups	3.773	2	1.887	2.881	.058	ACCEPTED
	Within Groups	161.763	247	.655			
	Total	165.536	249				

Note: *Significant difference at 5%level

From the above (table 4.3.7) there is significance difference in opinion exists among the marital status of the respondents towards difficulty in accessing any of the public service in less quality of the ramp and can view only the area near the ramp.

4.3.8 TO EXAMINE THE ANNUAL INCOME TO OF THE RESPONDENTS TOWARDS DIFFICULTY FACED WHILE USING THE RAMP

H0: Different Annual Income of the respondents have same opinion towards difficulty faced while using the ramp.

ANOVA							
FACTORS		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
General people using the ramp	Between Groups	4.212	3	1.404	1.900	.130	ACCEPTED
	Within Groups	181.792	246	.739			
	Total	186.004	249				
People sitting in the ramp and blocking the way	Between Groups	6.640	3	2.213	2.799	.041	REJECTED
	Within Groups	194.544	246	.791			
	Total	201.184	249				
Less staffs for pushing the wheelchair	Between Groups	19.453	3	6.484	6.713	.001	REJECTED
	Within Groups	237.623	246	.966			
	Total	257.076	249				
Less quality of the ramp	Between Groups	17.218	3	5.739	7.430	.060	ACCEPTED
	Within Groups	190.018	246	.772			
	Total	207.236	249				
Can view only the area near the ramp	Between Groups	5.271	3	1.757	2.697	.046	REJECTED
	Within Groups	160.265	246	.651			
	Total	165.536	249				

Note: *Significant difference at 5% level

From the above (table 4.3.8) there is no significance difference in opinion exists among the Annual Income of the respondents towards difficulty in accessing any of the public service in General people using the ramp and less quality of the ramp.

4.3.9 TO EXAMINE THE TYPE OF VISIT OF THE RESPONDENTS TOWARDS THE ESSENTIAL DEVELOPMENT NEEDED IN THE RAMP SERVICE

H0: Different type of visit of the respondents have same opinion towards essential development needed in the ramp services.

ANOVA							
FACTORS		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Safety flag for disabled people	Between Groups	3.238	4	.809	1.713	.148	ACCEPTED
	Within Groups	115.758	245	.472			
	Total	118.996	249				
CCTV surveillance	Between Groups	13.381	4	3.345	5.956	.001 *	REJECTED
	Within Groups	137.615	245	.562			
	Total	150.996	249				
Drinking water facility	Between Groups	5.978	4	1.495	1.834	.123	ACCEPTED
	Within Groups	199.658	245	.815			
	Total	205.636	249				
disability assistance booth	Between Groups	4.757	4	1.189	1.166	.326	ACCEPTED
	Within Groups	249.867	245	1.020			
	Total	254.624	249				
amphibious wheelchair	Between Groups	21.281	4	5.320	6.247	.003 *	REJECTED
	Within Groups	208.643	245	.852			
	Total	229.924	249				

Note: *Significant difference at 5% level

From the above (table 4.3.9) there is no significance difference in opinion exists among the Type of visit of the respondents towards difficulty in accessing any of the public service in Safety flag for disabled people, Drinking water facility and disability assistance booth.

4.3.10 TO EXAMINE THE DIFFICULTY FACED WHILE VISITING THE DESTINATION OF THE RESPONDENTS TOWARDS THE ESSENTIAL DEVELOPMENT NEEDED IN THE RAMP SERVICE

H0: Different difficulty faced while visiting the destination of the respondents have same opinion towards essential development needed in the ramp services.

ANOVA							
FACTORS		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Safety flag for disabled people	Between Groups	29.589	3	9.863	27.138	.003*	REJECTED
	Within Groups	89.407	246	.363			
	Total	118.996	249				
CCTV surveillance	Between Groups	18.013	3	6.004	11.107	.005*	REJECTED
	Within Groups	132.983	246	.541			
	Total	150.996	249				
Drinking water facility	Between Groups	27.285	3	9.095	12.545	.054	ACCEPTED
	Within Groups	178.351	246	.725			
	Total	205.636	249				
disability assistance booth	Between Groups	19.827	3	6.609	6.924	.002*	REJECTED
	Within Groups	234.797	246	.954			
	Total	254.624	249				
amphibious wheelchair	Between Groups	3.862	3	1.287	1.401	.243	ACCEPTED
	Within Groups	226.062	246	.919			
	Total	229.924	249				

Note: *Significant difference at 5%level

From the above (table 4.3.10) there is no significance difference in opinion exists among the Type of visit of the respondents towards difficulty in accessing any of the public service in Drinking water facility and amphibious wheelchair.

4.4 GARRETT'S RANKING

4.4.1 TO ILLUSTRATE THE RANKING FOR THE SATISFACTORY LEVEL OF THE ACCESSIBLE TOURIST USING THE RAMP AT THE MARINA BEACH

TABLE.NO. 4.4.1

S.NO	FACILITIES	GARRETT MEAN SCORE	MEAN RANK
1	Roads developed for accessible tourist	61.81	3
2	Restroom facilities provided at the tourist spot	70.08	1
3	No damage made to any natural resource available there	64.88	2
4	Cleanliness and hygiene are well maintained	48.90	4
5	Staffs are friendly and cardinal	36.81	6
6	Wheel chairs provided are under good condition	47.14	5

From the table.no. 4.4.1, the Facilities are ranked according to their satisfaction from 70 to 36.81 and top rank is given for the Restroom facilities provided at the tourist spot and least rank is given for Staffs are friendly and cardinal.

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1.1 FINDINGS

- Chennai is capital Tamil Nadu. Marina the second longest beach in the world is located in Chennai. A ramp was built for accessible tourist to access to the beach. The present study is taken to evaluate the impact and satisfaction of accessible tourist at Marina beach.
- 52 percent of respondents are Female, 44 percent of respondents are Male, 4 percent of respondents are transgender. Thus the majority of the respondents are Female.
- 36 percent of respondents are at the age of 20-30 years, 28 percent of respondents are at the age of 31-40 years, 14 percent of respondents are at the age of 41-50 years, 14 percent of respondents are at the age of below 20 years and 8 percent of respondents are 51-60 years.
- 18 percent of respondents are ignorant, 22.4 percent of respondents are SSLC, 14 percent of respondents are HSC, 18 percent of respondents are Diploma, 13.6 percent of respondents are Under Graduate, 8 percent of the respondents are Post Graduate, and 6 percent of the respondents are Doctorate. Thus the majority of the respondents are SSLC educated.
- 41.6 percent of respondents are Private Employment, 38.8 percent of respondents are Public Employment, 17.6 percent of respondents are Home Makers, and 2 percent of respondents are others. Thus the majority of the respondents are private employees.
- 25.6 percent of respondents are Single and 66.8 percent of respondents are married and 7.6 percent preferred not to say. Thus the majority of the respondents are married.
- 18 percent of respondents have Annual Income as below average, 60.4 percent of respondents have Annual Income as Average, 17.6 percent of respondents have Annual Income as above average, 4 percent of respondents have Annual Income as prefer not to say. Thus the majority of the respondents are average.
- 31.2 percent of respondents have visited Marina Beach as Single, 35.2 percent of respondents have visited as couple, 23.6 have visited as family, 8 percent of the respondent

have visited with friends and 2 percent of the respondents have visited for educational purpose. Thus the majority of the respondents are couple.

- 38 percent of respondents difficulty to visit the destination was Accessibility, 38.4 percent of respondents difficulty to visit the destination was Safety, 14 percent of respondents difficulty to visit the destination was Security, 9.6 38 percent of respondents difficulty to visit the destination was Comfort. Thus the majority of the respondents are facing difficulty in accessibility.
- 38 percent of respondents have already visited the Marina Beach; 2 percent of the respondents have not already visited Marina Beach. Thus the majority of the respondents have visited Marina Beach.
- 90 percent of respondents use roadways to reach the destination, 4 percent use airways to reach the destination, 2 percent use waterways to reach the destination and 4 percent use other modes of transport to reach the destination. Thus the majority of the respondents use Roadways.
- 29.6 percent of respondents visit the destination Daily after the service provided, 14 percent of respondents visit the destination once in a week after the service provided, 26 percent of respondents visit the destination Monthly once after the service provided, 30.4 percent of respondents visit the destination yearly after the service provided. Thus the majority of the respondents visit Marina once in a year.
- 96 percent of respondents Nationality is Indian and 4 percent of the respondents Nationality is Foreign. Thus the majority of the respondents are Indians.
- 88 percent of respondents are from Tamil Nadu; 12 percent of respondents are from Kerala. Thus the majority of the respondents are Tamil Nadu
- 42.4 percent of respondents have Visual Impairment, 42 percent of respondents have Wheel chair- bound Impairment and, 15.6 percent of respondents have Multiple Disability. Thus the majority of the respondents are visually impaired.
- 44 percent of respondent source of information was News, 42 percent of respondent source of information was Social Media, 8 percent of respondent source of information was Friends and 6 percent of respondent source of information was Magazine. Thus the majority of the respondents source of information was news.

5.1.2 DESCRIPTIVE STATISTICS

- The mean range value from 4.24 to 4.40. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 4.40 Ramp lightning for accessible tourist has the highest value. Whereas lowest value is 4.24 which means satisfaction with the quality of the services provided.
- The mean range value from 3.76 to 3.95. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 3.76 is health service and the difficulty of the accessible tourists. Whereas highest value is 3.95 which means culture spots and services
- The mean range value from 3.77 to 3.92. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 3.92 is less quality of the ramp. Whereas lowest value is 3.77 General people using the ramp.
- The mean range value from 3.55 to 4.00. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table, 4.00 is Safety flag for disabled people and 3.55 is the lowest value which is amphibious wheelchair.

5.1.3 ANOVA

- There is significance difference in opinion exists among the Gender of the respondents towards the User satisfaction of the ramp at Marina Beach in Am satisfied with the equipment and infrastructure provided for accessible tourist and I am satisfied with the quality of the services provided.
- There is significance difference in opinion exists among the Age of the respondents towards the User satisfaction of the ramp at Marina Beach in I will continue to use the ramp service, Ramp lightning and waiting area services.
- There is significance difference in opinion exists among the Education of the respondents towards difficulty in accessing any of the public service in Benefits and pension service and Culture sports and leisure service.
- There is significance difference in opinion exists among the Employment of the respondents towards difficulty in accessing any of the public service in Benefits and pension service.

- There is no significance difference in opinion exists among the Mode of transport of the respondents towards difficulty in accessing any of the public service in Culture sports and leisure service and social Service.
- There is significance difference in opinion exists among the marital status of the respondents towards difficulty in accessing any of the public service in less quality of the ramp and can view only the area near the ramp.
- There is no significance difference in opinion exists among the Annual Income of the respondents towards difficulty in accessing any of the public service in General people using the ramp and less quality of the ramp.
- There is no significance difference in opinion exists among the Type of visit of the respondents towards difficulty in accessing any of the public service in Safety flag for disabled people, Drinking water facility and disability assistance booth.
- There is no significance difference in opinion exists among the Type of visit of the respondents towards difficulty in accessing any of the public service in Drinking water facility and amphibious wheelchair.

5.1.4 GARRETT'S RANKING

- By using Garrett's Ranking method, it is done for the satisfactory level of the respondents in Accessible Tourism spots towards various facilities and it is observed that by comparing the average total values we can conclude that majority of the respondents ranks to Restroom facilities provided at the tourist spot as the top rank and the least rank in proposed to Staffs are friendly and cardinal.

5.2 SUGGESTIONS

The research based on the present study has few suggestions to make the Accessible Tourism in Chennai Marina Beach effective and more sustain.

- To provide seating area to spend some more time at the beach so that the accessible tourist would take rest.
- To ensure the quality of the wood used every now and then and during disaster periods.
- To restrict general public using the ramp to walk.
- To increase the number of wheelchairs provided so that the waiting time for the wheelchair reduces.
- To provide drinking water facility near the ramp for the accessible tourist.
- To provide ramp facility at other beaches so that accessible tourist would be able to access all beaches.
- The ramp can be built till the water level so they can enjoy the beach.
- To have Medical kit near the ramp for the accessible tourist to use it in case of emergency
- To provide light facility at the evening for the people to have a safe walk.
- More infrastructural works to be done in many public areas and make it accessible for the people with disabilities.
- The restrooms of the accessible tourist to be well maintained.
- Increasing the number of staffs allotted for helping the tourists.
- Having clean and safe environment for the accessible tourists.

5.3 CONCLUSION

Many accessible tourists are currently involved in considering the use of the ramp at Marina beach as a means of accessibility to the beach. This paper studies the impact and satisfaction point of view under three main areas such as importance of Accessible tourism, Barriers of Accessible tourism and the Future Growth and implications of Accessible Tourism.

The accessible tourist the respondents of this study. Information / data was collected by interviewing the respondents of the accessible by using a well-structured schedule. Impact and satisfaction are viewed in different segments, such as the importance, barriers and benefits of Accessible tourism. The variables are to educate the visitors and public about accessible tourism, the variables got the status of strongly agree under the head of importance of Accessible Tourism. In Barriers difficulty faced to access other infrastructure are under the status of Strongly Agree.

In many countries, wheelchair ramps and other features to facilitate universal access are required by building code when constructing new facilities which are open to the public. Internationally, the United Nations Convention on the Rights of Persons with Disabilities mandates nations take action to "enable persons with disabilities to live independently and participate fully in all aspects of life." Among other requirements, it compels countries to institute "minimum standards and guidelines" for accessibility.

The purpose of this accessibility audit is to enable the creation of a universally accessible public space & facilities by assessing the accessibility of the existing physical environment and suggest improvements, if necessary.

To conclude Accessible tourism is gaining worldwide recognition as a good opportunity for enhancing accessible tourist infrastructure need, and development. Accessible tourism development perceives its economic return. It also suggests that more effort is needed to communicate these positive benefits to the public, as such information may elicit more accessible tourist destination. The full growth potential for Accessible tourism can only be achieved if strategies to address their challenges are developed and implemented.

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WEBSITES

- <https://shodhganga.inflibnet.ac.in/>
- <https://scholar.google.com/>
- <https://tourism.gov.in/>
- <https://www.unwto.org/accessibility>

7. Type of visit

- Single
- Couple
- With family
- With friends
- Educational purpose
- Others_____

8. What are the difficulties you faced while visiting the destination before the construction of the ramp?

- Accessibility
- Security
- Safety
- comfort

9. Have you visited Marina beach already?

- Yes
- No

10. What mode of transport do you use to reach the destination?

- Road ways
- Airways
- Waterways
- other

11. How often would you visit Marina after the service provided for the accessible tourist?

- Daily
- Once in a week
- Monthly once
- Yearly once or twice

12. Nationality

- Indian
- Foreigner

13. State

- Tamil Nadu
- Kerala
- Andhra Pradesh
- Others_____

14. Do any of these health conditions affect you?

- Visual impairment
- Wheelchair – bound
- Multiple disabilities
- Others _____

15. From where do you get then information about the ramp?

- News
- Social media
- Friend
- magazine

16. If you have not been able to get into buildings, what kind of places were these?

- Shopping center
- Theatres and cinemas
- Place of work
- others _____

SECTION – B

Please do you score your satisfaction level for the questions below?

Note: SA-Strongly agree (5), A- Agree (4), N- Neutral (3), DA-Disagree (2), SD-Strongly Disagree (1).

SECTION – B.1 (User satisfaction of the Ramp at Marina Beach)

SL.NO	QUESTIONS	SA (5)	A (4)	N (3)	DA (2)	SD (1)
1	I am satisfied with the equipment and infrastructure provided for the accessible tourist					
2	I am satisfied with the staffs and their management					
3	I am satisfied with the quality of the services provided					
4	I will recommend the ramp to other accessible tourist					
5	I will continue to use the ramp service					
6	Ramp lightning					
7	Waiting area services					

Note: ND-No Difficulty (5), SD-Some Difficulty (4), N-Neutral (3), LD-Lot of Difficulties, NA-Not Accessed (1)

SECTION –B.2 (Difficulty in accessing any of these public services)

SL. NO	QUESTIONS	ND (5)	SD (4)	N (3)	LD (2)	NA (1)
1	Health service					
2	Court and police service					
3	Benefits and pension service					
4	Culture sports and leisure service					
5	Social service					

Note: SA-Strongly agree (5), A- Agree (4), N- Neutral (3), DA-Disagree (2), SD-Strongly Disagree (1).

SECTION-B.3 (Difficulty faced while using the ramp)

SL. NO	QUESTIONS	SA (5)	A (4)	N (3)	DA (2)	SD (1)
1	General people using the ramp					
2	People sitting in the ramp and blocking the way					
3	Less staffs for pushing the wheelchair					
4	Less quality of the ramp					
5	Can view only the area near the ramp					

Note: **SA-Strongly agree (5), A- Agree (4), N- Neutral (3), DA-Disagree (2), SD-Strongly Disagree (1).**

SECTION –B.4(The essential development needed in the ramp services)

SL. NO	QUESTIONS	SA (5)	A (4)	N (3)	D A(2)	SD (1)
1	Safety flag for disabled people					
2	CCTV surveillance					
3	Drinking water facilities					
4	Disability assistance booth					
5	Amphibious wheelchair					

SECTION – B.5

Rank the following facilities according to your satisfactory level.

(1 – Excellent, 2 – Very Good, 3 – Good, 4 – Satisfactory, 5 – Less satisfied, 6- Poor)

SL.NO	FACILITIES	RANKING
1	Roads developed for accessible tourist	
2	Restroom facilities provided at the tourist spot	
3	No damage made to any natural resource available there	
4	Cleanliness and hygiene are well maintained	
5	Staffs are friendly and cardinal	
6	Wheel chairs provided are under good condition	

IMAGE GALLERY

