

**A Study on Customer Satisfaction and Service Quality in
Selected Attractions of Ooty**

By

Kayalvizhi.T

(16PTA006)

Thesis Submitted To

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

In Partial Fulfilment of the Requirement For

Masters Degree

In

MASTER OF BUSINESS ADMINISTRATION

(Tourism and Travel Management)

April, 2018

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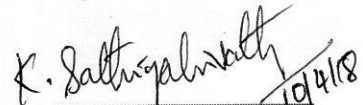
April, 2018

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10/4/18

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Examiner**


10/4/18

**Signature of the
Guide**

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CHAPTER 1

INTRODUCTION

1.1. Tourism

Tourism is travel for pleasure. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism is now a global industry involving millions of people in international as well as domestic travel every year. The World Tourism Organization estimated that international tourist arrivals grew by 4.4 percent in 2015 to reach a total of 1,184 million in 2015, this amounts to approximately 12 per cent of the world's population. Tourism comprises of the temporary movement of people to destinations outside of their normal places of work and residence, the activities undertaken during the stay in those destinations and the facilities created to cater for their needs. Tourism is multi-dimensional and can be compartmentalized in a number of ways. There are two major variables such as origin-destination relationship and the motivation for travel. Tourism can be divided into four categories such as international tourism, internal tourism, domestic tourism and national tourism. Major reasons for tourist travel are escape from routine, relaxation, play, strengthening family bonding, prestige, social interaction, sexual opportunity, educational opportunity, and self-fulfillment and shopping.

Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries. In some cases tourism is of vital importance, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment and economic advancement by working in the industry. Travel activity of the foreign tourist brings lot of money to the countries where they travel. Hence, tourism has become a source of income for the countries. Tourism is now developing as a great industry.

Not only it make significant contribution to the foreign exchange earnings, employment, income generation and regional development but it also helps in the overall development of that area. Tourism is as such a part of socio-economic development as any other related activity.

For these reasons NGOs and government agencies promote a specific region as a tourist destination, and support the development of a tourism industry in that area. The contemporary phenomenon of mass tourism result in over development, however alternative forms of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism in a sustainable way.

1.2 Components of Tourism

1.2.1. Accessibility:

One of the main components of tourism, accessibility, refers to the ability for tourists to get to the destination. Accessibility in tourism is how easy it is for the tourist to access or get to the desired destination. This mostly includes transportation, which needs to be regularly scheduled, economical, safe and comfortable. Depending on the destination, this includes cars and buses, boats and ships, trains and airplanes. The transportation should be there for all kinds of tourists and destinations. It is means by which a tourist reaches the area where the attractions are located.

1.2.2. Accommodation:

The second component of tourism is accommodation. This means that tourists have a place to stay upon reaching the destination and a way to get food. Much like accessibility, accommodation also needs to be economical, safe and comfortable. The type of accommodation also varies according to the location. Other accommodations include hotels and motels. Accommodation plays a central role and is very basic to tourist destinations.

The demand for accommodation away from one's home is met by a variety of facilities. There are various types of accommodation from seven star deluxe hotels to a normal budget class hotel. The accommodation and other facilities compliment the attractions. The range and type of accommodation is quiet varied and has undergone considerable change since the last half century. There has been a decline in the use of boarding houses and small private hotels.

1.2.3. Attraction:

The third and arguably most important component of tourism is attraction. This means that the destination needs to have some draw that makes tourists want to visit. In some cases the draw is scenic, like mountains and lakes. In other cases the draw might be historical relevance. Unless there is an attraction, the tourist will not be motivated to go to a particular place. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another.

Attraction means anything that creates a desire in a person to travel in a specific tourist destination or attraction. The locale may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions. The attractions could be like cultural sites and areas of archeological interests, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fair, exhibitions, arts and music festivals, games etc.

1.3. Tourist Attraction

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement. From the tourism industry supply perspective a destination is usually defined by a geo-political boundary, given destination marketing is most commonly funded by governments. From the traveler perspective, a destination might be perceived quite differently.

A tourist destination is a city, town, or other area that is dependent to a significant extent on the revenues accruing from tourism, or "a country, state, region, city, or town which is marketed or markets itself as a place for tourists to visit". It may contain one or more tourist attractions and possibly some "tourist traps". Fatima town for example is a popular tourist destination in Portugal. Siem Reap town is a popular tourist destination in Cambodia, mainly owed to its proximity to Angkor temples and Golden triangle is a popular tourist destination in India. A tropical island resort is an island or archipelago that also depends on tourism as its source of revenue.

Bahamas in Caribbean archipelago, Bali in Indonesia, Phuket in Thailand, Hawaii in the United States, Palawan in the Philippines, and Fiji in the Pacific, Vamizi Island, Santorini and Ibiza in Mediterranean are examples of popular island resorts

1.3.1 .Types of Tourist Attraction

Natural beauty such as beaches, tropical island resorts with coral reefs, hiking and camping in national parks, mountains, deserts and forests, are examples of traditional tourist attractions to spend summer vacations. Other examples of cultural tourist attractions include historical places, monuments, ancient temples, zoos, aquaria, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, bridges), theme parks and carnivals, living history museums, signs, ethnic enclave communities, historic trains and cultural events.

Factory tours, industrial heritage, creative art and crafts workshops are the object of cultural niches like industrial tourism and creative tourism. Many tourist attractions are also landmarks.

Tourist attractions are also created to capitalize on legends such as a supposed UFO crash site near Roswell, New Mexico and the alleged Loch Ness monster sightings in Scotland. Ghost sightings also make tourist attractions. Ethnic communities may become tourist attractions, such as Chinatowns in the United States and the black British neighborhood of Brixton in London, England.

In the United States, owners and marketers of attractions advertise tourist attractions on billboards along the side of highways and roadways, especially in remote areas. Tourist attractions often provide free promotional brochures and flyers in information centers, fast food restaurants, hotel and motel rooms or lobbies, and rest area.

While some tourist attractions provide visitors a memorable experience for a reasonable admission charge or even for free, others can have a tendency to be of low quality and to overprice their goods and services (such as admission, food, and souvenirs) in order to profit from tourists excessively. Such places are commonly known as tourist traps. Within cities such transport tourist attractions as rides by boats and buses (City Sightseeing, etc.) are very popular.

1.3.2. Economic Impact

The tourism industry generates substantial economic benefits to both host countries and tourists home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. According to the World Tourism Organization, 698 million people travelled to a foreign country in 2000, spending more than US\$478 billion. International tourism receipts combined with passenger transport currently total more than US\$575 billion – making tourism the world’s number one export earner, ahead of automotive products, chemicals, petroleum and food.

Tourist attractions can:

- Contribute to government revenues, direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes.
- Provide employment.
- Stimulate infrastructure investment.
- Contribute to local economies.
- Provide foreign exchange earnings

1.4. The Role of Transportation in Tourism

Transportation and travel can be discussed without taking tourism into consideration, but tourism cannot thrive without travel. Transportation is an integral part of the tourism industry. It is largely due to the improvement of transportation that tourism has expanded.

Culpa (1987) identified transportation modes and management as the “important ingredients of the international tourism system,” acknowledging that linkage by air, sea and land modes is essential for the operations as well as the availability of support services such as fuel stations, auto repair, motels and rest facilities for land travel.

Transportation system of a tourist destination has an impact on the tourism experience which explains how people travel and why they choose different forms of holiday, destination, and transport. Accesses to tourist sites vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system.

1.4.1. Modes of Transport

Modes of transport are a term used to distinguish substantially different ways to perform. The different modes of transport are air, water, and land transport, which includes rail, road and off-road transport. Other modes also exist, including pipelines, cable transport, and space transport. Human-powered transport and animal-powered transport are sometimes regarded as their own mode, but these normally also fall into the other categories. In general, transportation is used for the movement of people, animals, and other things. Each mode of transport has a fundamentally different technological solution, and some require a separate environment. Each mode has its own infrastructure, vehicles, and operations.

1.4.2. Road Transport

A road is an identifiable route of travel, usefully surfaced with gravel, asphalt or concrete and supporting land passage by foot or by a number of vehicles. The most common road vehicle in the developed world is the automobile; a wheeled passenger vehicle that carries its own motor. As of 2002, there were 591 million automobiles world wide. Other users of roads include motorcars, motorcycle, buses, trucks, bicycles and pedestrians, and special provisions are sometimes made for each of these. For example, the use of bus lanes give priority for public transport, and cycle lanes provide special areas of road for bicycles to use. Motorcars offer high flexibility, but are deemed with high energy and area use, and the main source of noise and air pollution in cities; buses allow for more efficient travel at the cost of reduced flexibility. Road transport by truck is often the initial and final stage of freight transport.

14.3. Rail Transport

Rail transport is a mean of conveyance of passengers and goods by way of wheeled vehicles running on rail track, known as a railway or railroad. The rails are anchored upright on railroad train consists of one or more connected vehicles that run on the rails. Propulsion is commonly provided by a locomotive that hauls a series of unpowered, cars, that can carry passengers or freight. The locomotive can be powered by steam, diesel or by electricity supplied by trackside systems. Alternatively, some or all the cars can be powered, known as a multiple unit. Also, train can be powered by horses, cables, gravity, pneumatics and gas turbines.

Railed vehicle move with much less friction than rubber tires on paved roads, making train more energy efficient, though not as effect as ships. Intercity trains are long-haul services connecting cities modern high-speed rail is capable of speeds up to 430km.but this requires and surrounding areas, while intra-urban transport is performed by high- capacity tramways and rapid transits, often making up the backbone of a city public transport. Freight trains traditionally used box cars, requiring manuals loading and unloading of the cargo. Since the 1960 container trains have become the dominant solution for general freight, while large quintiles of bulk are transported by dedicated trains.

1.4.4. Water Transport

Water transport is the process of transport that a watercraft, such as a barge, boat, ship or sailboat, make over a body of water, such as a sea, ocean , like canal or river. If a board or other vessel can successfully pass through a waterway it is known as a navigable waterway. The need for buoyancy unites watercraft, and makes the hull a dominant aspect of its construction, maintenance and appearance. When a board its floating on the water the hull of the boat is pushing aside water where the hull now is, this is known as displacement. Although slow, modern sea transport is a highly effective method of transporting large quantities of non –perishable goods. Commercial vessels, nearly 35,000 in number, carried 7.4 billion tons of cargo in 2007. Transport by water is significantly less costly than air transport for transcontinental shipping short sea shipping and ferries remain viable in coastal areas.

1.4.5. Air Transport

Air transport is the second fastest method of transport, after space travel. Commercial jets reach speeds of up to 955 km per hour 9 (593 mph) and a considerably higer ground speed if there is a jet stream tailwind, while piston- powered general aviation aircraft may reach up to 55km per hour(345mph). this celerity comes with higher cost and energy use,and aviation impacts to the environment and particularly the global climate require consideration when comparing modes of transportation. Airline alone burned about 16.2 billion gallons of fuel during the twelve months between October 2013 and September 2014.The global trend has been for increasing number of people to travel by air, and individually to do so with increasing frequency and over longer distances, a dilemma that has the attention of climate scientists and other research's the press, and the world wide web. The issue of impacts from frequent travel, particularly by air because of the longer distances that are easily covered in one or a few days, is called hyper mobility and has been a topic of research and government concern for many years.

1.5. Ooty

Ooty or Udhagamandalam known as ‘the queen of hill stations’ is a capital town of district Nilgiris in Tamil Nadu, India. It was originally occupied by Todas, and ruled by East India Company before Independence of India. Ooty is the most popular hill station in South India, located in Western Ghats at the height of 2240 meter. Ooty is said to be one of the most beautiful places in South India. This place is well known for coffee and tea plantations, tree species like Conifers, Eucalyptus, Pine and Wattle dot. Not only modernizing, British constructed the first railway line in this hill station and made Ooty as Summer Capital of Madras Presidency. Originally occupied by the Toda, the area came under the rule of the East India Company at the end of the 18th century. The economy is based on tourism and agriculture, along with the manufacture of medicines and photographic film. The town is connected by the Nilgiri ghat roads and Nilgiri Mountain Railway. Its natural environment attracts tourists and it is a popular summer destination. As of 2011, the town had a population of 88,430.

1.5.1. Places of interest

Ooty is situated in the Nilgiri Biosphere Reserve. Many of the forested areas and water bodies are off-limits to most visitors to protect this fragile ecosystem. Some areas of the Biosphere Reserve have been earmarked for tourism development, and steps are being undertaken to open these areas to visitors whilst conserving the area. It is situated at an altitude of 2,240 meters’ (7,350 feet) above sea level. Below given are some of the places of interest:

- Gardens and parks.
- Lakes and dams.
- Reserve forests.
- Tribal huts and museum.
- Nilgiri Mountain Railway.
- Historical buildings.

1.6. Modes of Transport to Ooty.

1.6.1. Road

Ooty is well connected to the road network. It is 306 km from Bengaluru (via Mysore and Bandipur) 558 km (347 mi) from Chennai (via Salem, Erode, and Coimbatore), 86 km (53 mi) from Coimbatore and 158 km (98 mi) from Mysore, 246 km from Kannur, 180 km from Calicut and nearly 100 km from Wayanad Ooty is situated on NH 181 and is connected by road via the five main accepted Nilgiri Ghat Roads. Bus services operated by TNSTC, KSRTC (Karnataka) and KSRTC (Kerala) connect major towns in the state, nearby towns in the district such as Coonoor about 21 km, Kotagiri about 31 km, and Gudalur about 50 km and nearby cities to Mysore, Kannur, Wayanad and Calicut.

1.6.2. Rail

Nilgiri Mountain Railway, a UNESCO World Heritage Site.

Udhagamandalam railway station is connected with Mettupalayam by NMR metre gauge service. In 1882, a Swiss engineer named Arthur Riggensbach came to the Nilgiri Hills on an invitation from Government of India and he submitted an estimate for a line costing GB£132,000. The Nilgiri Railway Company was formed in 1885 and planning work commenced in 1886. The work on the line commenced in August 1891 and the Mettupalayam-Coonoor section of the track was opened for traffic on 15 June 1899. In January 1903, the Indian Government purchased the line, and took over the construction of the extension from Coonoor to Ooty.

The Nilgiri Mountain Railway was operated by the Madras Railway until 31 December 1907 on the behalf of the Government. In January 1908, the railway line was handed over to South Indian Railway. The line from Coonoor to Ooty was completed in 1908. On 15 October, Arthur Lawley, Governor of Madras opened the new railway to traffic. The Nilgiri Mountain Railway (NMR) is one of the oldest mountain railways in India and was declared by the UNESCO as a World Heritage Site in July 2005. It is the only rack railway in India, and uses the Abt system.

1.7. Places for the Study:

The following are the places chosen for the present study:

1. Nilgiri Railway Mountain
2. Tea Factory
3. Doddabetta Peak
4. Pykara Falls
5. Wax World Museum

1.7.1. Nilgiri Mountain Railway

The Nilgiri Mountain Railway (NMR) is a 1,000 mm (3 ft 3 $\frac{3}{8}$ in) metre gauge railway in Tamil Nadu, India, built by the British in 1908. The Railway is operated by the Southern Railway. NMR is the only rack railway in India.

The railway relies on its fleet of steam locomotives. For the past several years, NMR has used diesel locomotives instead of steam locomotives on the section between Coonoor and Udhagamandalam. Local people and tourists have led a campaign to return to the use of steam locomotives in this section.

In July 2005, UNESCO added the Nilgiri Mountain Railway as an extension to the World Heritage Site of Darjeeling Himalayan Railway. The site then became known as Mountain railways of India.

1.7.1.1. Operators

The NMR and all its movable and immovable assets, including the authentic railway stations, the line, and the track vehicles, belong to the Government of India and are entrusted to the Ministry of Railways. The Southern Railway performs the day-to-day maintenance and management but several programs, divisions and departments of the Indian Railways are responsible for operating, maintaining and repairing the NMR. This includes technical as well as non-technical work.

1.7.1.2. Route

The 'Nilgiri Passenger' train covers a distance of 26 km (16.2 mi), travels through 208 curves, 16 tunnels, and across 250 bridges. The uphill journey takes around 290 minutes (4.8 hours), and the downhill journey takes 215 minutes (3.6 hours). It has the steepest track in Asia with a maximum gradient of 8.33%.

As of 2007, there is one train a day over the rack section, which starts from Mettupalayam at 07:10 and reaches Udthagamandalam at noon. The return train starts from Udthagamandalam at 14:00, and reaches at 17:35. The train is scheduled to connect to the Nilgiri Express, which travels from Mettupalayam to Chennai via Coimbatore. A summer special service is also run during the months of April and May, starting from Mettupalayam at 09:30 (AM) and from Udthagamandalam at 12:15 (PM). Between Coonoor and Udthagamandalam, there are four daily trains each way.

1.7.1.3. Stations

1. Mettupalayam railway station
2. Kallar Station
3. Adderly Station.
4. Hillgrove Station
5. Runneymede Station
6. Kateri Road Station
7. Coonoor railway station
8. Wellington railway station
9. Aravankadu railway station
10. Ketti railway station
11. Lovedale railway station
12. Udthagamandalam railway station

1.7.2. Tea Factory

The Tea Museum in the picturesque hill station of Ooty (Ootacamund) is a destination with a difference. This interesting place is located in the Doddabetta Tea Factory which extends over an acre amidst the verdant carpet of emerald tea plantations. This is a great place to check out if you want to know in depth stuff about how tea is made and also the origins and history of tea.

1.7.2.1. The Process

Tea Museum is a must-visit when you are in Ooty because you can learn so much about the popular beverage. The history of tea is very fascinating and there are three sections devoted to it - Origins of World tea, Tea history in India and Evolution of Tea in the Nilgiris. The Tea Factory in Ooty is a double-storey building which houses the Tea Museum. Entry is on the second floor and as you enter the spacious hall, you will see tea leaf driers. The hall is lined with huge boards that divulge the history of tea-making history and how tea planting extended across India. You will observe tea leaves being cut and spread out over the driers. From here, they are moved to the first floor to be cut, twisted and curled into the tea that we know so well. Interestingly, the term 'CTC Tea' was originated from these three words as a brand name which means Cut, Twisted and Curled! Tea Factory's first floor has a series of 5 CTC high speed stainless steel rollers machines for the CTC process.

From here, the tea leaves are spread over a fermenting floor where they react with the oxygen; this is when the leaves change from green to a coppery red/brown. At some point the leaves emanate a fruity aroma which is a sign that it is ready for drying. Then you see how fiber and dust are removed from the tea. Next, the tea leaves are graded as per their granular sizes and the tea dust is graded as well. After this, flavors are added to the leaves and the tea dust is packaged as tea bags. The Tea Factory has a little shop on the first floor just near the exit. You can enjoy a flavorsome cup of hot cardamom flavored tea, a comforting drink in the Ooty cold! And if you'd like to pick up some tea, you can buy it here. Outside is a small chocolate shop which sells Ooty's famous chocolates. You should buy some – even if you don't like chocolates, you can always gift them to someone.

1.7.3. Doddabetta Peak

Doddabetta (Means Big hill in Kannada) is the highest mountain in the Nilgiri Hills at 2,637 metres (8,650 feet). There is a reserved forest area around the peak. It is 9 km from Ooty, on the Ooty-Kotagiri Road in the Nilgiris district of Tamil Nadu, India. It is a popular tourist attraction with road access to the summit. It is the fourth highest peak in South India next to Anamudi, Mannamalai and Meesapulimala. The peaks Hecuba (2375 m), Kattadadu (2418 m) and Kulkudi (2439 m) are the three closely linked summits in the west of the Doddabetta range near to Udagamandalam (Ooty).

1.7.3.1. Flora

The area surrounding Doddabetta is mostly forested. Sholas cover the hollows of its slopes. Slightly stunted, rhododendron trees, in the midst of thick coarse grass, flowering sub-alpine shrubs and herbs are common, even very near the peak.

1.7.3.2. Telescope House

There is an observatory at the top of Doddabetta with two telescopes available for the public. It was opened on 18 June 1983 and is run by the Tamil Nadu Tourism Development Corporation (TTDC). The average number of viewers in 2001-2002 was 3500 per day in season and 700 per day in the off season.

1.7.4. Pykara Falls

Pykara is the name of a village and river 19 kilometres (12 mi) from Ooty in the Indian State of Tamil Nadu. The Pykara River is considered very sacred by the Todas. It rises at Mukurthi peak, flows northwards, and then turns to the west after reaching the edge of the plateau. The river flows through Murkurti, Pykara and Glenmorgan dams which forms part of an important hydro-electric power project.

The river flows over a series of waterfalls, the last two of 55 metres (180 ft) and 61 metres (200 ft) being known as Pykara Falls. The falls are approximately 6 kilometres (4 mi) from the bridge on the main road. There is a forest rest house at Pykara. A boat house on the Pykara reservoir is an added attraction for tourists. Pykara boasts well-protected, fenced sholas, Toda settlements, large grassy meadows and good wildlife habitat. The Pykara Dam, falls and reservoir attract many tourists.

1.7.4.1. Dam and Power Station

The dam is near the main Ooty–Gudalur road and includes a power station. One of the oldest power plants in south India, the Pykara station still functions, generating about 60 megawatts. The first unit of 6.65 MW was commissioned in October 1932. Sir C.P. Ramaswamy Aiyar, Diwan of Travancore, worked with the British regime in 1920s and 1930s in the setting up of the Pykara project. A team of engineers led by H.G.Howard, a chief engineer in the then electricity department, was responsible for carrying out the project.

The Pykara Station, declared as a heritage plant in September 1997, triggered the establishment of more hydro-electric power stations in the state. Today, the Nilgiris district alone boasts hydro-electric stations with an aggregate installed capacity of 837 MW. Five decades after establishment of the old plant, the Electricity Board (EB) authorities came up with a plan for the Pykara Ultimate Stage Hydro Electric Plant (PUSHEP), containing three units of 50 MW each. The construction of an underground powerhouse, 17 tunnels and the hydraulic head of 1,039 metres (3,409 ft) are the special features of the new plant. According to the EB, the hydraulic head is the highest in Asia. The access to the powerhouse is a tunnel 1.5 kilometres (0.9 mi) long.

1.7.4.2. Boat house

A boat house on the Pykara Reservoir is an added attraction for tourists. The boat house with restaurant is maintained by Tamil Nadu Tourism and Development Corporation. It consists of several boats and has motor boats which are allowed for 20 minutes and speed boats which are allowed for 10 minutes.

1.7.5. Wax World Museum

The Wax World Museum in Ooty is a great alternative to sightseeing mountains and natural valleys of Ooty. Situated just 2 kilometers from the main town of Ooty, this is a place that you would want to visit during your vacation in Ooty. It makes for thoroughly enjoyable and informative experience especially for kids who get a visual treat of wax statues. The Wax World Museum is situated within a 130-year old Colonial Mansion in Ooty close to the Ooty Lake and the Ooty Town Centre. Wax museum that houses life-size look-a like wax statues of personalities of Indian history, culture and heritage house

The Wax World contains beautiful statues of Indian freedom fighters like Mahatma Gandhi, Bal Gangadhar Tilak, Gopal Krishna Gokhale among many others. The museum also has wonderful replicas of social figures like Mother Teresa and our former President, Dr.A.P.J.Abul Kalam. Ooty hotels and Ooty restaurants are easily available near the museum for a quick bite before you carry on with your journey.

1.8. NEED FOR THE STUDY

Ooty also known as Udagamandalam is a major hill station for tourism in the Indian state of Tamil Nadu. It is one of the fastest budding tier-II cities in India. Ooty is hub of mixture of a variety of culture people and has variety of attractions. Not much of study has been done on customer satisfaction and service quality of attractions in Ooty. Thus this study has been undertaken to find out the customer satisfaction and service quality of selected attractions in Ooty.

1.9 OBJECTIVES OF THE STUDY

To study the customer satisfactions of selected attractions (NMR, Doddabetta, Tea Factory, Wax Museum and Pykara Falls) in Ooty.

To understand the service quality of selected attractions (NMR, Doddabetta, Tea Factory, Wax Museum and Pykara Falls) in Ooty.

To suggest effective measures to achieve customer satisfaction and to improve service quality of selected attractions (NMR, Doddabetta, Tea Factory, Wax Museum and Pykara Falls) in Ooty.

1.10 SCOPE FOR THE STUDY

Generally this study focuses on to understand customer satisfaction and service quality of selected attractions in Ooty. It also reveal the preferences, needs, satisfaction of customer regarding the attraction service also helps to know whether the existing product of services they are offering are really satisfying the customer needs and to find whether the customer has perceived expected services. The results of this study can be used for further researches and to improve the quality of services in Ooty.

1.11 LIMITATIONS FOR THE STUDY

Although the study was carried out with extreme enthusiasm and careful planning there are several limitations, which handicapped the research.

The limitations that could restrict the accuracy of the research finding are as follows:

- The research was carried out in the short span of time with a limited sample size of 250 respondents.
- Respondent had marked the questionnaire which may be socially incorrect irrespective of the actual feeling cannot be accurate since the survey is subjected to the bias and prejudices of the respondents.
- Due to confidentiality of some information accurate response was not revealed by some of the respondents.

1.12 CHAPTERISATION

The following chapter and content analysis will be applicable to the research study:

Chapter 1-Introduction:

- In this chapter a holistic perspective is provided of the proposed research. The chapter provides brief introduction about Tourism, Tourist Attraction, places for the study, Need for the study, objectives of the study, Scope of the study, Research limitations.

Chapter 2- Review of literature:

- In this chapter review of related literature is collected on, Service quality and Customer satisfaction in tourism industry.

Chapter 3- Research methodology:

- . In this chapter, it provides the discussion on how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instrument and construct measurement (scale and operation definitions). Furthermore, it discusses about the data processing and data analysis.

Chapter 4-Analysis and Interpretation of Results:

- In this chapter, data is analyzed in detail and interpreted in terms of the primary theme of the dissertation. The results of the analysis and its discussions are given to disclose the proposed research problem.

Chapter 5- Findings and Suggestion:

- In this chapter the research is concluded. The finding of the study is summarized .It also proposes various suggestions for effective service quality.

CHAPTER –II

REVIEW OF LITERATURE

2.1. Service Quality

Rezende and Avelar (2012), attempted to describe the eating out habits of consumers in Brazil. The study revealed that a ‘search for variety’ was a motivator for eating outside the home. The desire for ‘convenience’ was an important element on many occasions of consumption. The younger people and people with higher incomes possessed more intensive consumption and more favourable attitudes towards eating out. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently. An attitude towards eating out was not all so positive, with certain levels of suspicion or mistrust on the part of the consumers’ frequency of buying.

Zeithamal and Bitner (2003),s state that service quality is focused evaluation that reflects the customer perception the specific dimension service, reliability, responsiveness, assurance, empathy and tangible .It is influenced by perception of service quality, product quality and the price as well as situational factor and personal factor.

Michael K Brady and Joseph Cronin Jr. (2001), through qualitative and empirical research, found that the service quality construct conforms to the structure of a third-order factor model that ties service quality perceptions to distinct and actionable dimensions: out-come, interaction, and environmental quality. In turn, each has three sub dimensions that define the basis of service quality perceptions.

Barsky (1992), suggest that the customer may be excellence source of information for management on how the organization can provide quality service. Through survey and focus group customer can help management to determine which service areas are most in need of improvement.

Cronin and Taylor (1992), conducted a study having two fold objectives viz – to develop and test a performance based alternative to SERVQUAL measure and to exhibit the relationship between service quality, customer satisfaction and purchase intentions. The findings exhibit that the service quality is an antecedent of consumer satisfaction and also the customer satisfaction has a major influence on purchase intentions in comparison to service quality. Therefore, a performance based measure of service quality is an improved means of measuring the service quality constructs.

Parasuraman, Zeithaml & Berry (1991), argued that delivering high quality in the service industry has been recognised as the most effective means of ensuring that a company's offerings are uniquely positioned in a market filled with "lookalike" competitive offerings.

Crompton and Mackay (1990), defined service quality as the quality of service attributes and investigations on the importance of those attributes based on types of service categories, which include: high staff intensives with high facility intensives, high staff intensives with low facility intensives, low staff intensives and high facility intensives and low staff intensives and low facility intensives.

Parasuraman A, Valarie A. Zeithaml and Leonard L. Berry (1985), carried out an extensive Exploratory investigation of quality in four service business organization and developed a model of service quality. The research revealed ten dimensions that consumers use to form expectations about and perceptions of services. The research also pinpointed four key areas or gaps on the service provider's side that are likely to affect service quality as perceived by consumers.

Gronroos (1983), elaborated service quality as both technical and functional, the first signifies what the customer gets and the latter how the customer receives the service. When a customer assessed service quality, the company's profile or image acts a "filter". If a company had a positive image, it is easier to overlook smaller mistakes in its service delivery; to regard them as temporary disturbances.

Lehtinen (1983), explained service quality in terms of “process quality” and “output quality”. Process quality is judged by a customer during a service, whereas output quality is judged by a customer after a service has been performed.

Oliver, (1980), predicts that clients will judge that quality is low if performance does not meet their expectations and quality increases as performance exceeds expectations. Accordingly, customers’ expectations serve as the foundation on which service quality will be evaluated by customer. In addition, as service quality increases, satisfaction with the service and intentions to reuse the service increases.”

2.2. Customer Satisfaction

Tahir, Waggett and Hoffman (2013), is “a customer's perspective based on expectation and then subsequent post purchase experience”. In other words, it is an evaluation of products or services’ quality level that meets or exceeds the customer expectations. The term customer satisfaction has been on the markets for a long time. In fact, many researchers and academicians emphasized that it is a key element for a company’s success in the market as well as a crucial

Lim (2010), for the customer it is not necessary that a better quality can be a better taste, if customer like the taste of food he/she will be willing to pay for the it. Based on previous researches, in customer satisfaction and taste, there is a significant correlation found between them. Researchers found that Good taste of food has positive influence on customer’s satisfaction and it also increase the customer’s retention rate which is also depends upon customer’s satisfaction. Therefore, restaurants focus is on taste of the food and services that has influence on customer’s satisfaction.

Deng (2009), Customer satisfaction is becomes the most important part in the business field because when your customer is satisfied then it will provide the profitable business to the industry. Basically customer’s satisfaction is term which means that how customers predict about your product after the use of a specific product and how they evaluate your product in single manner and compare with the competitors’ products. The customer satisfaction is customer’s evaluation of goods and services in term of whether it is according to the customer’s requirements or it is dissatisfied the customer’s needs and wants.

Helms and Mayo (2008), defined Customer satisfaction or dissatisfaction as the derivation from the customers' experience with a service encountered and the comparison of that experience to a given standard. In marketing literature, service satisfaction can be classified as an emotional feeling by the consumers after experiencing a certain service which in turn leads to an individual overall attitude towards purchasing of service.

Zairi (2000), the feeling of pleasure and expectation fulfillment is known as Satisfaction. If the product will not satisfied customer feelings they will be dissatisfied, and if product satisfied them after the use customer will be satisfied and become loyal to that product or brand. In other words customer satisfaction is goods or services which fulfill the customer expectation in terms of quality and service for which he paid. If Customer satisfaction develops they will become loyal to that product or brand and their loyalty will be good for the company in sense as a Profit. Customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market.

Kristensen et al. (1999), states customer/customer satisfaction is an evaluative response of the product purchase and consumption experience resulting from a comparison of what was expected and what is received. The overall conclusion from his study is that expectations influence customer satisfaction and the effect can be positive, negative or non-existent.

Boulding et al (1993), stated another perspective of customer satisfaction, which deals with the difference between transaction specific and cumulative customer satisfaction. Customer satisfaction is viewed as a post-purchase evaluative judgment of a specific purchase occasion according to transaction-specific perspective. Cumulative customer satisfaction is an overall evaluation based on the total purchase and consumption experience with goods or service over time. Cumulative satisfaction is a more fundamental indicator of the firm's past, current and future performance and its cumulative satisfaction that motivates a firm's investment in customer satisfaction.

Oliver (1987), defined customer satisfaction as an outcome of a purchase/ usage experience would appear to be an important variable in the chain of purchase experience linking product selection with other post purchase phenomena including favourable word-of-mouth and customer loyalty.

Westbrook and Reilly (1983), define satisfaction as, customer satisfaction is “an emotional response to the experiences provided by, associated with particular 32 products or services purchased, retail outlets, or even molar patterns of behaviour such as shopping and buyer behaviour, as well as the overall market place.

Oliver (1981), describes in his study that customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market. In old times customer satisfaction was not too much important and people were not focused on quality. But now a day’s competition is taught and customer is aware of all the products and companies due to education and learning environment and this is the reason that every business is concern to fulfill properly customers need and wants.

2.3. Tourism Industry

Patkar (2010), analyzed Tourism development and its environmental impacts in North East India. According to him the development of tourism in north east region requires a caution approach. A right balance between the promotion of tourism and preservation of environment is a must. Less polluting greener vehicles are to be encouraged in and around tourist destinations for carrying people. Tourists also have to ensure that the rubbish and debris are not left behind. The use of plastic or tin container is to be avoided in the places they visit.

Prasad Purna (2008), analyzed the problems and prospects of tourism in Kerala and to manage tourism effectively by employing new management strategies. It was found out that the tourist information centers in Kerala are inadequate, basic amenities are absent in tourism centers, non-availability of trained guides, cleanliness to be developed, taxi drivers to be more humane and

pleasing etc. The suggestions included getting feedback from tourists, distribute tourism publicity material at airports, proper sign boards and so on.

Rao (2005), after analysing the relationship between tourism and foreign exchange concluded that tourism is a revenue earner and the most significant source of foreign exchange in several countries. He warns that a badly organised tourism development strategy will have some adverse effects on the country rather than the development of the country.

Remanan.K (2004), pointed out the positive and negative impacts of tourism. It is also suggested that the citizens of a country should try to minimize the negative factors and maximize positive factors. Tourism provides employment to millions and act as a reservoir of foreign exchange reserve but causes resource drain, pollution of air and rivers, damage to bio-diversity etc.

Dasenbrock (2002), Tourism is the fastest growing sector of the world's service industry, and ecotourism is the newest rage. Costa Rica has been a leader in the ecotourism race, with the largest economic revenue coming from tourism and the industry continues to grow According to the Costa Rica Tourism Institute: The Daniel Oduber International Airport saw the highest number of tourist in the first month of the year in its history. Data gathered from the Immigration Services Department and processed by the Costa Rica Tourism Board (ICT) reported 31,637 tourists in the first month of the year for 2011, which is a 28.2% increase from the same period in 2010 when there were 24,677 tourists. Results of the study showed that the protected areas can be a strong motive for travel to specific destinations.

Syamala (2002), believes that ecotourism has become a need for everyone who wants to refresh from the routine fast city life. Ecotourism provides many interesting tours to the heart of Mother Nature. Ecotourism in India is about taking a break from the busy life and leading a slow paced life in the midst of greenery. In her words, instead of waking up with the alarm we can wake up with the chirping of birds, we can have healthy and timely food rather than having fast food-fried stuffs. India offers many ecotourism spots, which are safe.

Bijender Punia (1999), in his study on 'Problems and Prospects of Tourism in Haryana' has highlighted the importance of elements like climate, seasonality, accessibility, attitude of host

population, availability of man-power resources and the planning expertise in tourism development in any area, region, state or country.

Daniel Gnana Sagar (1998), holds the view that ecotourism is the only way to maximise the economic, environmental and social benefits of tourism. Everyone is a stakeholder in the process and we clearly need to avoid our past shortcomings and negative momentum with more and more travel and travel related organisations are addressing the needs of the eco-tourists and impact that they have had. In India too the movement is gathering and promoting ecotourism in the country.

Batra (1990), in his study on 'Tourism in Rajasthan-problems, potential and future prospects' points out the various snags, impediments and obstacles in the promotion of tourism in the state of Rajasthan in particular and India in general, some of which are in-built in nature. He strongly recommends that, tourism activity in Rajasthan must be taken as a dynamic tool in uplifting the social status of the society.

2.4. Tourists

Baerenholdt, J. O.Haldrup, M.Larsen, J.Urry (2004), focuses on performing tourist places by illustrated through a case on Denmark, it considers the general arguments about the intersections of places, performances and people. It is shown that visitors to a place in part produce that place their performances. Places are intertwined with people through various systems that generate and reproduce performances in and of that place. These systems comprise networks of 'hosts, guests, buildings, objects and machines' that contingently realize particular performances of specific places.

Selwyn.T (1996), studied the tourist mythologizes. He also examined tourist images as they are found in the heritage industry worldwide. Subjects discussed include: the myth of Shangri-la, travel brochures, museums, postcards, festivals, promotional images of English and Japanese resorts, Maltese festivals, souvenir shops of East Jerusalem, traditional English West Country town and the Israeli landscape.

Dietvorst and Ashworth G.J (1995), how visitors arrange their space-time budgets in recreation areas. Time is of obvious central importance, especially as tourism is generally defined in terms of the use of time and the tourism visit with its diverse activities is severely constrained by the availability of time. Two case studies examining daily tourists in southern Limburg, a popular tourist destination in the southern part of the Netherlands, and the Efteling Theme Park, also in the Netherlands, show how tourists use space at various geographical scales. It is argued that whichever spaces they use, time-space analysis can provide some pointers about the management of time at their disposal, and can also be used, by planners, to manage tourism within the multifunctional and urban regional space and within the context of other non-tourist users of that space.

Hall.C.M (1992), describes about the history and definition of hallmark event, particularly in relation to tourism development and marketing. It then considers the planning implications and their economic dimension. It also looks out the crucial planning dimension including those related to smaller scale community events and festivals, and provide a workable strategy for the design and management of hallmark events, based on relevant global experience.

Boorstin (1991), provided an incisive and widely cited lament and critic on the tourist phenomenon in his chapter From Traveler to Tourist: The Lost Art of Travel. In this view, modern tourists, in number of millions, were insulated from locals by carefully planned, designed, and implemented guided package-tours or sea cruises, separated from landscape by airplane or by automobiles traversing through the land on a strip of monotonous super highway.

RESEARCH METHODOLOGY

CHAPTER –III RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered.

The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

3.2 Research Design:

To start a research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the 'research onion' respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study. The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested.

The research philosophy reflects how and in which way we view the world furthermore how we view our research and it is helpful to explain research approaches when collecting and analyzing the data. Positivism is the philosophy which provides a natural science way to conduct the research.

The researcher does not affect or be affected by the subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy.

In order to collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviors and purchasing decisions, a quantitative approach is used to analyze the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self-administered and published electronically using the internet, internet-mediated questionnaires. Since the nature of the questionnaire help to reach a large population, internet-mediated questionnaire makes that one step further and it was possible to reach more respondents. After finalizing the questionnaire, before the distribution of them, the questionnaire presented to few participants to test it.

3.3 Sampling Design

Strategy

In order to address the research aim the participants were selected using a non-probability sampling method.

Types of universe

For the purpose of the study, in and around Ooty respondents were selected as population.

Sample size

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 250 from selected 5 attractions (NMR, Doddabetta, Tea Factory, Wax Museum and Pykara Falls) to access the service quality and satisfaction of the respondents.

Sampling procedure

The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience in and around Ooty which served as main factor for the selection of the sampling procedures. The convenience sampling is a non-probability technique where subjects are selected because of their convenient.

3.4 Source of data

Primary data

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus the primary data has been collected as structured questionnaire and multiple choice questions. It covers in and around Ooty.

Secondary data

Secondary sources are those datas which have already been collected by someone else and which have already been passed through the statistical such as articles, journals, internet and publish survey reports.

3.5 Data Collection

Questionnaire:

A questionnaire consists of a number of questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple choice questions and likert's 5 rating scale questions. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

3.5.1. Construct Measurement (Scale)

Likert Scale

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

SCALES	SCORE
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.5.2 Reliability Analysis:

Reliability measures the overall consistency of the items that are used to define a scale. Reliability analysis allows studying the properties of measurement scales and the items that compose the scales. The Reliability Analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. As a result, we are given sample size, number of items and reliability coefficients. Model- Alpha (Cronbach) is the most popular

Cronbach's Alpha	N of Items
.718	22

3.6 Tools For Analysis

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS 16.0 version.

- Percentage Analysis
- Z Test
- ANOVA

- Garrett's Ranking technique

3.6.1 Percentage Analysis

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondents response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study are done on the gender, age, education, period of work and employment status.

3.6.2. Z-Test

Z-test is based on the normal probability distribution and is used for judging the significance of several statistical measures, particularly the mean. The relevant test statistics is worked out and compared with its probable value at a specified level of significance for judging the significance of the measure concerned. This test is used when binomial distribution or frequently used test in research studies. This test is used even when binomial distribution or t-distribution is applicable on the presumption that such a distribution tends to approximate normal distribution as 'n' becomes larger. Z-test is generally used for comparing the sample proportion to a theoretical value of population proportion or for judging the difference in proportions of two independent samples when n happens to be large. Besides, the test may be used for judging the significance of median, mode, coefficient of correlation and several other measures.

3.6.3 ANOVA

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference

among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

3.6.3.1 One Way ANOVA:

1. To obtain the 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:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No Of samples (k)}}$$

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)

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

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:

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

7. Sum of squares for total variance:

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

$$\text{Where } i = 1, 2, 3, \dots \quad j = 1, 2, 3, \dots$$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

8. F ratio worked out as

$$F \text{ ratio} = \frac{MS \text{ between}}{MS \text{ within}}$$

MS within

3.7 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 has been converted into score value with the help of the following formula:

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where

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

N_j = Number of variable 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.

3.8. Location of Study Area

Ooty is a town and municipality in the Indian state of Tamil Nadu. It is located 86 km north of Coimbatore and 128 km south of Mysore and is the capital of the Nilgiris district. It is a popular hill station located in the Nilgiri Hills. Originally occupied by the Toda, the area came under the rule of the East India Company at the end of the 18th century. The economy is based on tourism and agriculture, along with the manufacture of medicines and photographic film. The town is connected by the Nilgiri ghat roads and Nilgiri Mountain Railway. Its natural environment attracts tourists and it is a popular summer destination. As of 2011, the town had a population of 88,430. The Nilgiri region is renowned for its tea and most of the areas in Ooty are surrounded with the tea plantation.

The tea estate or plantation is one of the tourist attractions and the tourist enjoys going for a walk in the tea estate which gives them peacefully. The place which is most popular for its tea estates is Glenmorgan which is one of the old tea estates and also Glenmorgan is one of the famous picnic spots. In Ooty, there are own tea factories for their tea plantations. The tourist is even allowed inside the tea factories and has a inflict. There are also no entry fees and also you need not get any permission from any of them so that you can enjoy the view of the tea estate. The establishment of several numbers of tea estates made Ooty famous. Most of the hotels, resorts, cottages are all located near tea estates because it gives a wonderful view to the tourist.

3.8.1. Places of interest

Ooty is situated in the Nilgiri Biosphere Reserve. Many of the forested areas and water bodies are off-limits to most visitors to protect this fragile ecosystem. Some areas of the Biosphere Reserve have been earmarked for tourism development, and steps are being undertaken to open these areas to visitors whilst conserving the area. It is situated at an altitude of 2,240 metres (7,350 feet) above sea level.

3.9. PLACES FOR THE STUDY

The following are the places chosen for the present study:

1. Nilgiri Railway Mountain
2. Tea Factory
3. Doddabetta Peak
4. Pykara Falls
5. Wax World Museum

ANALYSIS AND INTERPRETATION

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data based on the demographic profile of the respondents, customer satisfaction and service quality. Analysis and Interpretation form the central part of the research process.

Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and putting them together in new arrangement for the purpose of interpretation. Interpretation is a search for the process, to find meaning for the research .The analysis is to summarize the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is a systematic approach to problem solving. It refers of the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions and the formulation of conclusion.

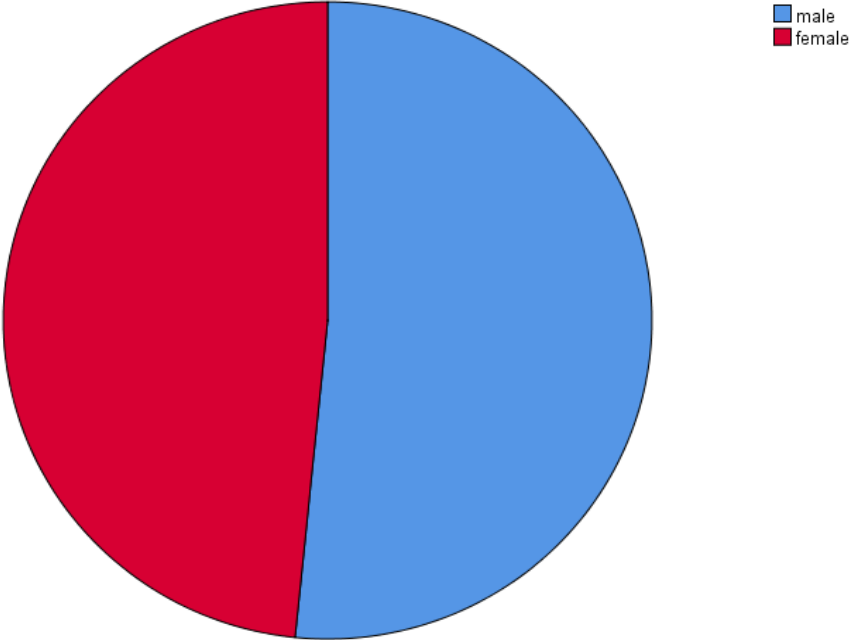
The data collected for the current study “A Study on Customer Satisfaction and Service Quality in Selected Attractions of Ooty” has been tabulated, analyzed, interpreted and presented in this chapter. The analysis is based on the following tools

- Simple percentage analysis
- ANOVA
- T Test
- Garretts Rank Test

TABLE NO.4.1 Shows the Demographic Details of Gender of the Respondents

Gender	Frequency	Percent
Male	129	51.6
Female	121	48.4
Total	250	100.0

FIGURE 4.1 Shows the Demographic Details of Gender of the Respondents

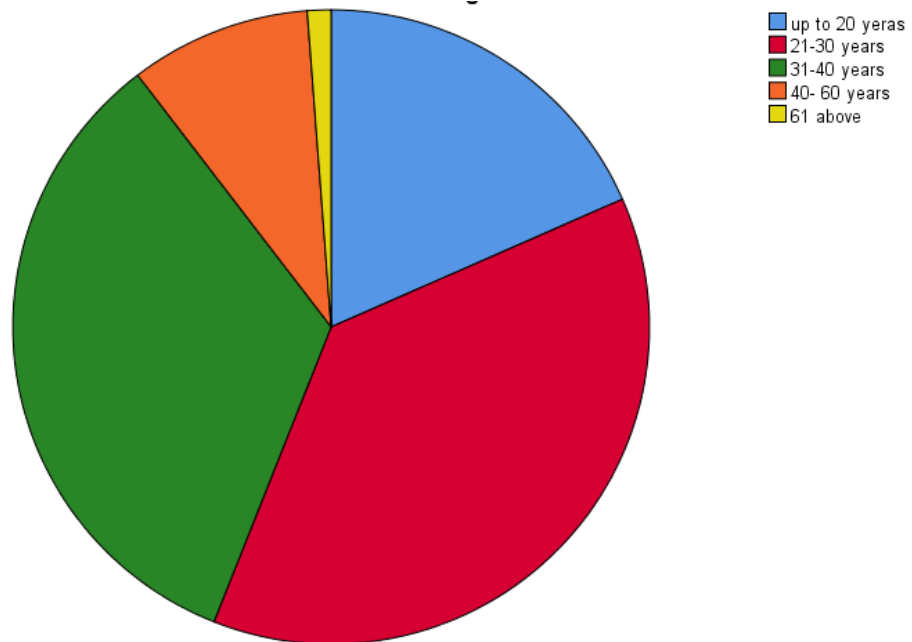


From the above table 4.1 it is inferred that 51.6 percent of respondents are male and 48.4 percent of respondents are female. Thus the result shows that majority of the respondents are male.

TABLE NO. 4.1.1 Shows the Demographic Details of Age of the Respondents

Age Group	Frequency	Percent
up to 20 years	46	18.4
21-30 years	94	37.6
31-40 years	84	33.6
40- 60 years	23	9.2
61 above	3	1.2
Total	250	100.0

FIGURE 4.1.1 Shows the Demographic Details of Age of the Respondents

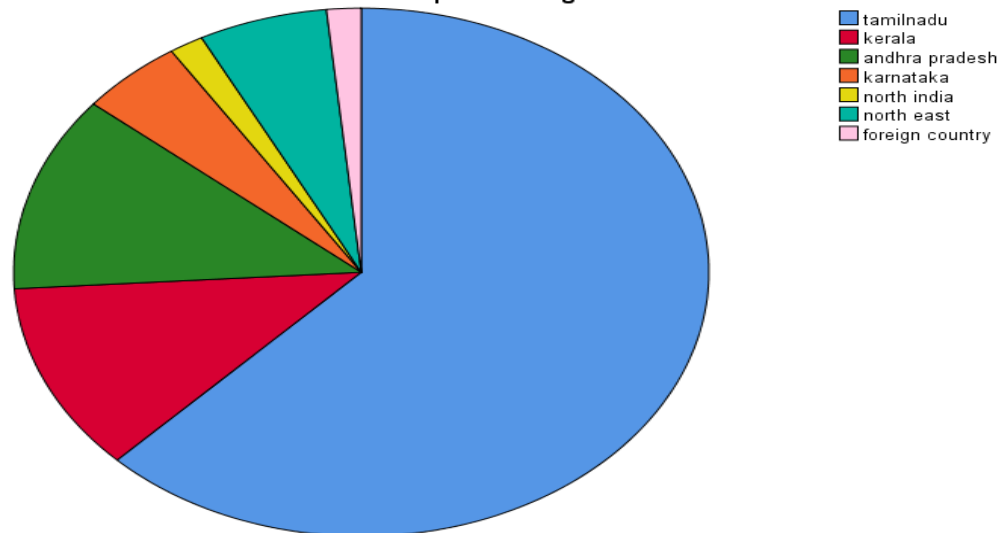


From the above table 4.1.1 it is inferred that of 18.4 percent respondents are from the age group up to 20 years, 37.6 percent of respondents are from the age group 21-30 years, 33.6 percent of respondents are from the age group 31-40 years, 6.0 percent of respondents are from the age group 46-55, 2.0 percent of respondents are from the age group 56-65, 9.2 percent of respondents are from the age group 40- 60 years, 1.2 percent of respondents are from the age group 61 above. Thus the result shows that majority of the respondents are from the age group 21-30 years.

TABLE NO. 4.1.2 Shows the Demographic Details of Place of Origin of the Respondents

Place of Origin	Frequency	Percent
Tamilnadu	156	62.4
Kerala	29	11.6
Andhra Pradesh	30	12.0
Karnataka	12	4.8
North India	4	1.6
North East	15	6.0
Foreign Country	4	1.6
Total	250	100.0

FIGURE 4.1.2 Shows the Demographic Details of Place of Origin of the Respondents

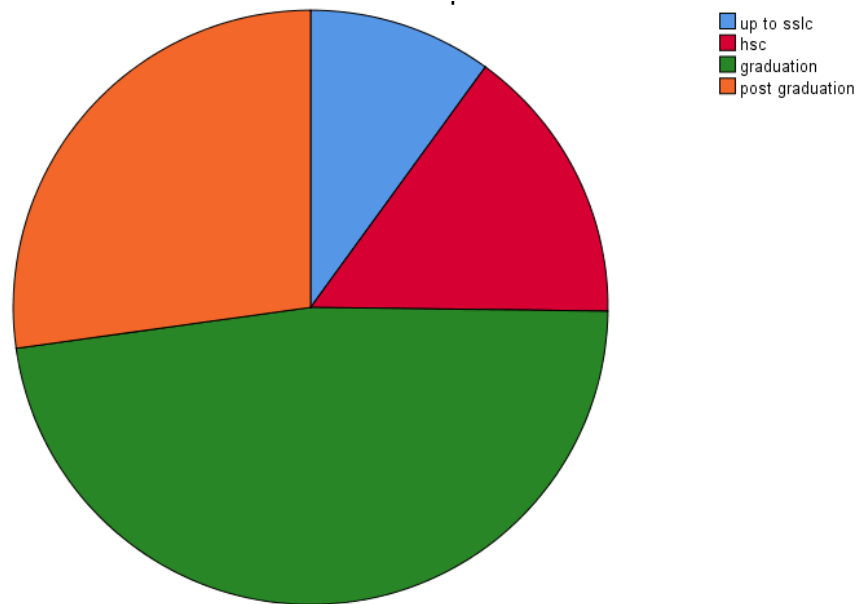


From the above table 4.1.2 it is inferred that 62.4 percent of respondents are from the origin Tamilnadu, 11.6 percent of respondents are from the origin Kerala, 12.0 percent of respondents are from the origin Andhra Pradesh, 4.8 percent of respondents are from the origin Karnataka, 1.6 percent of respondents are from the origin north India, 6.0 percent of respondents are from the origin north east, and 1.6 percent of respondents are from the origin foreign country. Thus the result shows that majority of the respondents are from Tamilnadu.

TABLE NO. 4.1.3 Shows the Demographic Details of Educational Qualification of the Respondents

Education	Frequency	Percent
Up to SSLC	25	10.0
Hsc	38	15.2
Graduation	119	47.6
Post Graduation	68	27.2
Total	250	100.0

FIGURE 4.1.3 Shows the Demographic Details of Educational Qualification in of the Respondents

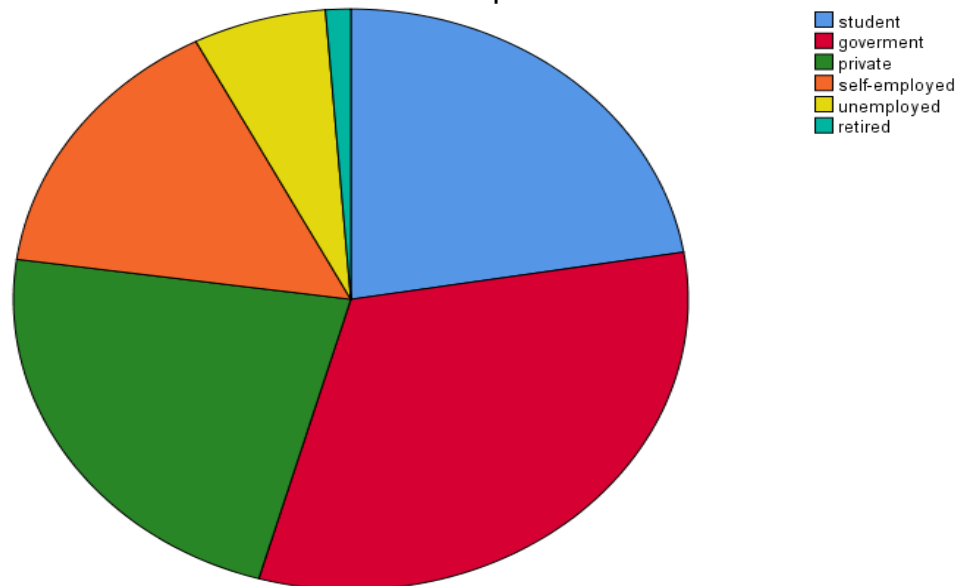


From the above table 4.1.3.it is inferred that 10.0 percent of respondents have completed Up to SSLC, 15.2 percent of respondents has completed Higher Secondary, 47.6 percent of respondents has completed Graduation and 27.2 percent of respondents has completed Post Graduation. Thus the result shows that majority of the respondents has completed Graduation.

TABLE NO. 4.1.4 Shows the Demographic Details of Occupation of the Respondents

Occupation	Frequency	Percent
Student	56	22.4
Government	80	32.0
Private	57s	22.8
Self-employed	38	15.2
Unemployed	16	6.4
Retired	3	1.2
Total	250	100.0

FIGURE 4.1.4 Shows the Demographic Details of Occupation of the Respondents

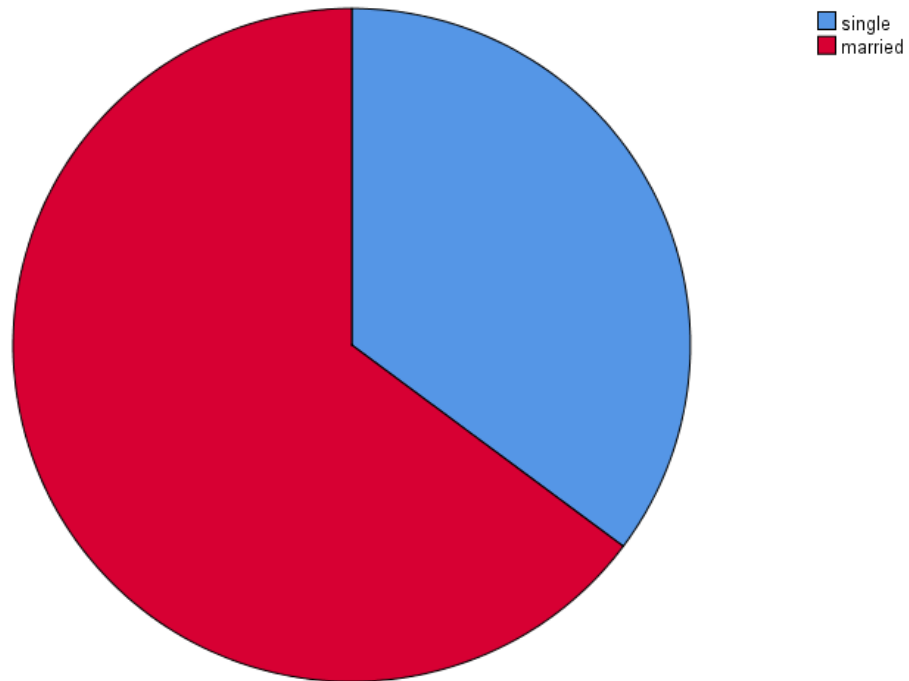


From the above table 4.1.4 it is inferred that 22.4 percent of respondents belong to students group, 32.0 percent of respondents belong to government group, 22.8 percent of respondents belong to Private group, 15.2 percent of respondents belong to Self-employed group, 6.4 percent of respondents belong to Unemployed group, and 1.2 percent of respondents belong to Retired group. Thus the result shows that majority of the respondents are having government job.

TABLE NO. 4.1.5 Shows the Demographic Details of Marital Status of the Respondents

Marital status	Frequency	Percent
Single	88	35.2
married	162	64.8
Total	250	100.0

FIGURE 4.1.5 Shows the Demographic Details of Marital Status of the Respondents

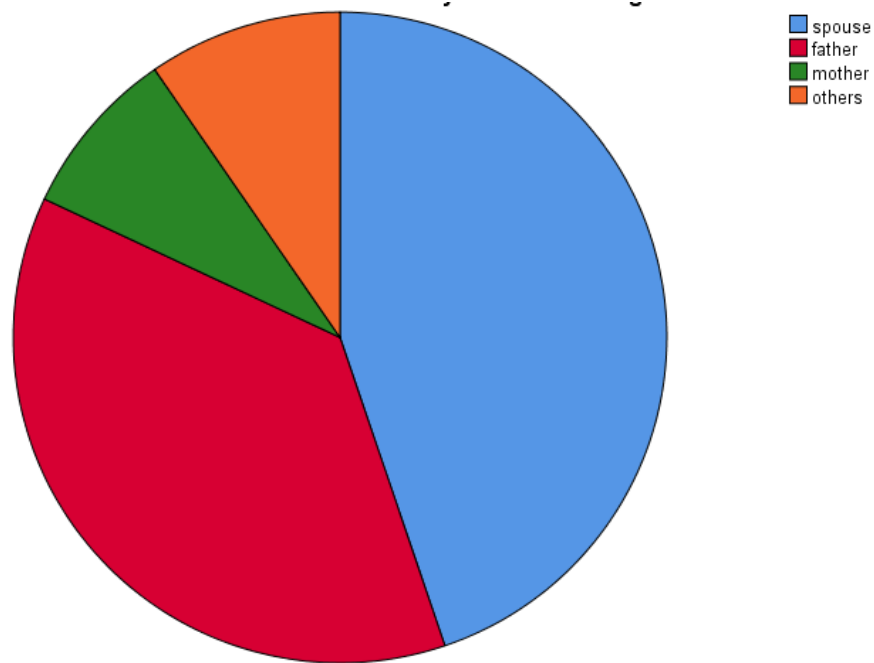


From the above table 4.1.5 it is inferred that 35.2 percent of respondents were single and 64.8 percent of respondents were married. Thus the result shows that majority of the respondents are married.

TABLE NO 4.1.6 Shows the Demographic Details of Other Family Members Working of the Respondents

Other Family Member Working	Frequency	Percent
Spouse	112	44.8
father	93	37.2
mother	21	8.4
others	24	9.6
Total	250	100.0

FIGURE 4.1.6 Shows the Demographic Details of Other Family Members Working of the Respondents

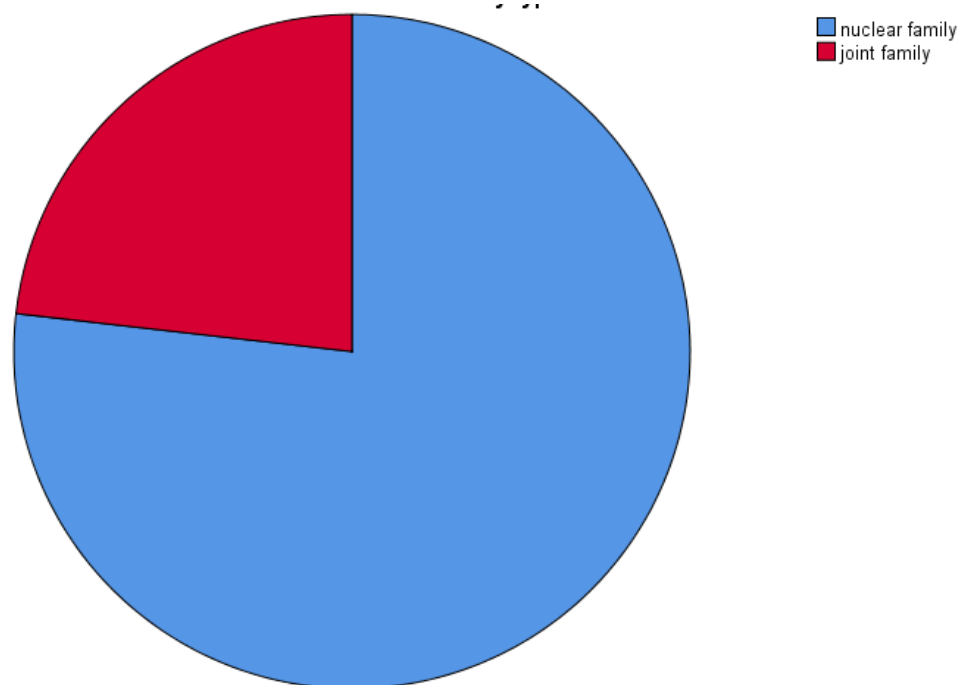


From the above table 4.1.6 it is inferred that 44.8 percent of respondents spouses are working, 37.2 percent of respondents fathers are working, 8.4 percent of respondents mothers are working, and 9.6 percent of respondents other family members are working .Thus the result shows that majority of the respondents spouses are working in the study area.

TABLE NO 4.1.7 Shows the Demographic Details of Family Type of the Respondents

Family type	Frequency	Percent
nuclear family	192	76.8
joint family	58	23.2
Total	250	100.0

FIGURE 4.1.7 Shows the Demographic Details of Family Type of the Respondents

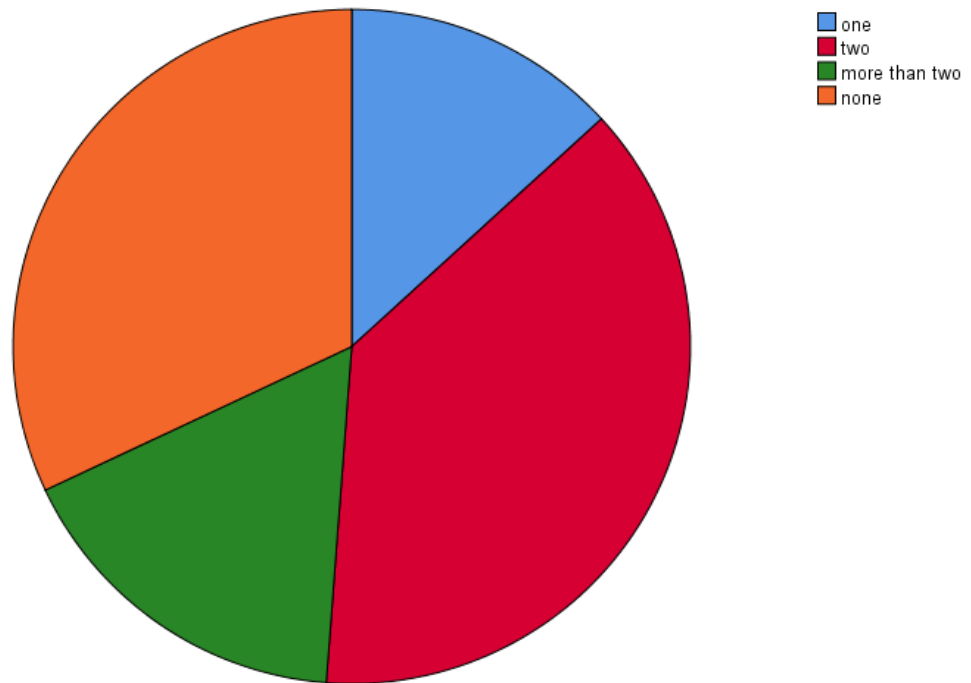


From the above table 4.1.7 it is inferred that 76.8 percent of respondents are Nuclear family and 23.2 percent of respondents are Joint Family. Thus the result shows that majority of the respondents are Nuclear family.

TABLE NO 4.1.8 Shows the Demographic Details of No of Children of the Respondents

No of Children	Frequency	Percent
One	33	13.2
two	95	38.0
more than two	42	16.8
none	80	32.0
Total	250	100.0

FIGURE 4.1.8 Shows the Demographic Details of No of Children of the Respondents

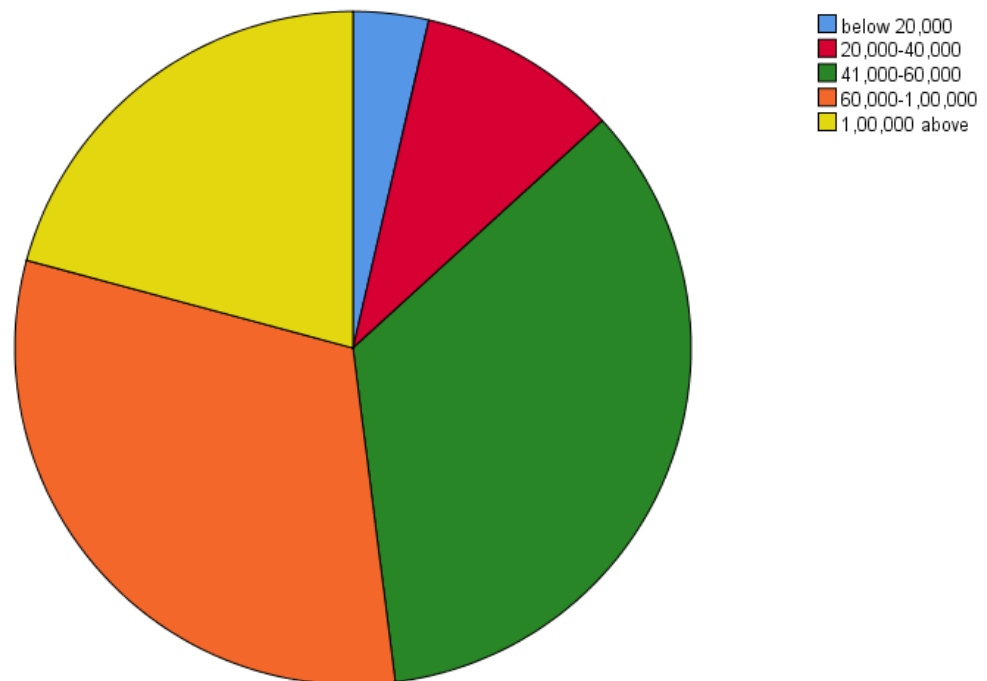


From the above table 4.1.8 it is inferred that 13.2 percent of respondents have one child, 38.0 percent of respondents have two children, 16.8 percent of respondents have more than two children, and 32.0 percent of respondents have no child. Thus the result shows that majority of the respondents has two children.

TABLE NO 4.1.9 Shows the Demographic Details of Annual Income of the Respondents

Annual Income	Frequency	Percent
below 20,000	9	3.6
20,000-40,000	24	9.6
41,000-60,000	87	34.8
60,000-1,00,000	78	31.2
1,00,000 above	52	20.8
Total	250	100.0

FIGURE 4.1.9 Shows the Demographic Details of Annual Income of the Respondents

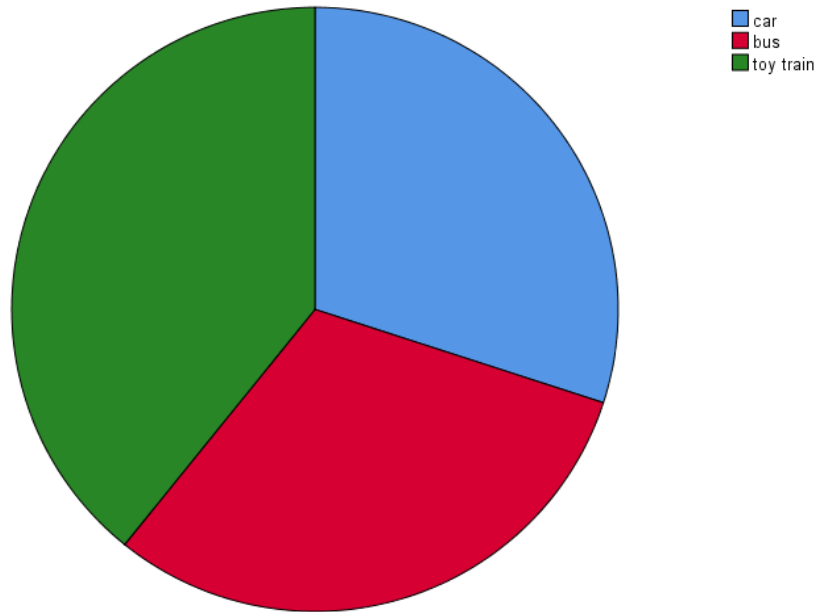


From the above table 4.1.9 it is inferred that 3.6 percent of respondents earn below 20,000, 9.6 percent of respondents earn 20,000-40,000, 34.8 percent of respondents earn 41,000-60,000, 31.2 percent of respondents earn 60,000-1,00,000 and 20.8 percent of respondents earn 1,00,000 above. Thus the result shows that majority of the respondents earn up to 41,000-60,000 per annum.

TABLE NO 4.1.10 Shows the Demographic Details of Mode of Travel of the Respondents

Mode of Travel	Frequency	Percent
Car	75	30.0
bus	77	30.8
toy train	98	39.2
Total	250	100.0

FIGURE 4.1.10 Shows the Demographic Details of Mode of Travel of the Respondents

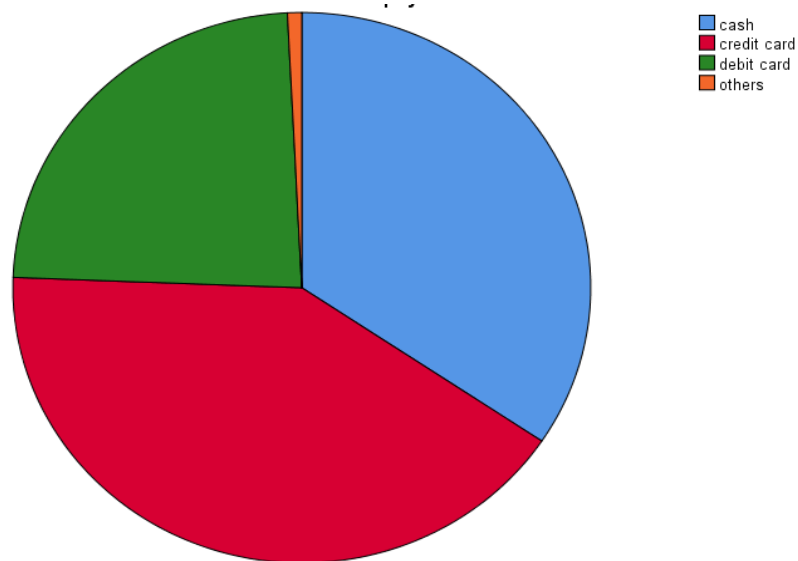


From the above table 4.1.10 it is inferred that 30.0 percent of respondents travelled by Car , 30.8 percent of respondents travelled by Bus and 39.2 percent of respondents travelled by Toy Train . Thus the result shows that majority of the respondents travelled by Toy Train to Ooty.

TABLE NO 4.1.11 Shows the Demographic Details of Payments of the Respondents

Payments	Frequency	Percent
Cash	86	34.4
credit card	103	41.2
debit card	59	23.6
Others	2	.8
Total	250	100.0

FIGURE 4.1.11 Shows the Demographic Details of Payments of the Respondents

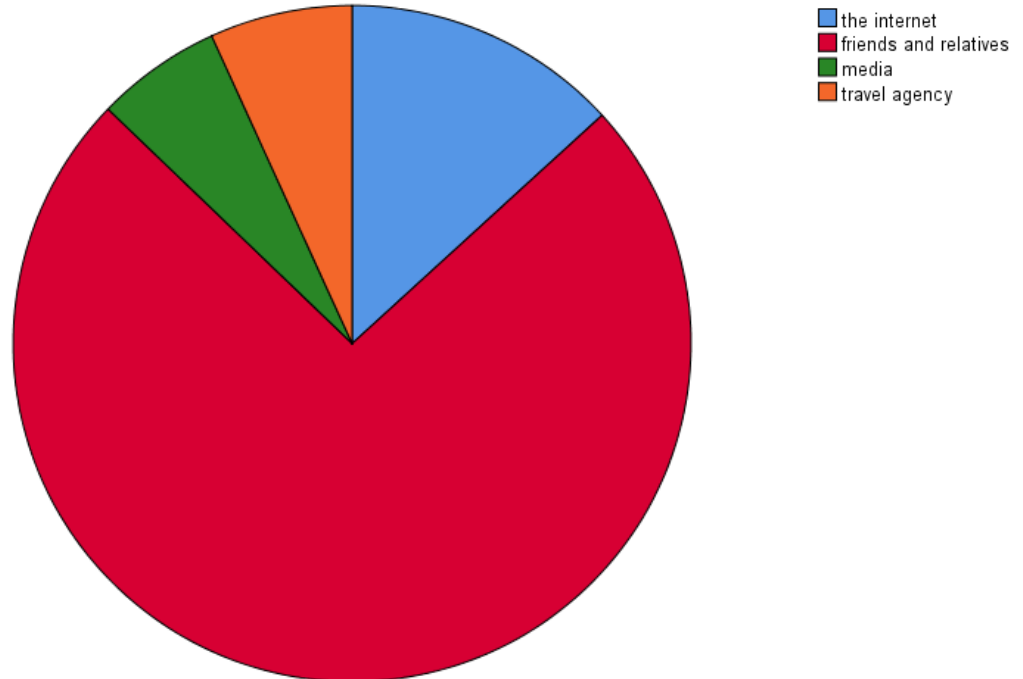


From the above table 4.1.11 it is inferred that 34.4 percent of respondents paid by cash, 41.2 percent of respondents paid by credit card, 23.6 percent of respondents paid by debit card, and 0.8 percent of respondents paid by other methods. Thus the result shows that majority of the respondents paid by credit card.

TABLE NO 4.1.12 Shows the Awareness about the Destination among the Respondents

Know about Tourist Destination	Frequency	Percent
the internet	33	13.2
friends and relatives	185	74.0
Media	15	6.0
travel agency	17	6.8
Total	250	100.0

FIGURE 4.1.12 Shows the Awareness about the Destination among the Respondents

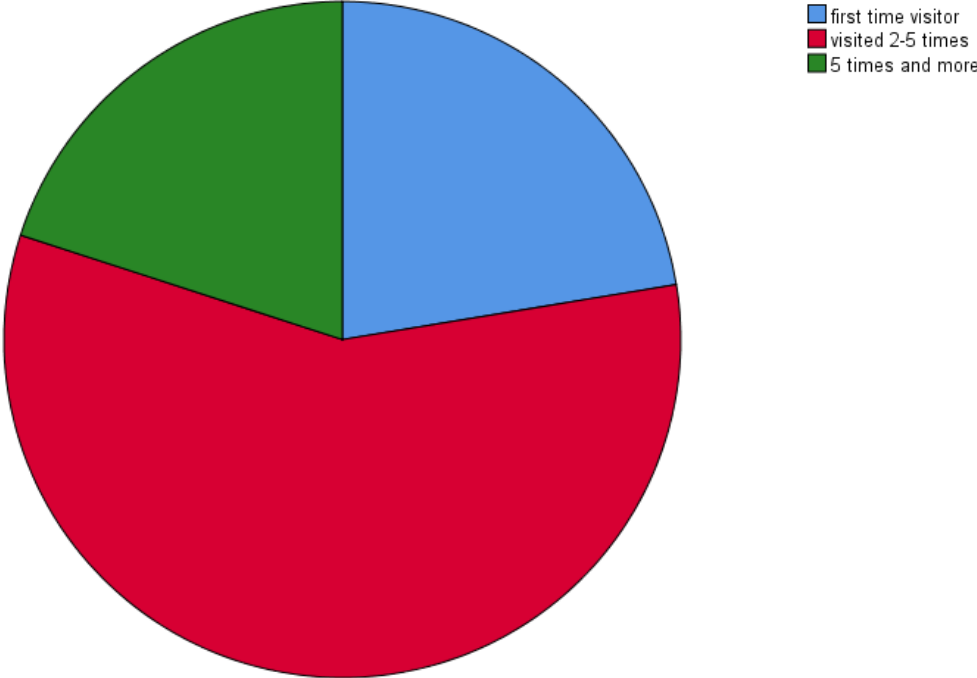


From the above table 4.1.12 it is inferred that 13.2 percent of respondents know about this destination through internet, 74.0 percent of respondents know about this destination through friends and relatives, 6.0 percent of respondents know about this destination through media, and 6.8 percent of respondents know about this destination through travel agency. Thus the result shows that majority of the respondents know about this destination through friends and relatives.

TABLE NO 4.1.13 Shows the Demographic Details of Times Visited the Destination of the Respondents

Times Visited the Destination	Frequency	Percent
first time visitor	56	22.4
visited 2-5 times	144	57.6
5 times and more	50	20.0
Total	250	100.0

FIGURE 4.1.13 Shows the Demographic Details of Times Visited the Destination of the Respondents

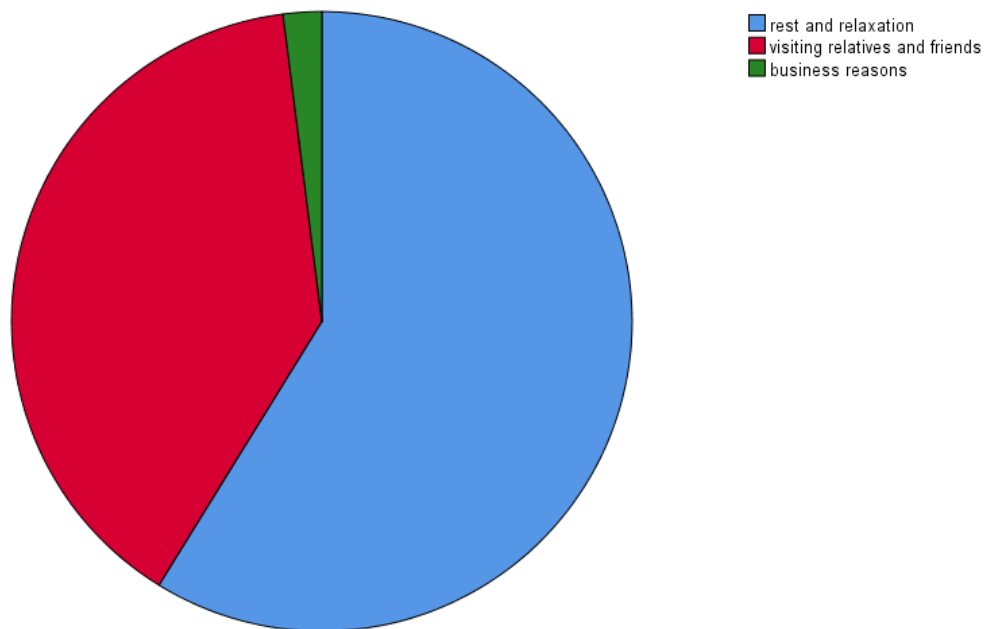


From the above table 4.1.13 it is inferred that 22.4 percent of respondents visited for the first time, 57.6 percent of respondents visited 2-5 times, and 20.0 percent of respondents visited 5 times and more. Thus the result shows that majority of the respondents visited 2-5 times.

TABLE NO 4.1.14 Shows the Demographic Details of Reason to Visit the Destination of the Respondents

Reason to Visit This Destination	Frequency	Percent
rest and relaxation	147	58.8
visiting relatives and friends	98	39.2
business reasons	5	2.0
Total	250	100.0

FIGURE 4.1.14 Shows the Demographic Details of Reason to Visit the Destination of the Respondents

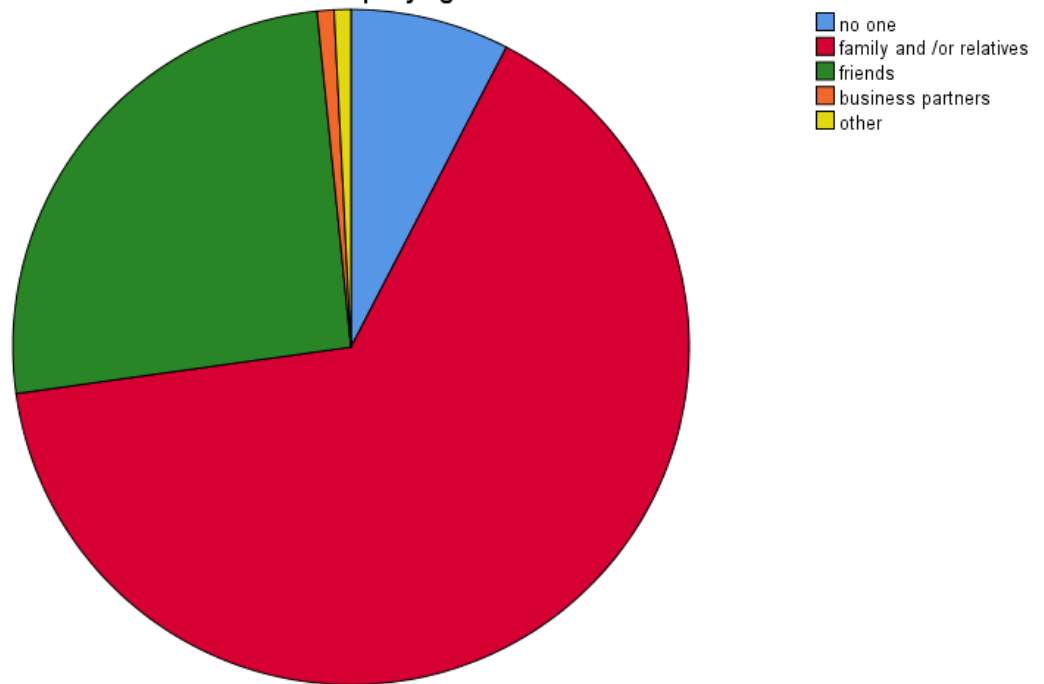


From the above table 4.1.14 it is inferred that 58.8 percent of respondents visited for rest and relaxation, 39.2 percent of respondents visited for visiting relatives and friends, and 2.0 percent of respondents visited for business reason. Thus the result shows that majority of the respondents visited Ooty for rest and relaxation.

TABLE NO 4.1.15 Shows the Demographic Details of Accompanying for Tourist Destination of the Respondents

Accompanying with Tourist Destination	Frequency	Percent
no one	19	7.6
family and /or relatives	163	65.2
Friends	64	25.6
business partners	2	.8
Other	2	.8
Total	250	100.0

FIGURE 4.1.15 Shows the Demographic Details of Accompanying for Tourist Destination of the Respondents



From the above table 4.1.15 it is inferred that 7.6 percent of respondents have travelled alone, 65.2 percent of respondents have travelled with their family and relatives, 25.6 percent of respondents have travelled with their friends, and 8 percent of respondents travelled with their business partners, and 8 percent of respondents have travelled with others. Thus the result shows that majority of the respondents have travelled with their family and relatives to Ooty.

ANOVA

TABLE 4.2 Shows Analysis of Influence of Age of the Respondents on Tourist Attraction

H₀- Different age of respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	4	.162	1.543	.190	Accepted
	Within Groups	245	.105			
	Total	249				
General Opinion	Between Groups	4	.082	.889	.471	Accepted
	Within Groups	245	.092			
	Total	249				

From the above table (4.2), it is observed that the null hypothesis (0.05) is rejected for none of the factors. Therefore, it is evident from the table; the people of different age group have the same opinion for the factors service quality, satisfaction and for general opinion.

TABLE 4.2.1 Shows Analysis of Influence of Place of Origin of the Respondents on Tourist Attraction

H₀- Different place of origin of respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	6	.204	1.967	.071	Accepted
	Within Groups	243	.103			
	Total	249				
General Image	Between Groups	6	.119	1.300	.258	Accepted
	Within Groups	243	.091			
	Total	249				

From the above table (4.2.1), it is observed that the null hypothesis (0.05) is rejected for none of the factors. Therefore, it is evident from the table; the people of different place of origin have the same opinion for the factors service quality, satisfaction and for general opinion.

TABLE 4.2.2 Shows Analysis of Influence of Educational Qualification of the Respondents on Tourist Attraction

H₀- Different educational qualification of respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	3	.115	1.083	.357	Accepted
	Within Groups	246	.106			
	Total	249				
General Opinion	Between Groups	3	.590	6.875	.000	Rejected**
	Within Groups	246	.086			
	Total	249				

From the above table (4.2.2), it is observed that the null hypothesis (0.05) is rejected for the factor general opinion. But for the factors like service quality and satisfaction the different educational qualification has the same opinion. Therefore, it is evident from the table; the people of different educational level have different opinion for the factor general opinion.

TABLE 4.2.3 Shows Analysis of Influence of Occupation of the Respondents on Tourist Attraction

H₀- Different Occupation of respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	5	.530	5.452	.000	Rejected**
	Within Groups	244	.097			
	Total	249				
General Opinion	Between Groups	5	.359	4.149	.001	Rejected**
	Within Groups	244	.086			
	Total	249				

From the above table (4.2.3), it is observed that the null hypothesis (0.05) is rejected for both the factors. Therefore, it is evident from the table; the people of different occupation have the different opinion for the factors service quality, satisfaction and for general opinion.

TABLE 4.2.4 Shows Analysis of Influence of Other Family Member working of the Respondents on Tourist Attraction.

H₀- Different family member working the respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	3	.606	6.075	.001	Rejected**
	Within Groups	246	.100			
	Total	249				
General Opinion	Between Groups	3	.371	4.194	.006	Accepted
	Within Groups	246	.088			
	Total	249				

From the above table (4.2.4), it is observed that the null hypothesis (0.05) is rejected for the factors service quality and satisfaction. But for the factor like general opinion the different family member working has the same opinion. Therefore, it is evident from the table; the people of different family member working have different opinion for the factors service quality, satisfaction.

TABLE 4.2.5 Shows Analysis of Influence of No of Children of the Respondents on Tourist Attraction

H₀- Different no of children for respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	3	.490	4.843	.003	Rejected**
	Within Groups	246	.101			
	Total	249				
General Opinion	Between Groups	3	.097	1.057	.368	Accepted
	Within Groups	246	.092			
	Total	249				

From the above table (4.2.5), it is observed that the null hypothesis (0.05) is rejected for the factors service quality and satisfaction. But for the factor like general opinion the different no of children has the same opinion. Therefore, it is evident from the table; the people of no of children have different opinion for the factors service quality, satisfaction.

TABLE N.O 4.2.6 Shows Analysis of Influence of Annual Income of the Respondents on Tourist Attraction

H₀- Different annual income of respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	4	.105	.995	.411	Accepted
	Within Groups	245	.106			
	Total	249				
General Opinion	Between Groups	4	.181	1.997	.096	Accepted
	Within Groups	245	.090			
	Total	249				

From the above table (4.2.6), it is observed that the null hypothesis (0.05) is rejected for none of the factors. Therefore, it is evident from the table; the people of different annual income have the same opinion for the factors service quality, satisfaction and for general opinion.

TABLE N.O 4.2.7 Shows Analysis of Influence of Times Visited the Tourist Destination of the Respondents on Tourist Attraction

H₀- Different times visited the destination of respondents has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	2	.300	2.880	.058	Accepted
	Within Groups	247	.104			
	Total	249				
General Opinion	Between Groups	2	.481	5.421	.005	Rejected**
	Within Groups	247	.089			
	Total	249				

From the above table (4.2.7), it is observed that the null hypothesis (0.05) is rejected for the factor general opinion. But for the factors like service quality and satisfaction the different times visited the tourist destination of respondents has the same opinion. Therefore, it is evident from the table; the people of different times visited have different opinion for the factor general opinion.

TABLE N.O 4.2.8 Shows Analysis of Influence of Main Reason to Visit Destination of the Respondents on Tourist Attractions

H₀- Different reason to visit the destination has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	2	1.080	11.027	.000	Rejected**
	Within Groups	247	.098			
	Total	249				
General Opinion	Between Groups	2	1.380	16.944	.000	Rejected**
	Within Groups	247	.081			
	Total	249				

From the above table (4.2.8), it is observed that the null hypothesis (0.05) is rejected for both the factors. Therefore, it is evident from the table; the people of different reason to visit destination have the different opinion for the factors service quality, satisfaction and for general opinion.

TABLE N.O 4.2.9 Shows Analysis of Influence of Accompanying Current Visit of the Respondents on Tourist Attractions

H₀- Different people accompanying current visit has the same opinion towards the tourist attraction.

		Df	Mean Square	F	Sig.	Null Hypothesis
Service Quality & Satisfaction	Between Groups	4	.553	5.612	.000	Rejected**
	Within Groups	245	.099			
	Total	249				
General Opinion	Between Groups	4	.463	5.394	.000	Rejected**
	Within Groups	245	.086			
	Total	249				

From the above table (4.2.9), it is observed that the null hypothesis (0.05) is rejected for both the factors. Therefore, it is evident from the table; the people of accompanying current visit have the different opinion for the factors service quality, satisfaction and for general opinion.

Z-TEST

TABLE 4.3 Shows Analysis of Opinion of Male and Female Respondents towards Selected Attractions

	gender	N	Mean	Df	Sig. (2-tailed)	Sig.	Null hypothesis
Service Quality & Satisfaction	male	129	4.2720	248	.912	.655	Accepted
	female	121	4.2675	246.609	.912		
General Opinion	male	129	4.2615	248	.876	.142	Accepted
	female	121	4.2554	242.455	.876		

From the above table (4.3), it is observed that the null hypothesis is rejected for none of the factors. So the factors like service quality, satisfaction and general opinion, the level of significance value is higher than (0.05). Hence the null hypothesis is accepted for the above mentioned factors.

TABLE N.O 4.3.1 Shows Analysis of Opinion of Single and Married Respondents towards Selected Attractions

	marital status	N	Mean	Df	Sig. (2-tailed)	Sig.	Null hypothesis
Service Quality & Satisfaction	Single	88	4.2087	248	.028	.290	Accepted
	Married	162	4.3030	155.252	.037		
General Opinion	Single	88	4.2190	248	.129	.000	Rejected**
	Married	162	4.2800	135.532	.170		

From the above table (4.3.1). It is observed for the factor general opinion the level of significance is below (0.05). Hence the null hypothesis is rejected for the factor general opinion. But for the factor like service quality and satisfaction the level of significance value is higher than (0.05). Hence the null hypothesis is accepted for the above mentioned factors.

TABLE N.O 4.3.2 Shows Analysis of Opinion of Nuclear and Joint Family Respondents towards Selected Attractions

	family type	N	Mean	Df	Sig. (2-tailed)	Sig.	Null hypothesis
Service Quality & Satisfaction	nuclear family	192	4.2732	248	.766	.097	Accepted
	joint family	58	4.2586	80.932	.790		
General Opinion	nuclear family	192	4.2562	248	.821	.105	Accepted
	joint family	58	4.2665	106.072	.808		

From the above table (4.3.2), it is observed that the null hypothesis is rejected for none of the factors. So the factors like service quality, satisfaction and general opinion, the level of significance value is higher than (0.05). Hence the null hypothesis is accepted for the above mentioned factors.

TABLE N.O 4.4 Shows Garrett's Scale Ranking Method

Factor	Completely satisfied	Satisfied	Neutral	Dissatisfied	Completely Dissatisfied
Score	75	60	50	70	24
NMR	133	74	28	10	5
Tea Factory	30	73	59	43	45
Wax Museum	24	7	54	84	81
Doddabetta	24	42	42	93	49
Pykara	36	55	68	17	44

The scores are obtained by the Garrett's ranking table. The analysis can be done by multiplying the number of respondents on each box with the Garrett's score. The maximum total after multiplying gives us the final most preferred destination of the respondents. The least total gives the not much preferred destination of the respondents .

TABLE N.O 4.4.1 Shows the Garrett’s Scale Ranking Method for Selected Attractions of Ooty

	Completely satisfied	Satisfied	Neutral	Dissatisfied	Completely Dissatisfied	Total
NMR	9975	4440	1400	700	120	16635
Tea Factory	2250	4380	2950	3010	1080	13670
Wax Museum	1800	420	2700	5880	1944	12744
Doddabetta	1800	2520	2100	6510	1176	14106
Pykara	2700	3300	3400	1190	1056	11646

Hence from the given table 4.4.1. It is inferred that tourists are completely satisfied with the service provided in NMR and satisfied with the service provided in Doddabetta followed by Tea Factories and dissatisfied with the service provided in Wax Museum and completely dissatisfied with the service provided in Pykara Falls.

FINDINGS, SUGGESTION AND CONCLUSION

5.1. FINDINGS

The data was collected from 250 respondents and from the data collected following findings were made:

- The socio demographic profile of respondents shows that, 51.6 percent of respondents are male, and the majority of the age of the respondents was 21 to 30 years.62.4 percent of respondents were from Tamilnadu. 47.6 percent of respondents have completed graduation.32.0 percent of respondents occupation is government. 64.8 percent of respondents were married. 44.8 percent respondents spouse was working. 76.8 percent respondents' family type is nuclear. 38.0 percent of respondents have two children.34.8 percent of respondents annual income is 40, 000 to 60,000. 39.2 percent of respondents travelled by toy train. 41.2 percent of respondents paid by credit card. 74.2 percent of respondents know this destination by friends and relatives. 57.6 percent of respondents visited 2 to 5 times.58.8 percent of respondents travelled for rest and relaxation. 65.2 percent of respondents travelled with friends and relatives.
- The age group between 21-30 years showed more interest in travelling than that of the other age group. The respondent above 60 years doesn't involve themselves into travelling due to the age factor.
- By the help of ANOVA, it is observed that the null hypothesis (0.05) is rejected for none of the factors. With the result obtained from the table the following inferences were made:
 - People of different age group have the same opinion for the factors service quality, satisfaction and for general opinion.
 - The people of different place of origin have the same opinion for the factors service quality, satisfaction and for general opinion.
 - For the factors like service quality and satisfaction the different educational qualification has the same opinion. People of different educational level have different opinion for the factor general opinion.

- The people of different occupation have the different opinion for the factors service quality, satisfaction and for general opinion.
- For the factor like general opinion the different family member working has the same opinion. The people of different family member working have different opinion for the factors service quality, satisfaction.
- For the factor like general opinion about the destination respondents of various family sizes has the same opinion. The people without children have different opinion for the factors service quality, satisfaction.
- People of different annual income have the same opinion for the factors service quality, satisfaction and for general opinion.
- For the factors like service quality and satisfaction persons visited different times the tourist destination has the same opinion. People of different times visited have different opinion for the factor general opinion.
- People having various reasons to visit destination have the different opinion for the factors service quality, satisfaction and for general opinion.
- People accompanying current visit to the destination have the different opinion for the factors service quality, satisfaction and for general opinion.
- By the help of Z-TEST, it is observed that the null hypothesis is rejected for none of the factors. With the result obtained from the table the following inferences were made:
- So the factors like service quality, satisfaction and general opinion, the level of significance value is higher than (0.05). Hence the null hypothesis is accepted for the above mentioned factors.
- Null hypothesis is rejected for the factor general opinion. But for the factor like service quality and satisfaction the null hypothesis is accepted for the above mentioned factors.
- Factors like service quality, satisfaction and general opinion, the null hypothesis is accepted for the above mentioned factors.
- Finally, it is identified by Garretts Ranking tourists visited Ooty are completely satisfied with the service provided in NMR and satisfied with the service provided in Doddapetta followed by Tea Factory and dissatisfied with the service provided in Wax Museum and completely dissatisfied with the service provided in Pykara Falls.

5.1.2. SUGGESTIONS

- Based on the present study, the following suggestions were made to improve the service quality in the selected destinations (NMR, Doddabetta, Tea Factory, Wax Museum and Pykara Falls) of Ooty.
- The staff in the selected destinations can give better guidance to the tourists visiting the place and they can be even friendlier.
- The ambience of most of the destinations can be presented more precisely and promptly.
- Many respondents are not satisfied with the current service provided in wax museum; they can review their service strategy to attract tourists.
- Service providers should also add some innovative ideas at the museum to attract visitors and the entry fees are very high.
- Doddabetta peak surroundings can be kept clean to inspire more visitors aware of respecting the natural environment.
- Many tourists are not satisfied with Pykara Lake and many tourists are not aware of this destination. Service providers can adopt promotional strategies to popularize the destination.
- The charges for the boat rides offered in this destination can be affordable.
- Cleanliness of this entire destination can be maintained properly and neat accessible washrooms can be provided.

CONCLUSION

Ooty is no doubt a fascinating destination. People friendly approaches and beauty of Ooty keep tourist hooked towards this Queen of Hill Stations in South India. This has created much loyalty and attachment of the visitors towards Ooty resulting in the increase in tourist arrivals and the positive and negative impacts on the ecology and environment. From this present study Customer Satisfaction and Service Quality of selected attractions in Ooty city is analyzed. To understand the customer requirements it is essential because it provides the service provider a better understanding of the customers need and expectation. In this study the service quality, satisfaction and preferences of the guest were analyzed for the selected five attractions in Ooty and found that the majority of customers were satisfied with the current service in NMR and satisfied with the service provided in Dodabetta followed by Tea Factories and dissatisfied with the service provided in Wax Museum and completely dissatisfied with the service provided in Pykara Falls.

It is also concluded that, in order to retain their Visitors in the selected destinations, the service providers have to ensure customer satisfaction among their patrons. Service quality and customer satisfaction respectively were all found to significantly influence customer preference in those selected attractions of Ooty. The study provides insight into the aspects of attractions which need to consider in order increasing customer satisfaction and to support Ooty to ultimately be sustainable and prosper in future.

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QUESTIONNAIRE

Dear Respondent!

I Kayalvizhi.T II year MBA student (Tourism & Travel Management) Avinashilingam Institute for Home Science and Higher Education for Women, is conducting the survey on the topic **“A STUDY ON CUSTOMER SATISFACTION AND SERVICE QUALITY IN SELECTED ATTRACTIONS OF OOTY”**, as part of my final year research work. Please be kind enough to answer the question honestly. This survey would be kept confidential and used for academic purpose only.

Place:

Thank you.....

1) Gender:

- a) Male [] b) Female [] c) Others []

2) Age:

- a) Up to 20 years [] b) 21-30 years [] c) 31-40 years [] d) 40-60 years []
e) 61 above []

3) Place of origin:

- a) Tamilnadu [] b) Kerala [] c) Andhra Pradesh [] d) Karnataka []
e) North India [] f) North East [] g) Foreign Country []

4) Educational qualification:

- a) UP to SSLC [] b) HSC [] c) Graduation [] d) Post Graduation []

5) Occupation:

- a) Student [] b) Government [] c) Private [] d) Self- employed []
e) Unemployed [] f) Retired []

6) Marital Status:

- a) Single [] b) Married []

7) Any other family member working:

- a) Spouse [] b) Father [] c) Mother [] d) Others []

8) Your Family Type:

- a) Nuclear family [] b) joint family []

9) No. of Children you have:

- a) One [] b) Two [] c) More than Two [] d) None []

10) Annual income?

- a) Below 20,000 [] b) 20,000-40,000 [] c) 41,000-60,000 []
d) 60,000 – 1, 00,000 [] e) 1, 00,000 above []

11) Mode of travel to this destination?

- a) Car [] b) Bus [] c) Train [] d) Toy train []
e) Other, Specify: _____

12) How do you make your payments?

- a) Cash [] b) Credit Card [] c) Debit Card [] d) Others []

13) From the given list of attractions in Ooty, tick the ones you are familiar with

S.NO	Name of the attraction	Familiar/ Unfamiliar	S.NO	Name of the attraction	Familiar/ Unfamiliar
1	Botanical Garden		8	Avalanche Lake	
2	Tea Factory		9	Wax World Museum	
3	Doddabetta Peak		10	Mukurthi Peak	
4	Rose Garden		11	Emerald Lake	
5	Pykara River		12	Adam's fountain	
6	Ooty Lake		13	Stone House	
7	Nilgiri Mountain Railway		14	Tiger Hill	

14) How did you know about this tourist destination?

- a). The Internet [] b). Friends and relatives [] c). Media [] d). Travel agency []
e). Other, Specify: _____

15) How many times have you visited this tourist destination?

- a) First time visitor [] b) Visited 2-5 times [] c) 5 Times & more []
d) Other, Specify: _____

16) Main reasons for your visit to this tourist destination?

- a). Rest and relaxation [] b). Visiting relatives and friends [] c). Business reasons []
d). Other, Specify: _____

17) Who is accompanying you on your current visit to this tourist destination?

- a). No one [] b) Family and /or relatives [] c). Friends [] d). Business partners []
e). Other, Specify: _____

18) Rank the Attractions of Ooty from most (5) to least (1) in this visit on the basis of service quality

Attractions	Rank(5-1)
Nilgiri Mountain Railways	
Tea Factory	
Wax Museum	
Dodapetta Peak	
Pykara Falls	

19) Do you visit other attractions in Ooty.

a) Yes [] b) No []

20) If yes to #19 above how frequently do you visit other attractions?

a) Once in a month [] b) Once in 3 months [] c) Once in 6 months [] d) Once in 1 year [] e) Not frequently or only occasionally [].

21) According to you which is the best season to visit this destination?

a) Summer Season [] b) Winter Season [] c) Rainy Season [] d) Throughout the year []

22) Which part of this destination you would like to spend more time mention:

23). kindly give your ratings according to your satisfaction and service quality for the elements of tourist destination

Strongly Disagree-1, Disagree -2, Neutral-3, Agree-4, Strongly Agree- 5

S.NO	ELEMENTS OF TOURIST DESTINATION	AT THIS DESTINATION, THIS ELEMENT IS AT EXCEPTIONALLY HIGH LEVEL				
		SD 1	D 2	N 3	A 4	SA 5
1	Personal safety and security.					
2	The destination can be easily reached.					
3	Overall cleanliness of the destination.					
4	Unspoiled nature.					
5	Climatic conditions.					
6	The quality of the accommodation.					
7	Friendliness of the local people.					
8	Organization of the local transportation services.					
9	The offer of local cuisine.					
10	Possibilities for shopping.					
11	Opportunity for rest.					

24) What is your opinion for the quality of service in this destination like enough chairs, washroom facilities, warm welcome and guidance by the service staff, cleanliness of the entire destination:

- a) Good [] b) Ok [] c) Bad [] d) Can be better []

25) If can be improved /changed from the above mention:_____

26) Below are listed some statements which refer to the general image of this tourist destination. For each statement please indicate to what extent you agree with it.

Strongly Disagree-1, Disagree -2, Neutral-3, Agree-4, Strongly Agree- 5

S.NO	STATEMENT	SD 1	D 2	N 3	A 4	SA 5
1	Most people have a positive opinion about this Tourist destination.					
2	Staff at this tourist destination is friendly towards the Visitor.					
3	This tourist destination has a unique image.					
4	This tourist destination is popular.					
5	This tourist destination respects the natural environment.					
6	I am pleased that I decided to visit this tourist Destination					
7	The visit to this tourist destination exceeded my Expectations.					
8	I will speak highly of this tourist destination to my friends and colleagues					
9	The price of this tourist destination is reasonable					
10	The prices of additional offer at this tourist destination (i.e. prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of Beauty and relaxing programs) are reasonable.					
11	I have gained a lot of new knowledge and experiences in This tourist destination.					

27) Would you like to visit again?

- a) Yes [] b) No []

28).Any suggestions you would like to provide to improve the quality of service provided in this destination:_____

29) Any other information would you like to furnish?