

## FACTORS DETERMINING THE SELECTION OF HILL TOURISM PLACES AMONG TOURISTS IN SOUTH TAMIL NADU

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### ABSTRACT

Elevation Travel is a type of "tourism action that receipts are placed in a distinct and limited topographical interplanetary such as peaks or massifs with distinctive appearances and features that are essential to a detailed landscape, scenery, or climate. Crags are vital tourism termini international and attract visitors for their picturesque beauty, athletic magnetism, and rich cultural heritage. Travel epitomizes a source of income and financial openings for remote rural elevation people. It can also help to regenerate local traditions and nourishment systems. Hill stations are very important for human beings, animals, and birds. They are called places of good health and protectors of pure air and the environment. During ancient times many saints, Munis, and spiritual leaders used to go to perform yoga and spiritual exercises. In just beginning mountain tourism, it is crucial to bring about earnings diversification, with a shift from high-impact visits to the attraction products and manners to low-impact, temperature-sensitive ones. Novel and ground-breaking food kinds of stuff can transmit elevation areas into gorgeous tourist terminuses, particularly for the berm joint season. Among the many opportunities are gastronomy tourism, free-based tourism, unworldly tourism, well-being tourism, country tourism, agritourism, and artistic tourism. Districts of South Tamil Nadu consist of the districts like Dindigul, Kanyakumari, Madurai, Ramanathapuram, Sivaganga, Theni, Thoothukudi, and Virudhunagar. The main aim of the study highlights the suitability of mountain tourism in South Tamil Nadu. To elaborate and understand the Selecting factors of Attractive attributes in the hill station of South Tamil Nadu. To study the perception of factors influencing the selection for the choice of tourist destinations hill station tourism in South Tamil Nadu.

**Key Words:** Hill Stations, south Tamil Nadu, Tourism, Travel

### INTRODUCTION

Tourism encompasses travel for pleasure during the holiday, health, business and trade, pilgrimage and social purpose, historical and geographical research, educational purpose, foreign offices, and other official functions. The tourism industry can alter certain noticeable goods / services that are efficiently useless into saleable attractions. The present study provides a platform for related sectors to elaborate the business focus on the specific needs of both tourists.

Basariya & Ahmed (2019) Tourism has surfaced as an instrument for employment generation, poverty relief, and sustainable mortal development. Tourism promotes international understanding and gives support to original crafts and cultural exertion. It's an important member of the country's economy, especially in terms of its donation towards foreign exchange earnings, generation of fresh income, and creation of employment openings. The International tourist traffic in the country is estimated to be 2.64 million during the year 2000. However, according to the World Tourism Organization (WTO), India's share in world tourism arrivals is only 0.38%, accounting for 0.62% of the world tourist receipts. Tourism is important because it is the world's largest industry. Additional revenues from domestic tourism must be added to this figure. In terms of growth, tourism has remained at the forefront of global economic growth, with an average increase in annual turnover of 4.7% over the past 10 years (1989-1998). Forecasts estimate an average annual growth of 4.1% up to the year 2020. About 15-20% of the tourist industry, or US\$ 70-90 billion per year, is accounted for by mountain tourism.

### TOURISM IN HILL STATIONS

The attractive atmosphere, mind-blowing climatic circumstances, the quiet environment will attract not only strangers but also original travelers. The most famous tourism locations of Tamil Nadu are Madurai, Rameswaram, Mahabalipuram, Ooty, Kodaikanal, Kancheepuram, Kanyakumari, Tanjavur and Chidambaram. (Anon, 2005).

The creation of sightseeing in peaks is predicated on special features that are attractive to tourism. Among these are the clean, cool air, the varied topography, and the beautiful good looks of the mountain and cultural landscapes. There are the essential troubles- or challenges which attract some enterprising sightseers, and particular mountain arenas for special sports and rest exertion wholesomeness tourism and exertion that concentrate on contemplation and contemplation Agenda (1999).

## REVIEW OF LITERATURE

Salim John, et al., (2009) stated that Wayanad is one of the attractive hill districts in Kerala nestled among the mountains of Western Ghats with its vast expanse of greenery, and spice scenic beauty. Wayanad had emerged as the most sought tourist destination in Kerala. The study brought into focus the level of tourists' satisfaction, factors affecting it, problems faced by the tourists, and the preferences for Wayanad. They suggested constraints encountered by the tourists and to improve their equal of fulfillment.

Satpathy & Mahalik (2010) This study aims to provide an Analytical Hierarchy Process Model to the tourists as well as to the tour operators. Primary data is collected through a questionnaire from 148 foreign tourists who visited Orissa in December 2008. The findings of the study can be a guideline to future tourists as well as to the tourist operators residing in foreign countries.

Ahmed et al (2010) The study assembles data through interviews with 146 tourists, utilizing a convenient sampling technique as service quality, natural beauty, known destination, accessible lodging, adventure, security, effective and effective transportation, safe and quality food, and shopping installation. The deterioration result shows that Service quality, Natural Beauty, Security, and Shopping facilities are statistically significant indicating 24.6% to select a tourist destination in Bangladesh. The study outlines some policy implications.

Muhammad Asad Sadi and Qamar Iftikhar (2011) This paper examined factors and countries' tourism industries. The paper suggests that customer orientation is careful to be the single most important factor in successful marketing. Marketing planning is found to be essential while internet use and personal/social networks are deemed to have little or no effect.

Kalaiselvi and Jesi Isabella (2012) A seasonal coefficient season, which is calculated as a percentage ratio between the average level of each month registered for a period of a few years and the general monthly average. The average of each month over a few years is obtained as a level registered in the same month over the period that is being considered. The general average is calculated as a monthly average of the whole period. The general middling can be found as a registered over the three years and the total number of months of the period. The study found that the year together receives 72 percent of foreign tourists. Foreign tourists' visit is very poor during the summer season, whereas domestic tourists prefer the summer season.

Latha & Gomathi (2019) The World Tourism Organization defines tourists as people who travel to and stay in places outside their usual environment for more than 24 hours. Tourism at hill stations plays a very important role in the tourism industry. Shimla, Kulu, Manali, Ooty, Kodaikanal, and Udmangalam. Renuga Devi and Thamilselvi (2013) during their visit which includes attractions, appropriate hotel accommodation, transport facilities, medical and communication facilities, etc. Therefore, aimed to attractions and level of satisfaction towards the tourist destinations. Tourist behavior is determined by various factors that include perceptions and preferences. So, a challenge is to study the tourists' preferences, perceptions, and problems faced by the tourists while touring.

Angappapillai and Shanmugasundram (2013) studied the trends of the Thanjavur district. They have stated that the hotel industry constitutes a very important sector of the tourism infrastructure and is considered to be the kingpin of the tourist industry. Among the numerous types of facilities sought by tourists, accommodation forms an important item. The level of guests' satisfaction can be achieved in an area about its accommodation facilities and in a large measure to determine the success of the tourism development program. To examine the trends in tourist arrivals, seasonal variations, irregular variations, cyclical variations, secular trends, growth rate, demand, and supply of hotel accommodations are studied.

Mahamad, et al., (2014) analyzed the arrivals of tourists in Tamilnadu from 2001 to 2012. The study mainly used secondary data. The secondary data were collected from the Tourism Department of Tamilnadu. The study region's efforts in creating a key platform for both domestic and foreign traffic. The entire region has vast untapped potential in tourism and its allied sectors and to hand is a lot of scope for its future development and promotion. PriyakaKhanna (2014) This learning will help the excursion machinists to comprehend the traveler's conduct accessibility and an appropriate image in the minds of the tourist, to build a stronger attraction of tourism in the minds of tourist

Amudha (2019) Regarding the habitat condition of tourist destinations, Chennai, Rameswaram, Kanyakumari, Kancheepuram, Mamallapuram, Velankanni, Nagoor, Poompuhar, Panchalankurichi, and Pitch avaram is located in the seashores and hence, well suited for coastal line tourism and maritime tourism. At the same time, the areas such as Madurai, Tiruvannamalai, Tiruchirappalli, Coimbatore, Thanjavur, Kumbakonam, Salem, and Chidambaram are located in the central plains of the State and hence suited for leisure tourism. The other destinations such as Ooty, Kodaikanal, Yercaud, Palani, Coonoor, Tiruttani, Hogenakkal, Elagiri and Kurumalai are best for hill station tourism. While analyzing the tourists' arrival at these destinations

Tran (2021) This study uses Structural Equation Modelling (SEM) to analyze a sample of 993 observations, the subjects of which are international tourists to Vietnam, to test the relationship between second-order constructs. The test results show that "Subjective norms" and "Perceived behavioral control" have an impact on "Attitudes about the overall image of the destination". Katturajan & Sivasankari (2022) Hill areas are places of tourist attractions mainly for the climate and landscape. The assessment is done in two ways the physical and the tourist. substantial factors taken into deliberation are slope, aspect, and altitude which are collated.

**OBJECTIVES OF STUDY**

- i) To highlight the mound station which is suitable for mountain tourism in South Tamil Nadu.
- ii) To elaborate and understand the Selecting factors of Attractive attributes in the hill station of South Tamil Nadu.
- iii) To study the perception of factors influencing the selection for the choice of tourist destinations hill station tourism in South Tamil Nadu.

**RESEARCH METHODOLOGY**

Primary data on the motives were collected using a survey method and the instrument used was an unbiased, structured questionnaire. Secondary data were collected from various journals, books, and the internet. A quantitative check was proposed in July 2022 conforming to 18 questions. The check was dealt with using the online check and offline check. the population of tourists in south Tamilnadu. Selecting hill stations of south Tamilnadu were Dindigul, Kanyakumari, Madurai, and Thoothukudi districts. The total Tourist population is 435. The trial size is 205 implicit actors who penetrated the online check taken, through the software “Raosoft”.

**FINDINGS AND DISCUSSIONS**

Table-1. The results demonstrate that 58% of them are in the manly order, while, 42% of them are in the womanish order, 24.9% of them are falling into 19 – 29 times, while, and 21% of them are falling in the 30- 39 times, 30.7% of them are falling into the 40-59 times, and 50-60 Times 8.3%, Above 60 is 15.1%. The Occupation of the respondents’Industrialist 4.9%, Doctors / Engineers / Lawyers 7.3%, Government Service 11.2%, Private Service 14.1%, Agriculture 31.2%, Student 10.7%, Retired / Unemployed 20.5%. Education qualifications are School education 22.9%, Diploma 25.4%, UG 39.5%, PG 12.2%, Members of the family, 1-337.1%, 4-6 is 52.2 %, Above7 10.7%, Marital Status is Single repliers are 68.3% and married is 31.7%. Less than 10 K 9.8%, 10K - 25 K 23.9%, 25K - 50K 30.2%, 50K – 1L 10.7%, More than 1,00,000 25.4%, Area of residency Rural is 48.8%, Urban is 51.2%, Travel mode of the respondents Independent person 39.5%, Package Tour 29.4%, Family members is 35.1%, Domestic airlines 25.2%, Bus 25.2%, Private vehicles 9.2%, Train 40.4%, Accommodation of the respondents Non-star Hotel 42.4%, Cottages 33.2%, Guesthouse 12.2%, Rooms / Lodges 12.2%, Frequency of Travel per year 1-2 22.4%, 3-4 28.3%, 5-7 13.2%, Above 7 36.1%, Month of visit January – June 58.5%, July – December 41.5%, Selecting the Attractive attribute in the hill station Natural beauty 39.5%, Pleasant climate 49.8%, Leisure activities 10.7%, Hill stations are Kodaikanal Hill Station 56.3%, Majestic hill 26.7%, Solaimalai hill 7.3%, Kurumalai hills 9.7%,

**TABLE 1: PROFILE OF TOURIST**

Mutable	Cataloging of the Variables	Frequency	Percent
Gender	Male	119	58.0
	Female	86	42.0
Age	19-29	51	24.9
	30-39	43	21.0
	40-49	63	30.7
	50-60	17	8.3
	above 60	31	15.1
Occupation	Industrialist	10	4.9
	Doctors / Engineers / Lawyers	15	7.3
	Government Service	23	11.2
	Private Service	29	14.1
	Agriculture	64	31.2
	Student	22	10.7
	Retired / Unemployed	42	20.5
Education qualification	School education	47	22.9
	Diploma	52	25.4
	UG	81	39.5
	PG	25	12.2
Members of the family	1-3	76	37.1
	4-6	107	52.2
	Above 7	22	10.7
Marital status	Single	140	68.3
	Married	65	31.7
Monthly Salary	Less than 10 K	20	9.8
	10K - 25 K	49	23.9
	25K - 50K	62	30.2
	50K – 1L	22	10.7
	More than 1,00,000	52	25.4

Area of residency	Rural	100	48.8
	Urban	105	51.2
Travel mode	Independent	81	39.5
	Package Tour	52	25.4
	Family members and friends	72	35.1
Transport Used	Domestic airlines	55	25.2
	Bus	55	25.2
	Private vehicles	20	9.2
	Train	88	40.4
<b>Mutable</b>	<b>Cataloging of the Variables</b>	<b>Frequency</b>	<b>Percent</b>
Accommodation	Non-star Hotel	87	42.4
	Cottages	68	33.2
	Guesthouse	25	12.2
	Rooms / Lodges	25	12.2
Frequency of Travel per year	1-2	46	22.4
	3-4	58	28.3
	5-7	27	13.2
	Above 7	74	36.1
Month of visit	January – June	120	58.5
	July – December	85	41.5
Selecting the Attractive attribute in the hill station	Natural beauty	81	39.5
	Pleasant climate	102	49.8
	Leisure activities	22	10.7
Hill stations	Kodaikanal Hill Station	116	56.3
	Majestic hill	55	26.7
	Solaimalai hill	15	7.3
	Kurumalai hills	20	9.7

**TABLE - 2: MEAN AND NORMAL DEVIATION OF REASON FOR VISITING THE HILL STATIONS IN SOUTH TAMIL NADU**

	Mean	Standard Deviation
Hobbies	4.97	3.302
Spending Holiday's	4.95	2.364
Ethnic	4.95	2.189
Wild Life	4.63	1.635
Climate and scenic beauty	4.88	2.347
Peaceful Surrounding	4.81	2.326
Research / Study	4.87	2.579
Cultural	5.64	2.752
Recreation	5.40	3.292
<b>Mean Score</b>	<b>45.1</b>	<b>22.786</b>

Table 2 Represents the mean and normal deviation of the reason for visiting the hill stations in south Tamil Nadu. Reasons for visiting the hill stations are Hobbies 4.97 (3.302), Spending Holiday 4.95 (2.364), Ethnic 4.95 (2.189), Wild Life 4.63 (1.635), Climate and scenic beauty 4.88 (2.347), Peaceful Surrounding 4.81 (2.326), Research / Study 4.87 (2.579), Cultural 5.64 (2.752), Recreation 5.40 (3.292). The highest value of the mean is 5.64 and the overall mean score value 45.1.

**TABLE - 3: MEAN AND ORDINARY DEVIATION OF SELECTION OF HILL STATIONS**

	Mean	Standard Deviation
Environment	4.34	.891
Attractions	3.82	1.175
Amenities	4.26	.993
Crowd is less	4.42	.786
To let alone the sizzling heat of the plains	4.53	.783
Diverse and attractive local cuisine	4.42	.945
There are many parks, attractive attractions	4.44	.818
This is a excellent place for children and families to relax	4.20	1.288

This is an attractive tourist center of the country Removed	4.42	.891
Attractive climate	3.89	1.369
<b>Mean Score</b>	<b>42.74</b>	<b>9.939</b>

Table 3 Represents the mean and ordinary deviation of the selection of hill stations. Environment 4.34 (.891), Attractions 3.82 (1.175), Amenities 4.26 (.993), Crowd is less 4.42 (.786), To avoid the scorching heat of the plains 4.53 (.783), Diverse and attractive local cuisine 4.42 (.945), There are many parks, and attractive attractions 4.44 (.818), This is a good place for children and families to relax 4.20 (1.288), This is an attractive tourist center of the country Removed 4.42 (.891), Attractive climate 3.89 (1.369). The highest value of the mean is 4.53 and the overall mean score value is 42.74.

**TABLE - 4: MEAN AND USUAL DEVIATION OF FEATURES OF HILL TOURISM**

	Mean	Standard Deviation
Clean	4.03	1.118
Cool air	4.31	.933
Varied topography	4.32	.991
The scenic beauty of mountains	4.17	.872
Cultural landscapes	4.37	.960
<b>Mean Score</b>	<b>21.2</b>	<b>4.874</b>

Table 4 Represents the mean and usual deviation of the features of hill stations. Clean 4.03 (1.118), Cool air 4.31 (.933), Varied topography 4.32 (.991), Scenic beauty of mountains 4.17 (.872), Cultural landscapes 4.37 (.960). The highest value of the mean is 4.32 and the overall mean score value is 21.2.

**Hypothesis:** There is no generous modification amid the Selecting the Attractive attribute in the hill station

**TABLE - 5: SELECTING THE ATTRACTIVE ATTRIBUTE IN THE HILL STATION**

One-Sample Statistics				
	N	Mean	Standard Deviation	Std. Error Mean
Selecting the Attractive attribute in the hill station	205	1.71	.649	.045

  

One-Sample Test						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Selecting the Attractive attribute in the hill station	37.753	204	.000	1.712	1.62	1.80

The above table mentioned the one-sample T-Test, The factor is Selecting the Attractive attribute in the hill station difference is 204 and the t value is 37.753 and finally, sig value of 2 tailed test is 0.00 is a slighter sum than the p-value 0.05. therefore, the hypothesis is rejected.

**Hypothesis:** There is no momentous change between the age of the respondents and the selection of hill stations

**TABLE - 6: MOMENTOUS CHANGE BETWEEN THE AGE OF THE RESPONDENTS AND THE SELECTION OF HILL STATIONS**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Environment	Between Groups	4.007	4	1.002	1.270	.283
	Within Groups	157.769	200	.789		
	Total	161.776	204			
Attractions	Between Groups	25.491	4	6.373	4.975	.001
	Within Groups	256.187	200	1.281		
	Total	281.678	204			
Amenities	Between Groups	13.785	4	3.446	3.676	.007
	Within Groups	187.513	200	.938		
	Total	201.298	204			
Crowd is less	Between Groups	2.228	4	.557	.901	.465
	Within Groups	123.694	200	.618		
	Total	125.922	204			
To steer clear of the	Between Groups	5.990	4	1.497	2.514	.043

scorching heat of the plains	Within Groups	119.113	200	.596		
	Total	125.102	204			
Diverse and attractive local cuisine	Between Groups	10.777	4	2.694	3.146	<b>.016</b>
	Within Groups	171.301	200	.857		
There are many parks, attractive attractions	Between Groups	9.120	4	2.280	3.577	<b>.008</b>
	Within Groups	127.485	200	.637		
This is a good place for children and families to relax	Between Groups	17.431	4	4.358	2.717	<b>.031</b>
	Within Groups	320.764	200	1.604		
This is an attractive tourist center of the country Removed	Between Groups	18.388	4	4.597	6.399	<b>.000</b>
	Within Groups	143.690	200	.718		
	Total	162.078	204			

Table 6 determines the age of the respondents and the selection of hill stations. Factors like Environment, Attractions, Amenities, Crowd is less, to avoid the sweltering heat of the plains, Diverse and attractive local cuisine, there are many parks, attractive attractions, this is a good place for children and families to relax, This is an attractive tourist center of the country Removed. Out of eight factors, only two factors do not less than the sig value and the remaining factors are less than the sig value. Therefore, the proposition is rejected.

**Hypothesis:** There is no momentous change between the features of hill tourism and types of tour

**TABLE - 7: MOMENTOUS CHANGE BETWEEN THE FEATURES OF HILL TOURISM AND TYPES OF TOUR**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Clean	Between Groups	10.638	2	5.319	4.401	<b>.013</b>
	Within Groups	244.123	202	1.209		
	Total	254.761	204			
Cool air	Between Groups	3.309	2	1.655	1.917	.150
	Within Groups	174.330	202	.863		
	Total	177.639	204			
Varied topography	Between Groups	7.907	2	3.953	4.149	<b>.017</b>
	Within Groups	192.484	202	.953		
	Total	200.390	204			
Scenic beauty of mountains	Between Groups	2.800	2	1.400	1.858	.159
	Within Groups	152.224	202	.754		
	Total	155.024	204			
Cultural landscapes	Between Groups	12.876	2	6.438	7.433	<b>.001</b>
	Within Groups	174.949	202	.866		
	Total	187.824	204			

Table 7 determines the features of hill tourism and types of tours. Factors like Clean, Cool air, Varied topography, Scenic beauty of mountains, and Cultural landscapes. Out of five factors, only two factors do not less than the sig value and the remaining factors are less than the sig value. Therefore, the intention is rejected.

**Hypothesis:** There is no noteworthy variation between the month of visit and selecting the attractive attribute in the hill station.

**TABLE - 8: SIGNIFICANT DIFFERENCE BETWEEN THE MONTH OF VISIT AND SELECTING THE ATTRACTIVE ATTRIBUTE IN THE HILL STATION**

The month of visit * Selecting the Attractive attribute in the hill station Crosstabulation					
		Selecting the Attractive attribute in the hill station			Total
		Natural beauty	Pleasant climate	Leisure activities	
Month of visit	January – June	46	66	8	120
	July – December	35	36	14	85
Total		81	102	22	205

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.158 <sup>a</sup>	2	<b>.046</b>

The above tables represent the chi-square Month of visit and Selecting the Attractive attribute in the hill station. The month of Visit of the respondents is January – June, July – December. Selecting the Attractive attribute in the hill station factors are Natural beauty, Pleasant climate, and Leisure activities. Therefore, the sig value is .046 and the value of sig is less than 0.05. Hence the hypothesis is rejected.

### AVERAGE MEAN SCORE FOR SELECTING THE HILL STATION IN SOUTH TAMIL NADU

E-Environment

A-Attractions

AM-Amenities

C-The crowd is less

TA-To avoid the scorching heat of the plains

DA-Diverse and attractive local cuisine

PA-There are many parks, attractive attractions

CF-This is a good place for children and families to relax

ACR-This is an attractive traveler center of the kingdom Removed

AC-Attractive climate

SAAHS-Selecting the Attractive attribute in the hill station

**TABLE - 9: AVERAGE MEAN SCORE OF DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Report I										
Mean										
Gender	E	A	AM	C	TA	DA	PA	CF	ACR	AC
Male	4.34	3.73	4.14	4.45	4.44	4.33	4.51	4.34	4.29	3.84
Female	4.33	3.95	4.42	4.37	4.65	4.56	4.35	3.99	4.60	3.95
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

Report II										
Mean										
Age	E	A	AM	C	TA	DA	PA	CF	ACR	AC
19-29	4.10	4.08	4.51	4.59	4.57	4.14	4.22	4.14	4.43	4.16
30-39	4.37	4.14	4.09	4.35	4.26	4.30	4.63	4.67	3.91	3.44
40-49	4.43	3.57	3.98	4.41	4.71	4.48	4.52	4.06	4.63	3.62
50-60	4.47	2.94	4.76	4.29	4.35	4.76	4.00	4.41	4.29	3.94
above 60	4.42	3.97	4.35	4.32	4.55	4.77	4.65	3.77	4.77	4.58
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

Report III										
Mean										
Occupation	E	A	AM	C	TA	DA	PA	CF	ACR	AC
Industrialist	4.00	3.90	4.70	4.10	4.20	3.50	4.20	4.10	3.90	4.40
Doctors / Engineers / Lawyers /	4.33	3.80	4.40	4.33	4.80	4.07	4.33	3.93	4.60	4.33
Government Service	3.52	4.13	4.48	4.39	4.22	4.22	4.43	4.13	4.52	3.78
Private Service	4.34	3.24	4.07	4.66	4.55	4.24	4.52	4.21	4.45	4.28
Agriculture	4.52	3.81	4.28	4.27	4.64	4.45	4.22	4.31	4.50	3.25
Student	4.09	4.09	3.73	4.68	4.45	4.73	4.82	4.77	4.27	4.59
Retired / Unemployed	4.71	3.93	4.36	4.48	4.52	4.81	4.64	3.86	4.38	4.00
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

Report IV										
Mean										

Education qualification	E	A	AM	C	TA	DA	PA	CF	ACR	AC
School education	4.68	3.15	4.23	4.30	4.51	4.70	4.15	3.87	4.64	3.38
Diploma	4.42	4.15	4.31	4.35	4.48	4.63	4.52	3.98	4.54	3.85
UG	4.23	3.91	4.47	4.51	4.79	4.27	4.47	4.30	4.47	4.16
PG	3.84	4.12	3.52	4.52	3.80	3.96	4.76	4.92	3.64	4.04
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

### Report V

Mean										
Members of the family	E	A	AM	C	TA	DA	PA	CF	ACR	AC
1-3	4.21	3.96	3.99	4.37	4.51	4.42	4.66	4.54	4.21	3.84
4-6	4.38	3.99	4.48	4.52	4.52	4.36	4.37	4.13	4.47	3.96
Above 7	4.55	2.55	4.14	4.09	4.59	4.73	4.05	3.32	4.95	3.68
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

### Report VI

Mean										
Marital Status	E	A	AM	C	TA	DA	PA	CF	ACR	AC
Single	4.41	3.82	4.25	4.39	4.64	4.47	4.51	4.16	4.49	3.86
Married	4.17	3.83	4.28	4.49	4.29	4.32	4.31	4.26	4.28	3.94
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

### Report VII

Mean										
Monthly salary	E	A	AM	C	TA	DA	PA	CF	ACR	AC
Less than 10 K	4.50	3.65	3.70	4.40	5.00	4.40	4.60	4.60	4.70	3.65
10K - 25 K	4.43	3.61	4.16	4.16	4.47	4.08	4.47	3.76	4.49	3.45
25K - 50K	4.52	3.74	4.44	4.58	4.53	4.65	4.21	4.48	4.24	4.03
50K – 1L	4.09	4.00	3.82	4.59	4.50	4.41	4.73	4.14	4.50	3.95
More than 1,00,000	4.08	4.12	4.54	4.40	4.40	4.50	4.52	4.13	4.44	4.19
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

### Report VIII

Mean										
Area of residency	E	A	AM	C	TA	DA	PA	CF	ACR	AC
Rural	4.51	3.79	4.31	4.45	4.56	4.61	4.37	4.05	4.49	3.89
Urban	4.17	3.86	4.21	4.39	4.50	4.25	4.51	4.33	4.36	3.89
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

### Report IX

Mean										
Month of visit	E	A	AM	C	TA	DA	PA	CF	ACR	AC
January – June	4.32	3.73	4.22	4.45	4.43	4.33	4.57	4.31	4.31	3.93
July – December	4.36	3.96	4.32	4.38	4.67	4.55	4.26	4.04	4.59	3.82
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

### Report X

Mean										
SAAHS	E	A	AM	C	TA	DA	PA	CF	ACR	AC
Natural beauty	4.53	3.69	4.11	4.41	4.51	4.51	4.56	4.38	4.43	4.05
Pleasant climate	4.12	4.05	4.32	4.46	4.55	4.33	4.43	4.22	4.30	3.87



Leisure activities	4.64	3.27	4.50	4.27	4.50	4.55	4.09	3.41	4.95	3.36
Total	4.34	3.82	4.26	4.42	4.53	4.42	4.44	4.20	4.42	3.89

The above tables are mentioned the average mean of tourists in South Tamilnadu. selecting the factors of hill station are Environment, Attractions, Amenities, Crowd is less, To avoid the scorching heat of the plains, Diverse and attractive local cuisine, There are many parks, attractive attractions, This is a good place for children and families to relax, This is a beautiful sightseer center of the country Removed, Attractive climate The tourists profile are gender, age, occupation, Education qualification, Members of the family, Marital Status, Monthly salary, Area of residency, Month of visit, Selecting the Attractive attribute in the hill station. The factors tables are represented as Report I, Report II, Report III, Report IV, Report V, Report VI, Report VII, Report VIII, and Report IX respectively.

**Hypothesis:** There is no connection between the reason for visiting the hill stations in south Tamil Nadu

H-Hobbies

SP-Spending Holiday

E-Ethnic

WL-Wild Life

CSB-Climate and scenic beauty

PS-Peaceful Surrounding

RS-Research / Study

C-Cultural

R-Recreation

MS-Marital Status

PC-Pearson Correlation

**TABLE - 10: CORRELATION BETWEEN THE REASON FOR VISITING THE HILL STATIONS IN SOUTH TAMIL NADU**

Correlations		H	SP	E	WL	CSB	PS	RS	C	R	MS
H	PC	1									
	Sig										
	N	205									
SP	PC	.871**	1								
	Sig	.000									
	N	205	205								
E	PC	.608**	.778**	1							
	Sig	.000	.000								
	N	205	205	205							
WL	PC	.115	.256**	.596**	1						
	Sig	.100	.000	.000							
	N	205	205	205	205						
CSB	PC	-.081	-.180**	.089	.122	1					
	Sig	.249	.010	.202	.080						
	N	205	205	205	205	205					
PS	PC	-.719**	-.662**	-.485**	-.221**	.199**	1				
	Sig	.000	.000	.000	.001	.004					
	N	205	205	205	205	205	205				
RS	PC	-.800**	-.739**	-.699**	-.436**	-.151*	.586**	1			
	Sig	.000	.000	.000	.000	.031	.000				
	N	205	205	205	205	205	205	205			
C	PC	-.782**	-.797**	-.816**	-.485**	-.294**	.502**	.884**	1		
	Sig	.000	.000	.000	.000	.000	.000	.000			
	N	205	205	205	205	205	205	205	205		
R	PC	-.264**	-.436**	-.680**	-.389**	-.398**	-.053	.213**	.495**	1	
	Sig	.000	.000	.000	.000	.000	.453	.002	.000		
	N	205	205	205	205	205	205	205	205	205	
MS	PC	-.039	-.024	-.014	.095	-.018	-.025	-.052	.046	.041	1
	Sig	.584	.727	.847	.176	.795	.717	.459	.509	.555	
	N	205	205	205	205	205	205	205	205	205	205

The above table represents the correlation analysis between the respondents and the reason for visiting the hill stations. Factors are Hobbies, Spending holidays, Ethnic, Wild Life, Climate and scenic beauty, Peaceful Surroundings, Research / Study, Cultural, and Recreation. All the factors were correlated to each other. Therefore, the assumption is rejected.

#### CONCLUSION

Tamil Nadu has wonderful potential for tourism. As far as tourism infrastructure is concerned, however, it is still missing. The government must prepare to improve the tourist infrastructure, and the government should undertake various projects, such as the introduction of special tourist trains. Cleanliness and hygiene and public utility services at every tourist complex are much important from a tourist point of view. Tourism facilitations at every point such as airports, railway stations, and bus stands would be overhauled. During peak season, it is a general complaint that the hotel industry offers inadequate facilities as compared to the rates charged. The variety and quality of the food served by the restaurants in the town are also not up to the satisfaction of a large segment of tourists. These have been widely quoted as a major shortcoming by the tourists. Lack of supervision by the local authorities in the pay and use of the public toilet dismays the tourists. The study concludes tourism is the main foundation of income after agriculture and the economy majorly depends on it along with all entrepreneurs of all types and sizes. Still, it is worthwhile to identify the areas requiring special attention; the level of satisfaction of the tourist by noting their views about the facilities provided to them is assessed. The major reason for people being attracted to Hill stations is the calm, cool and serene environments and scenic beauty they offer. The natural environment is the mainstay of hill tourism and a supporting and causal factor of many other forms of Tourism. The defense of the accepted environment and ecosystem becomes of paramount importance.

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