Research Paper

Tourist’s Perception Towards Ecotourism: With Reference To Marina Beach At Tamil Nadu

Abstract

In recent times tourism industry development is a high priority agenda for most of the nations and communities everywhere in globe. Wherever we go green thinking’s are coming to our mind. The source of green thinking is under threat for feasible living of people due to man made things. There are so many recreation facilities available which are created by human beings and charged by the service provider. The Marina Beach, enclosed with impressive golden sand and a clear strip of blue sea, is among the most wonderful beaches in India. The objective of this paper is to find out tourist attribute and motivation about Marina Beach ecotourism and to identify level of Expectation and Satisfaction of tourists about ecotourism. This study data collected only through literate youngster respondents at Marina Beach destination. This study focused ecotourism destination of Marina beach only at Tamil Nadu. This study Sample size has taken only Marina beach tourist at Tamil Nadu. The sample size takes 50 respondents among only youngster tourists. This study finding clearly and closely observed that there are fundamental issues related to hospitality services, facilities, amenities, safety and personalized care with regard to visitor expectation and satisfaction. Marina Beach ecotourism has been provided some negative motivations such as attractiveness, wastage, tourist information help centre, safety and security. Finally the study reveals that tourist perception of ecotourism destination is good, satisfied atmosphere and gave enhanced motivation.

1. Introduction

Throughout the world, tourism has been recognized for its vast contribution to the economy in many countries. Tourism serves to encourage the development of basic infrastructure, contributes to the growth of domestic industries and attracts foreign investment. The consistent growth of tourists and
tourism receipts over the decade since international travel became accessible to the general public, has convinced many developing nations that they can profit from tourism\(^1\) (Ismail & Turner, 2008). That is why tourism considered as one of the fastest growing industries. In recent times tourism industry development is a high priority agenda for most of the nations and communities everywhere in globe. The contribution of tourism industry in the global as well as individual perspective is really amazing. Many countries in the world depend upon tourism as a main source of foreign exchange earnings and very decisive role to transform the world into a globalized economy where all nations can exchange free trade and share their interest of mutual benefits based on tourism industry.

Wherever we go green thinking’s are coming to our mind. The source of green thinking is under threat for feasible living of people due to man made things. There are so many recreation facilities available which are created by human beings and charged by the service provider. Recreation provided by the nature is available at free of cost which cannot be estimated but human yet to develop machines to calculate the value of recreation or pleasure given by the nature created place. This ecotourism has embarrassed the concepts of preservation and conservation of nature by responsible travel.

Ecotourism supports the objectives of sustainable development. Ecotourism refers to sustainable development environment, local community and visitor of within the tourism destination. Ecotourism is an effective vehicle for empowering local communities around the world to fight against poverty or alleviating poverty and to achieve sustainable development as well as the UNWTO (United National World Tourism Organization) has given the node to adopt the resolution which recognized ecotourism as a key to fight against poverty, the protection of the environment and the promotion of sustainable development under the title ‘Promotion of ecotourism for poverty eradication and environment protection’ and it’s also support to visitor for emphasis on enriching personal experiences and environmental awareness through interpretation, ecotourism promotes greater understanding and appreciation for nature, local society, and culture.

Tamil Nadu Tourism Development Corporation has defined that ecotourism consisting areas which are available in plenty for evince interest in nature areas such as Hill Station, Waterfalls, Forests, Bird Sanctuaries and beaches. According to Tamil Nadu Tourism Development Corporation (TTDC) Marina Beach is an ecotourism place which is not only familiar ecotourism in Tamil Nadu tourism destination but also second largest beach in the world. The Marina Beach, enclosed with impressive golden sand and a clear strip of blue sea, is among the most wonderful beaches in India. It is which helps to sustainable development of recreation because of ecotourism provides to an effective economic incentives for conserving and enhancing bio-cultural diversity to environment and helps to protect the natural and cultural heritage of our beautiful planet, its supports to local society which is increasing local capacity building and employment opportunities. Finally all over the world, the tourists are visiting it due to its climatic, scenic beauty and ecological resources\(^2\).

### 2 Conceptual Framework

#### 2.1 Definition of Ecotourism

The International Ecotourism Society previously defines Ecotourism as "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." Now

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defines as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015).

### 2.2 Principles of Ecotourism

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.

Design, construct and operate low-impact facilities. Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment. (TIES, 2015)

### 2.3 Factor Influencing Ecotourism

A tourist thought depends on our perception oriented. Basically tourists’ perception depends upon their fundamental habit such as Cultural, Society, Attitude, Behavior and Lifestyle also. The perception is attaining humans Attributes, Satisfaction, Expectation and Experience. Ecotourism factors identified through review of literature. Many researchers have used their studies different factors; this study will take same factors. Above elements keep it mind this study frame some factors which reflected tourist perception.

Through all factors easy recognize tourist perception about ecotourism. They are Motivations is factors related Travel and Accommodation which is based on pull and push theory that is internal and external forces such as attributed to the destinations overall attractiveness, Psychology, Emotional etc., Expectations and Satisfaction factor is identify for Expectation and satisfaction level of service quality, safety and secure areas, hygienic food and accommodation, disaster preparedness of tourist and overall opinion about ecotourism such as natural attractions, travelling, climate and weather conditions, basic amenities and maintenance service as well as entrance fees also.

### 3. Review of Literature

Spanou. S, Tsegenidi. K, et al., (2011) researcher study analyzed visitor management is considered important for the sustainable development of protected areas as the presence of visitors may cause negative impacts on wildlife and vegetation. Within this framework, visitor impacts and perceptions are considered critical for decision-making and planning of future management regimes. Results call for more information and education of the visitors about the Valley’s conservation and ecological value, better facilities and services provided, site hardening and a better policy of prices.

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3 www. The International Ecotourism Society.com
4 www. The International Ecotourism Society.com
Mohd Rusli Yacob, Alias Radan et al., (2011)\(^6\) in this study analyzed the concentrating on four sections; analyses of tourists profiles and their characteristic of visit; tourists perceptions and opinions on ecotourism resource management; ecotourism resource maintenance; and tourists opinion on implementing of revenue collection. The results provide useful implications on ecotourism resources management in Marine Park. It is possibly assists park management for their future improvement in managing ecotourism resources. A.C, Ravichandran, et al., (2012)\(^7\) study area is focused on the surroundings of Lata Jarum and Lata Jarum itself. This area is rich in biodiversity with endemic flora and fauna. The most significant finding is that the majority have a neutral perception due to a lack of understanding and knowledge about community-based ecotourism. And others finding is both positive perception and negative perception towards community-based ecotourism. Md. Anowar Hossain Bhuiyan, Chamhuri Siwar et al., (2012)\(^8\) have done a research work on analyzes the environmental matters regarding sustainable ecotourism development. This study found that, Ecotourism development in Sekayu has maintained the environmental sustainability and ensured social, economic and environmental benefits for the local people and find out Ecotourism development in Sekayu must be considering some initiatives-conserving natural resources, providing sustainable harvest, improving local people living quality and livelihood security, maintaining environmental quality and keeping the local environment free from pollution.

4. Statement of the Problem

The Marina Beach is one of the most green cover areas of the ecotourism in Tamil Nadu. Marina Beach tourist destination is a wide range of attractions such as hygienic climate, boating, good game adventure, lifestyle culture and other non-consumptive ecotourism activities. Moreover, the Marina beach draws a large number of tourists to view the sea wave attractions. It is found that majority of tourists visiting to the Chennai Marina Beach for the purpose of sea wave sightseeing and relaxation. The Beach has already witnessed for day by day manifold increase of visitor and tourist arrivals due to its high probability of spot climate and weather conditions. This has effect in a highly rise of tourist traffic into the Beach road and tourist vehicles, thus leading to noise pollution, emissions, parking problems, etc. Further, the main and fundamental problem is identified as the uncontrolled tourist arrivals and the entry of tourist vehicles has impacted cleanliness and the original beauty of the beach.

On the other way, tourist expectation must have positive experience and fulfill their satisfaction. But the tourists do not seem to be satisfied with the existing facilities and amenities being provided by the Beach authorities. It will be reflected to tourist negative experience of Marina

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Beach destination. Besides tourists are expecting more on the availability of infrastructure facilities and amenities but it is not adequate to cater to the tourists resulting which the day-visitors and tourists get dissatisfied and get negative experience. It is also observed that the Protection, Preservation and Promotion (3Ps) do not seem to be much effective for addressing the Bio-diversity problems of the Environment. Further, it is supposed to work for sustainability. The Marina Beach ecotourism has also been facing problems with environmental issues as there is a lack of coordination in dealing with the prevailing issues. With the increase in the number of day visitors to the Marina Beach, as an ecotourism destination will gradually be transformed into a mass tourism destination. The present study will try to fill the gap by studying the problems of visitor’s expectation, satisfaction and experience in the context of the sustainable ecotourism in the Marina Beach.

5. Objective Of The Study

The Study has framed the following objectives

- To find out the tourist attribute and Motivation about Marina Beach ecotourism.
- To identify level of Expectation and Satisfaction of tourists about ecotourism.

6. Methodology

6.1 Data Collection

This study data collected only through youngster with literate respondents at Marina Beach destination. This study concentrated only Ecotourism destination of Marina beach in Chennai. This study used both primary and secondary data. The primary data was collected through well-Structured Interview schedule questions. Secondary data was collected from Books, Journals, Magazines, Newspaper and Websites. Website data collect from Government of India, Ministry of Tourism, The International Ecotourism Society, Tamil Nadu Tourism Development Corporation etc.,

6.2 Sample Size

This study sample size has taken only Marina beach tourist at Tamil Nadu. The sample size takes 50 respondents among only youngster tourist. This area is most visited in ecotourism related place in Tamil Nadu.

6.3 Sampling Techniques

This study adopted judgment sample techniques for collecting data for the respondents. A well-structured interview schedule was administered for data collection. Collected data was analyzed SPSS (Statistical Package of Social Science) descriptive statistics tools like by simple percentages, figures and tables are used to establish relationship among variables. Independent sample t test, Paired t test, Chi Square test, coefficient of Correlation, Linear Regression and require study related test applied for analyzing and interpreting the information. The results were finally presented in charts and tables.

7 Finding And Analysis

7.1 Demography Factors And Attribute Variables

Tourist's Demography factors: Gender- Male (18) 36% and Female (32) 64%. Residential Place- Rural (3) 6%, Urban (16)32%, Semi-Urban (8)16%, Metro (23) 46%. Marital status- Married
Tourist’s Attribute variables: purpose of the visit- Education/ Training (1) 2%, Celebrate with friends/Relatives (3)6%, Relaxation (14)28% and Holiday/ Recreation (32) 64%. Type of Accommodation- Non star hotel (8)16%, Other Place (42) 84%. Visited times – First time (29)58%, Second time (3)6%, Third time (13)26% and more third (5)10%. Reason for selecting the place- Natural Based (33)66%, very convenient (9)18% and Suitable Climate (8) 16%.

7.2 Independent Sample t test
The independent-samples t-test (or independent t-test, for short) compares the means between two unrelated groups on the same continuous, dependent variable.

Null Hypothesis:
H₀: There is no statistically significant difference between Males and females with mean scores Motivation of tourists.

Table 1: statistically significant difference between Males and females with mean scores Motivation of tourists.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>97.89</td>
<td>9.461</td>
<td>6.352</td>
<td>0.08</td>
</tr>
<tr>
<td>Female</td>
<td>32.00</td>
<td>14.323</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*5% level of Significant

Interpretation:
Since the P value is greater than 0.05, the null hypothesis accepted at 5 per cent level of significance. Hence it is concluded that there is no statistically significant difference between Males and females with mean scores motivation of tourist. Based on the mean score, the male (97.89) tourist have better motivated than female (32.00) tourists.

7.3 Paired t test
The dependent t-test (called the paired-samples t-test in SPSS Statistics) compares the means between two related groups on the same continuous, dependent variable. On other hand, a paired t-test is used to compare two population means where you have two samples in which observations in one sample can be paired with observations in the other sample.

Null Hypothesis:
H₀: There is no statistically significant difference between mean score of Expectation and Satisfaction of tourists.

Table 1: statistically significant difference between mean score of Expectation and Satisfaction of tourists.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expectation</td>
<td>113.26</td>
<td>20.027</td>
<td>4.013</td>
<td>.001**</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>101.00</td>
<td>17.525</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*1 % level of significant

Interpretation:
Since the P value is less than 0.01, the null hypothesis rejected at 1 per cent level of significance. Hence it is concluded that there is statistically significant difference between mean score of Expectation and Satisfaction of tourists. Based on mean scores, tourist’s satisfaction (101.00) is less than tourist’s expectation (113.26). Because of tourists have more expectation on ecotourism destination.
7.4 Coefficient of Correlation

The Pearson product-moment correlation coefficient (or Pearson correlation coefficient, for short) is a measure of the strength of a linear association between two variables and is denoted by r. Basically, a Pearson product-moment correlation attempts to draw a line of best fit through the data of two variables, and the Pearson correlation coefficient, r, indicates how far away all these data points are to this line of best fit.

\[ H_0: \text{There is no relationship difference among Motivation, Expectation and Satisfaction of tourist perception} \]

**Table 3: The Pearson product-moment correlation coefficient**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Motivation</th>
<th>Expectation</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivation</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>0.368**</td>
</tr>
<tr>
<td></td>
<td>P – Value</td>
<td>0.009</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Expectation</td>
<td>Pearson Correlation</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>P – Value</td>
<td></td>
<td>0.014</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>Pearson Correlation</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>P – Value</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**.Correlation is significant at the 0.01 level.**

\[ \ast . \text{Correlation is significant at the 0.05 level.} \]

**Interpretation**

The correlation coefficient between motivation and satisfaction is \( r = 0.604 \) which is indicate 60 per cent positive relationship between Motivation and Satisfaction and it is significant at the level of 1 per cent.

The correlation matrix provides the tourist’s perception variables that have correlation among them. Motivation have positive and moderately corralled with the Expectation which is supported by the values of \( r = 0.368 \) at the level of 1 per cent significant.

Expectation have moderately and positive relationship with satisfaction which is supported by the values of \( r = 0.34 \) at the level of 5 percent significant.

7.5 Chi-Square

The chi-square test for independence, also called Pearson's chi-square test or the chi-square test of association, is used to discover if there is a relationship between two categorical variables.

\[ H_0: \text{There is no association between residential place and tourist’s perception} \]

**Table 4: The chi-square test for independence**

<table>
<thead>
<tr>
<th>Residential Place</th>
<th>Level of Perception</th>
<th>Pearson Chi-square</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>Low</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moderately</td>
<td>2 (4%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>1(2)</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>7(14%)</td>
<td>27.964*</td>
</tr>
<tr>
<td></td>
<td>Moderately</td>
<td>0</td>
<td>0.06</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>9(18%)</td>
<td></td>
</tr>
<tr>
<td>Semi Urban</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>3(6%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moderately</td>
<td>0</td>
<td>5(10%)</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>5(10%)</td>
<td></td>
</tr>
<tr>
<td>Metro</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>7(14%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moderately</td>
<td>11(22%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>5(10%)</td>
<td></td>
</tr>
</tbody>
</table>

\[ *5\% \text{ level of Significant} \]
Interpretation
Since the P value is greater than 0.05, the null hypothesis is accepted at 5 per cent level of significance. Hence it is concluded that there is no association between residential place and tourist’s perception about ecotourism. Based on the chi square table reveals that maximum of 22 per cent of tourist is belonging to moderately perception with the group of metro city (47.8%) residential place. This implies that the residential places are not criteria to determine the tourist perception about ecotourism destination.

8. Findings & Suggestions

8.1 Demographic profile
- A maximum of 64 per cent of tourist are females and minimum of 36 per cent of tourist is represented by male.
- It is found that maximum of 46 per cent of tourist are residing in metro city areas and minimum of 6 per cent of the tourist residing in rural area.
- Among the total tourists, 76 per cent of the tourists are unmarried, while 24 per cent of tourists are married.
- Education is one of factors which stimulate the tourist of eco-friendly attitudes. A maximum of 60 per cent of the tourist are Degree holder and minimum of 20 per cent tourist are completed HSC and Professional course.
- It showed that majority of 64 per cent of tourist are coming for the purpose of relaxation whereas minimum of 2 per cent of tourist are educational training.
- As far as accommodation concerned, a maximum of 84 per cent of the tourists have chosen the accommodation friends/relatives home and maximum tourist lived in the nearest marina beach. While minimum of 16 per cent of tourist have chosen non star accommodation.
- Majority of 58 percent of tourists are visited marina beach three times and minimum of 6 per cent tourists are the first time.
- It is found that maximum of 66 per cent of tourist are selected marina for the reason of natural based tourism and minimum of 16 per cent of tourist are chosen for climate.

8.2 Factors and Variable SPSS Test
- Independent sample t test found that male tourist has better motivated in ecotourism destination, because of majority male are there for the purpose of relaxation and majority of tourists are influenced and motivated for relax mentally, enjoy nature, relax physically and to feel excited.
- There is statistically significant difference between mean score of Expectation and Satisfaction of tourist. Paired t test found that tourists have more expectation on ecotourism destination.
- The correlation helps to find the relationship between the perception indicators of tourist. Motivation reveals positive correlation with Satisfaction and Expectation has positive relationship with satisfaction.
- Chi square test found that maximum of tourist is belonging to moderately perception with the group of metro city residential place. It implies that the residential places are not criteria to determine the tourist perception about ecotourism destination.
8.3 Suggestions
The major findings of study are the eye-openers for all those involved directly and indirectly in the ecotourism projects at the Marina Beach. All those findings are very indisputable as far as the preservation of rich biodiversity and implementation of sustainable ecotourism is concerned.

- It was clearly and closely observed that there are fundamental issues related to hospitality services, facilities, amenities, safety and personalized care with regard to visitor expectation and satisfaction. Other issues like local people communication, visitor convenient time, and cost of price, water facilities, and E-banking and ATM facilities also give dissatisfaction of tourists. So Marina Beach authorities must develop these kinds of facilities to attract more and repeat visitors.
- Marina Beach ecotourism provide some negative motivation to tourists i.e., cleaness, wastage, tourist information help centre, safety and security of destinations. So Marina Beach authorities must implement all these value and quality of motivation.

9. Conclusion
Ecotourism is a great blessing for the nation as well as plays a vital role in the economic development of the country. Tourists have not been fulfilled their expectation and satisfaction of some environment based variables and value quality of service. This study concluded that tourist having some knowledge about environmental sustainability and maintenance of ecotourism destination. Tourism authorities and government must have some responsibility in fulfilling the tourists’ needs and wants of tourist destination, because negative motivation will impact the growth of ecotourism. Finally the study reveals that tourist perception of ecotourism destination satisfied the visitors and enhanced motivation.

10. References
Websites:

Author's Biography

**Dr. A. Elangovan**, Professor and Head, Department of Commerce, School of Business Studies, Periyar University, Salem. His area of specialization includes: Environmental Marketing, International Business, and Entrepreneurship Development.

**K. Sivaperumal**, Research Scholar, Department of Commerce, School of Business Studies, Periyar University, Salem