

## **INVESTIGATION OF EXPERIENCE AND HAPPINESS INDEX OF TOURISTS IN SOUTH TAMIL NADU**

**Mrs. K. VIJAYALAKSHMI**

Ph.D. (Full-Time) Research Scholar  
Department of Tourism and Hospitality Management  
Bharath Institute of Higher Education and Research (BIHER)  
No. 173, Agaram Road  
Selaiyur  
Chennai. Pin Code – 600 073  
Tamil Nadu State.

**Dr. T. MILTON**

Research Supervisor & Dean  
Department of Tourism and Hospitality Management  
Bharath Institute of Higher Education and Research (BIHER)  
No. 173, Agaram Road  
Selaiyur  
Chennai. Pin Code – 600 073  
Tamil Nadu State.

### **ABSTRACT**

Tourism is eventually about the formation, delivery, and feeding of involvements. Tourism research are seeking to understand the character of the traveler revel in, its relation to motivations for travel, and the ways' locations can create memorable stories that fulfil the complicated desires of tourists. Tourism is a communal, artistic, and commercial phenomenon that entails the movement of human beings to international locations or locations out of doors their usual environment for non-public or enterprise / professional purposes. A tourist is a person who is visiting a place for pleasure and interest, especially when they are on holiday and foreign tourists. It's far a pinnacle visitor attraction this is visited by way of hundreds of human beings every day. Accomplishing a confident tourism plan requires important step primary on in the process, which is assessing, studying, and analysing demand. This ought to include each the existing and latent demand, specifically, the segments that aren't currently goal markets but could probably be interested in the vacation spot in the long run. A set of sports in which people engage on their phrases, such as nice and noteworthy locations, permitting every traveler to build his or her personal travel stories in order that those satisfy a huge range of private wishes, from satisfaction to a search for that means. Tourist satisfaction is important for successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return. Satisfaction is basically the comparison of the customer's expectations before and after consumption. The study aims that the experience and the happiness index of tourism in South Tamilnadu. To investigate the tourist profile, several domains of happiness, and the incidence of visits to tourist destinations and finally explore and understand the Satisfaction level of tourists and the experience of the tourist.

**Key Words:** Satisfaction, Tourists, Tourism, Experience

### **INTRODUCTION**

Tourism is an important industry for many countries in the world and has great economic importance. The tourism industry can help to create an appreciation of traditions of life and many works to promote understanding between societies. Tourism can be a positive impetus for the development of the physical, social and cultural, economic and environmental well-being of the country (Gunce, 2003). On the other hand, tourism can have a great impact on the physical development of the country and result in uncontrolled physical growth which will affect the environment, society and culture of the destination.

Geography manifests of the attraction of tourism. Location and accessibility, physical components, climatic conditions, flora and fauna, historical monuments and cultural features etc., are important attractions for the tourists. Tourism does not offer comprehensive attractions. Modern

geography is very much concerned with the nature of environment, and the location of phenomena such as settlement patterns, spatial distribution and relationships. As Tourism is particularly concerned with these spatial conditions, the location of tourist places and the movement of people from place to place, it is clear that geography has to play a fundamental role in examining the spatial interplay of tourist demand and satisfaction (Vinay Kumar Rai, 2006). According to Van Arragon and Wessels (1994), there was always been a direct relationship between tourism and cartography. No other social pastime includes using maps and thematic data for communicate as much as does the tourism region. Maps of tour routes and standard statistics about the areas to go to are utilized in choosing the vacation spot and in planning the journey and life. Maps of travel routes and general information about the areas to visit are used in selecting the destination and in planning travel and stay.

Happiness is a complex multi-dimensional hypothesis that has previously been investigated in areas such as psychology and philosophy (Diener, Suh, Lucas, & Smith, 1999; Lyubomirsky & Lepper, 1999). Although in recent decades happiness has received growing attention in the tourism field (Bimonte & Faralla, 2012; Bosnjak, Brown, Lee, Yu, & Sirgy, 2016; Chen, Lehto, & Cai, 2013; Chen, Petrick, & Shahvali, 2016; Filep & Bereded-Samuel, 2012; Gilbert & Abdullah, 2004; Lee, Lee, Chung, & Koo, 2018; Mitas, Nawijn, & Jongsma, 2017; Nawijn, 2011a, 2011b; Tse, 2014; Wu the happiness of visitors is still scarce. Many people suggest that tourism trips can make visitors happier, offering them opportunities to improve their perspective, socialize and feel mentally and physically well Chen et al., (2013), Nawijn (2011), Tse, (2014); Wu et al.,( 2017), but there is still little empirical evidence of these effects.

#### **TOURISM IN TAMIL NADU**

The Government of India has decided to promote south India as a major tourist centre. Accordingly, steps are being initiated to market the southern tourist spots, including the temples, not as individual places but as a whole thus the Union Government has identified 58 top tourist destinations in the country of which significant numbers are located in Tamil Nadu. Temple cities, places of cultural interest, hills, business centers, and so on are identified as major tourist spots in Tamil Nadu. The Government of Tamil Nadu is contemplating plans to provide transport and hotel facilities to all these destinations to develop the tourism industry. Major in Tamil Nadu include Ooty, Kodaikanal, Courtallam, Hogenakkal, Kanyakumari, Madurai, Rameswaram, Yercaadu, Thanjavur, Coimbatore, Madras, Tiruchirappalli, etc., The other tourist attractions are the superb beach fronts and resorts, wildlife / bird sanctuaries and avenues by adventure tourism activities.

Tourism has become a priority sector in the state. This is pondered in better monetary distributions, rising business efforts between the public and private sectors, extended traveler arrivals, colorful and vigorous merchandising efforts, etc. Tamil Nadu, placed strategically on Asia's growth axis, is certainly India's Asian gateway. Tamil Nadu is proud to attain the number one status in the use of Information Technology in the promotion of tourism. The online reservation with payment gateway facility for Tamil Nadu Tourism Development Corporation (TTDC) package tours and hotels was launched by the Hon'ble Chief Minister on 2-7-2004. Tamil Nadu Tourism Development Corporation is the first State Tourism Corporation to have launched such a facility (Tamil Nadu, Tourism Policy Note, 2005-06).

As Tamil Nadu falls within the torrid sector, the climate is tropical and there's little difference between the summer and winter. April, May, and June are the hottest months during which time the mercury touches above 40°C while the mercury remains around 20-22°C in the winter months. Close to coastal regions, the climate is heat and humid and one can't keep away from perspiring. But the sea breeze sets in the afternoon making the evening and nights cooler. The weather is then pleasantly cool and does not use perspiration. The wet season is marked with the aid of the onset of the northeast monsoon between mid-September and mid-December. Cyclonic storms occur during this time due to bay depression.

#### **THE GLIDE OF DOMESTIC TRAVELERS TO TAMIL NADU**

A domestic tourist travels more than fifty kilometers away from home and spends at least a night in a hotel, or someplace where he/she has to pay. If a person is going to any other town and remains along with his uncle, he isn't counted as a traveler. The definition of a domestic traveler. All countries, as in the case of internal tourists (Prannath Seth and Sushma Seth Bhat, 2003). Though the tourism industry as a whole i.e., both domestic tourist and foreign tourist and its development are very essential to Tamil Nadu, domestic tourist forms an integral part of this State's tourism. Tamil Nadu is one of the states in South India due to the amazing racial and cultural mix, people from all regions and religions living in the state. Hence, the Tamil Nadu State with different socioeconomic and cultural patterns, the promotion of domestic tourists would increase and encourage unity in diversity, a fundamental base, and the necessity for National Integration. Tamil Nadu is a state with several distinguished tourism genres. It has cerulean

mountains, silver falls, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures, and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence, and aesthetic magnificence. Domestic tourist increases the possibility of peace through understanding among the divergent sectors of the population. The development of foreign tourists is possible only if the domestic tourist has strong and fast growth.

## REVIEW OF LITERATURE

Several studies on several characteristics of travel research have been conducted at the International as well as the Indian sub-continent level. But the literature on the various aspects of travel, tourism, recreation, and hospitality is found only in western countries. There have been many studies on tourism potential, scheduling, and expansion in numerous parts of the world. They are deliberated in the following sections.

Graefe and Vaske (1987), this paper examines the effects of tourism at the exceptional of the tourist's experience. A synthesis of previous research identifies an interrelated collection of experiential influences related to vacationer pastime. The resulting understanding of the factors that threaten the quality of the tourist experience provides the basis for a management framework aimed at protecting quality recreation / tourist experiences. The recommended control framework focuses on the identification of unwanted effects on the vacationer enjoy, the dedication of causal factors related to these impacts, and the choice of potential management strategies for ameliorating the undesirable impacts.

Veenhoven (1995) remarks, that to make people happier it is crucial not only to understand happiness but also to analyze the determinants of this construct. Various researchers have already contemplated and tried to investigate the factors which can impact happiness, having concluded that a multiplicity of factors can be recognized. Some argue that happiness may be influenced by both intrinsic and extrinsic factors in the individuals Diener et al., (1999); Lyubomirsky & Lepper, (1999).

Andersson (2007) in this conceptual article, the tourist experience is proposed as the moment when tourism consumption and tourism production meet. It's also the moment when the price is created and resources are consumed and accordingly the decisive second for the economics of tourism stories. This argument rests on the concept of "arousal level" which gives a dynamic description of the varying needs of a tourist. Needs are mentioned on the subject of a 3 - dimensional categorization primarily based on fundamental, social and intellectual desires. In this paper, various hypothetical implications that this model may have for tourism and tourism research are discussed based on the composition of resources in the consumption set. The balance between operating time and amusement time in addition to the extent of "tourism capabilities" are proposed as variables that could decide vacationers' selections of tourism reports.

Larsen, (2007), a tourist experience is a past personal travel-related event, strong enough to have entered long-term memory. Ryan (2010) Concepts of how tourists experience the holiday destinations they visit. First, it is to be assumed that the reviewer has a familiarity with the literature being reviewed, but in addition, any evaluation of such literature itself reflects the writer's own experiences as a researcher and the context within which such research has been undertaken. Its miles a private enjoyment, reflecting that impact and going through the impact of precise and memorable occasions (Rivera, 2013).

McCabe, S., and Johnson (2013) This paper develops a measure of SWB and reports findings from a two-step survey that measured changes in well-being amongst low-income individuals' support to access a holiday break ('social tourists'). This is the first study to assess the well-being of social tourists. There are extra consequences in some regions inclusive of psychological sources, enjoyment, and family existence domains contributing to social nicely-being. Social tourists have decreased tiers of SWB than the overall populace. Similarly, research is had to evaluate tourism's condition to SWB amongst mainstream vacationers. Rivera, M. (2013). El turismo experiential Como forma de turismo responsable e intercultural.

Rivera et al (2016), this takes look investigates the empirical relationship between tourism improvement and the attitude of locals in a small island destination. The effects display that tourism improvement and happiness are positively correlated but the affiliation among those variables is slender and no longer one of a kind. Moreover, exhibits that the large impact of non-income factors, such as social comparisons, matters to happiness.

Karthick (2018) at present, capable of attracting more tourists in its folds, particularly in respect of attracting domestic tourists. The above picture is highly apparent from the viewpoints of the local people, domestic tourists, and accommodation providers. In Tamil Nadu, participation in tourism-related sports is

visible to be extra among neighborhood people in addition to among hoteliers. Most of the hoteliers in various regions of tourism importance under study provide most of the facilities required for tourists' under less than one roof. That is, they provide facilities such as restaurants, car rentals, laundry, and doctors on call for tourists.

Lee (2018) the purpose of this study is to develop a research model demonstrating tourists' value-seeking processes through the tourism services and travel experiences of a destination. Smart tourism technology (STT) and destination value. Despite a large quantity of research attention on destination tourism, the relation between tourists' destination experience and STT has been less enthusiastically studied. Consequently, this looks proposes to check an included version with attributes of STTs and vacation spot values that make contributions to tourists' life happiness.

Carneiro and Eusébio, C. (2019) this paper aims to analyze the factors influencing the impact of tourism trips on young visitors' happiness using the Oxford Happiness Inventory (OHI). Multivariate regression analyses were accomplished to analyze the impact of different factors on the impact of tourism on happiness. The outcomes monitor that tourism has an outstanding ability to enhance younger vacationers' happiness. Positive outlook, well-being, and cheerfulness are the happiness domains most influenced by tourism trips. The findings additionally screen that the journey group composition, type of tourism destinations, a few types of social encounters, and common delight with journeys have a great effect on the tourism impact on happiness. The paper ends with a few conclusions and implications for improving the impact of tourism on happiness.

Ul Haq et al (2021) the current study analyses the factors affecting people's happiness and well-being in South Asian countries. Out of the eight independent variables, the relationship stands as the positive and highest significant factor, and education stands as the positive and least significant factor in establishing the happiness and well-being of people in South Asia. research provides insights to government, policy-makers, administrators, and practitioners to implement the people's happiness and well-being.

Lee et al (2021) to explanation for complicated correlations between variables, the study employments a quantile deterioration approach on panel data from 119 countries spanning 2006–2017. Moreover, the Twitter happiness index strongly affects travel and leisure sector returns, but has no impact on tourist arrivals as well as tourism revenues, implying the importance of social media happiness on said returns.

#### **OBJECTIVES OF STUDY**

- i) To study the experience and the happiness index of tourism in South Tamil Nadu.
- ii) To investigate the tourist profile, several domains of happiness, and the frequency of visits to tourist destinations.
- iii) To explore and understand the Satisfaction level of tourists and the experience of the tourist in Tamil Nadu.

#### **METHODOLOGY**

The approach used to measure the effectiveness of interpretation towards the dependent variable of the tourist intention. In the light of the specific purpose of this study, their initial intention needed to be measured before the whale watchers were exposed to the whales and subjected to interpretation on board. Districts of South Tamil Nadu consist of the districts like Dindigul district, Kanyakumari district, Madurai district, Ramanathapuram District, Sivaganga District, Theni District, Thoothukudi District and Virudhunagar District. Primary data was collected through a questionnaire. The subordinate data are those which take formerly been collected from websites. Data for the theoretical frame is rested on secondary data. The sources of these secondary data are online, journals, books, and other exploration papers. The sample size is 180 and Convenience sampling was used in this study.

#### **FINDINGS AND DISCUSSION**

Table-1 results demonstrate that 57.8% of them are in the manly order, while, 42.2% of them are in the womanish order, 27.2 % of them are falling into 19 – 29 times, while, and 15% of them are falling in the 30-39 times, 33.9% of them are falling into the 40-59 times, and 50-60 Times 9.4%, Above 60 is 14.4%. The designation of the respondents' Students is 16.7%, Government job 1.7%, Private Job is 27.2 %, Own business is 44%, Retired/ Unemployed is 10%. Education qualifications are No formal qualification 24.4%, the diploma is 22.8%, UG is 40.6%, PG is 12.2%, Members of the family, 1-3 is 34.4%, 4-6 is 52.8%, and above 7 is 12.8%. Marital Status is Single repliers are 68.3% and married is 36.7%. Monthly salary is Less than 10 K is 10.8 percent, 10K - 25 K is 18.9%, 25K - 50K is 33.3%, 50K- 1L is 8.3%, More than 1,00,000 is 29.4%, Area of residency Rural is 51.7%, Urban is 48.3%, Travel mode of the respondent's independent person 40.6%, Package Tour 26.1%, Family members & friends is 33.3%, Accommodation of the respondents Hotel is 46.7%, Guesthouse is 35.6%, Rooms /

Lodges is 17.8%, Number of holiday trips 1-2 is 22.8%, 3-4 is 30.6, 5-7 is 10%, above 7 is 36.7%.  
 Frequency of visits Beach destinations 22.8%, Countryside destinations is 30.6%, urban destinations is  
 11.7%, Mountain destinations is 35%.

**TABLE 1: DEMOGRAPHIC PROFILE OF TOURIST**

Profile	Cataloging of the Variables	Frequency	%
Gender	Male	104	57.8
	Female	76	42.2
Age	19-29	49	27.2
	30-39	27	15.0
	40-49	61	33.9
	50-60	17	9.4
	above 60	26	14.4
Designation	Student	30	16.7
	Government job	3	1.7
	Private Job	49	27.2
	Own business	80	44.4
	Retired / Unemployed	18	10.0
Education qualification	No formal qualification	44	24.4
	Diploma	41	22.8
	UG	73	40.6
	PG	22	12.2
Members of the family	1-3	62	34.4
	4-6	95	52.8
	Above 7	23	12.8
Marital status	Single	114	63.3
	Married	66	36.7
Monthly Salary	Less than 10 K	18	10.0
	10K - 25 K	34	18.9
	25K - 50K	60	33.3
	50K – 1L	15	8.3
	More than 1,00,000	53	29.4
Area of residency	Rural	93	51.7
	Urban	87	48.3
Travel mode	Independent	73	40.6
	Travel in package	47	26.1
	Family members & friends	60	33.3
Accommodation	Hotel	84	46.7
	Guesthouse	64	35.6
	Rooms / Lodges	32	17.8
Number of holiday trips	1-2	41	22.8
	3-4	55	30.6
	5-7	18	10.0
	Above 7	66	36.7
Frequency of visits	Beach destinations	41	22.8
	Countryside destinations	55	30.6
	Urban destinations	21	11.7
	Mountain destinations	63	35.0
Several domains of happiness	Satisfaction with life	10	5.6
	Efficacy	14	7.8
	Sociability	23	12.8
	Positive outlook	28	15.6
	Well-being	63	35.0
	Cheerfulness	9	5.0
	self-esteem	33	18.3

**TABLE 2: MEAN AND NORMAL DEVIATION OF SATISFACTION LEVEL OF TOURIST**

Particulars	Mean	Standard Deviation
Satisfaction with the opportunities to promote personal development	4.45	.867
Tourism destinations	4.28	1.003
Opportunities to improve physical abilities	4.32	.816
Satisfaction with the opportunities to relax	4.17	1.024
<b>Mean Score</b>	<b>17.22</b>	<b>3.71</b>

Table 2 represents the mean and normal deviation of perception of internal tourists. The factors are satisfied with the opportunities to promote personal development 4.45 (.867), tourism destinations 4.28 (1.003), opportunities to improve physical abilities 4.32 (.816), and satisfaction with the opportunities to relax 4.17 (1.024). The highest mean score is 4.45 and the overall mean score is 17.22.

**TABLE 3: MEAN AND NORMAL DEVIATION OF FACTORS TOURIST EXPERIENCE**

Particulars	Mean	Standard Deviation
Professionalism and skills that are demonstrated in customer service	4.35	.887
Travel comfort	4.33	1.035
Outdoors and nature	3.96	1.002
Attributes of services	4.40	1.012
Unique environmental quality	4.45	.821
Unique tourism product	4.20	1.121
Characteristic food of the place	4.26	.891
Particular climate	4.36	1.012
Unique tourism product	4.39	.936
Unique idiosyncrasy of the people of the area	4.43	.987
Characteristic food of the place	4.44	.946
History and singularity of the place	4.32	.796
<b>Mean Score</b>	<b>51.89</b>	<b>11.446</b>

Table 3 represents the mean and normal deviation of factors tourist experience professionalism and skills that are demonstrated in customer service 4.35 (.887), Travel comfort 4.33 (1.035), Outdoors and Nature 3.96 (1.002), Attributes of services 4.40 (1.012), Unique environmental quality 4.45 (.821), Unique tourism product 4.20 (1.121), Characteristic food of the place 4.26 (.891), Particular climate 4.36 (1.012), Unique tourism product 4.39 (.936), Unique idiosyncrasy of the people of the area 4.43 (.987), Characteristic food of the place 4.44 (.946), History and singularity of the place 4.32 (.796). The highest mean score is 4.45 and the overall mean score is 51.89.

**Hypothesis:** There is no significant difference between the gender and travel mode of the respondents

**TABLE 4: SIGNIFICANT DIFFERENCE BETWEEN THE GENDER AND TRAVEL MODE OF THE RESPONDENTS**

Gender * Travel mode Cross Tabulation					
		Travel mode			& Total
		Independent	Travel in Package	Family Members & Friends	
Gender	Male	51	20	33	104
	Female	22	27	27	76
Total		73	47	60	180

Chi-square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-square	9.026 <sup>a</sup>	2	<b>.011</b>
Number of Valid Cases	180		

The above tables represent the chi-square gender and the travel mode of the respondents is male and female. Travel mode factors are Independent, Travel in a package, Family members & friends. Therefore, the sig value is .011 and the value of sig is less than 0.05. Hence the hypothesis is rejected.

**Hypothesis:** There is no significant difference between the gender and accommodation of the respondents.

**TABLE 5: SIGNIFICANT DIFFERENCE BETWEEN THE GENDER AND ACCOMMODATION OF THE RESPONDENTS**

<b>Gender * Accommodation Cross Tabulation</b>					
		Accommodation			Total
		Hotel	Guesthouse	Rooms / Lodges	
Gender	Male	44	46	14	104
	Female	40	18	18	76
Total		84	64	32	180

<b>Chi-square Tests</b>			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-square	8.798 <sup>a</sup>	2	<b>.012</b>
Number of Valid Cases	180		

The above represents the chi-square gender and accommodation of the respondents is male and female. Accommodation factors are Hotel, Guesthouse, and Rooms / Lodges Therefore, the sig value is .012 and the value of sig is less than 0.05. Hence the hypothesis is rejected.

**Hypothesis:** There is no significant difference between the frequency of visits and the several domains of happiness of the tourist

- BD-Beach destinations
- CD-Countryside destinations
- UD-Urban destinations
- MD-Mountain destinations
- S1-Satisfaction with life
- S2-Efficacy
- S3-Sociability
- S4-Positive outlook
- S5-Well-being
- S6-Cheerfulness
- S7-Self-esteem

**TABLE 6: SIGNIFICANT DIFFERENCE BETWEEN THE FREQUENCY OF VISITS AND THE SEVERAL DOMAINS OF HAPPINESS**

<b>Frequency of Visits * Several Domains of Happiness Cross Tabulation</b>									
		Several Domains of Happiness							Total
		S1	S2	S3	S4	S5	S6	S7	
Frequency of Visits	BD	3	2	2	6	20	4	4	41
	CD	6	6	5	8	22	2	6	55
	UD	0	2	2	1	5	2	9	21
	MD	1	4	14	13	16	1	14	63
Total		10	14	23	28	63	9	33	180

<b>Chi-square Tests</b>			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-square	37.361 <sup>a</sup>	18	<b>.005</b>
Number of Valid Cases	180		

a. 15 cells (53.6%) have expected count less than 5. The minimum expected count is 1.05.

The above tables represent the chi-square Frequency of visits and several domains of happiness of the respondents. Respondents visit the destinations are Beach destinations, Countryside destinations, urban destinations, and Mountain destinations. Several domains of happiness factors are Satisfaction

with life, Efficacy, Sociability, Positive outlook, Well-being, Cheerfulness, and Self-esteem. Therefore, the significant value is .005 and the value of significant is less than 0.05. Hence the hypothesis is rejected.

**Hypothesis:** There is no noteworthy alteration between the satisfaction level of tourists and the respondents.

**TABLE 7: SIGNIFICANT DIFFERENCE BETWEEN THE SATISFACTION LEVEL OF TOURISTS AND THE RESPONDENTS**

One-Sample Statistics					
	N	Mean	Standard Deviation	Standard Error	Mean
Satisfaction with the opportunities to promote personal development	180	4.45	.867	.065	
Tourism destinations	180	4.28	1.003	.075	
Opportunities to improve physical abilities	180	4.32	.816	.061	
Satisfaction with the opportunities to relax	180	4.17	1.024	.076	

One-Sample Test						
	t	DF	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfaction with the opportunities to promote personal development	22.438	179	.000	1.450	1.32	1.58
Tourism destinations	17.090	179	.000	1.278	1.13	1.43
Opportunities to improve physical abilities	21.728	179	.000	1.322	1.20	1.44
Satisfaction with the opportunities to relax	15.360	179	.000	1.172	1.02	1.32

The above tables represent the One-Sample Testsatisfaction level of tourists and the respondents the factors are Satisfaction with the opportunities to promote personal development, tourism destinations, opportunities to improve physical abilities, and satisfaction with the opportunities to relax, all the variables are less than the value of 0.05. Therefore, the hypothesis is rejected.

**Hypothesis:** There is no momentous change between the experience factors of tourists and the respondents

**TABLE 8: SIGNIFICANT DIFFERENCE BETWEEN THE RESPONDENTS OF THE TOURISTS AND THE EXPERIENCE FACTORS TOURIST**

One-Sample Statistics					
	N	Mean	Standard Deviation	Standard Error	Mean
Professionalism and skills that are demonstrated in customer service	180	4.35	.887	.066	
Travel comfort	180	4.33	1.035	.077	
Outdoors and nature	180	3.96	1.002	.075	
Attributes of services	180	4.40	1.012	.075	
Unique environmental quality	180	4.45	.821	.061	
Unique tourism product	180	4.20	1.121	.084	
Characteristic food of the place	180	4.26	.891	.066	
Particular climate	180	4.36	1.012	.075	
Unique tourism product	180	4.39	.936	.070	
Unique idiosyncrasy of the people of the area	180	4.43	.987	.074	
Characteristic food of the place	180	4.44	.946	.071	
History and singularity of the place	180	4.32	.796	.059	



One-Sample Test						
	t	DF	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Professionalism and skills that are demonstrated in customer service	20.411	179	.000	1.350	1.22	1.48
Travel comfort	17.216	179	.000	1.328	1.18	1.48
Outdoors and nature	12.797	179	.000	.956	.81	1.10
Attributes of services	18.566	179	.000	1.400	1.25	1.55
Unique environmental quality	23.705	179	.000	1.450	1.33	1.57
Unique tourism product	14.366	179	.000	1.200	1.04	1.36
Characteristic food of the place	18.896	179	.000	1.256	1.12	1.39
Particular climate	17.975	179	.000	1.356	1.21	1.50
Unique tourism product	19.911	179	.000	1.389	1.25	1.53
Unique idiosyncrasy of the people of the area	19.493	179	.000	1.433	1.29	1.58
Characteristic food of the place	20.398	179	.000	1.439	1.30	1.58
History and singularity of the place	22.296	179	.000	1.322	1.21	1.44

The above tables represent the One-Sample Test professionalism and skills that are demonstrated in customer service, travel comfort, outdoors and nature, attributes of services, unique environmental quality, unique tourism product, characteristic food of the place, particular climate, unique tourism product, unique idiosyncrasy of the people of the area, characteristic food of the place, history and singularity of the place all the twelve variables are less than the p-value of 0.05. Therefore, the hypothesis is rejected.

**Hypothesis:** There is no substantial difference between the age of the respondents and the Satisfaction level of tourist

**TABLE 9: SIGNIFICANT DIFFERENCE BETWEEN THE AGE OF THE RESPONDENTS AND THE SATISFACTION LEVEL OF TOURIST**

ANOVA						
		Sum of Squares	DF	Mean Square	F	Sig.
Satisfaction with the opportunities to promote personal development	Between Groups	4.471	4	1.118	1.504	.203
	Within Groups	130.079	175	.743		
	Total	134.550	179			
Tourism destinations	Between Groups	52.758	4	13.189	18.124	.000
	Within Groups	127.354	175	.728		
	Total	180.111	179			
Opportunities to improve physical abilities	Between Groups	6.741	4	1.685	2.620	.037
	Within Groups	112.570	175	.643		
	Total	119.311	179			
Satisfaction with the opportunities to relax	Between Groups	9.967	4	2.492	2.454	.048
	Within Groups	177.694	175	1.015		
	Total	187.661	179			

The above table represents the ANOVA, investigating the age of the respondents and the satisfaction level of tourists. The satisfaction level of tourists includes factors that are satisfied with the opportunities to promote personal development, tourism destinations, opportunities to improve physical abilities, and satisfaction with the opportunities to relax. Expect one variable, all the variable factors are less than the p-value of 0.05. Therefore, the hypothesis is rejected.

**Hypothesis:** There is no weighty difference between the Designation of the tourist and the factors of the tourist experience

**TABLE 10: SIGNIFICANT DIFFERENCE BETWEEN THE DESIGNATION OF THE TOURIST AND THE FACTORS OF THE TOURIST EXPERIENCE**

ANOVA						
		Sum Squares	of DF	Mean Square	F	Sig.
Professionalism and skills that are demonstrated in customer service	Between Groups	9.748	3	3.249	4.359	.005
	Within Groups	131.202	176	.745		
	Total	140.950	179			
Travel comfort	Between Groups	7.749	3	2.583	2.472	.063
	Within Groups	183.912	176	1.045		
	Total	191.661	179			
Outdoors and nature	Between Groups	7.301	3	2.434	2.485	.062
	Within Groups	172.344	176	.979		
	Total	179.644	179			
Attributes of services	Between Groups	8.652	3	2.884	2.908	.036
	Within Groups	174.548	176	.992		
	Total	183.200	179			
Unique environmental quality	Between Groups	13.317	3	4.439	7.286	.000
	Within Groups	107.233	176	.609		
	Total	120.550	179			
Unique tourism product	Between Groups	22.179	3	7.393	6.422	.000
	Within Groups	202.621	176	1.151		
	Total	224.800	179			
Characteristic food of the place	Between Groups	13.437	3	4.479	6.120	.001
	Within Groups	128.807	176	.732		
	Total	142.244	179			
Particular climate	Between Groups	16.022	3	5.341	5.621	.001
	Within Groups	167.223	176	.950		
	Total	183.244	179			
Unique tourism product	Between Groups	11.787	3	3.929	4.769	.003
	Within Groups	144.991	176	.824		
	Total	156.778	179			
Unique idiosyncrasy of the people of the area	Between Groups	1.609	3	.536	.547	.651
	Within Groups	172.591	176	.981		
	Total	174.200	179			
Characteristic food of the place	Between Groups	12.501	3	4.167	4.961	.002
	Within Groups	147.826	176	.840		
	Total	160.328	179			
History and singularity of the place	Between Groups	8.541	3	2.847	4.783	.003
	Within Groups	104.770	176	.595		
	Total	113.311	179			

The above tables represent the ANOVA, examining the designation of the tourist and the factors of the tourist experience. Professionalism and skills that are demonstrated in customer service, Travel comfort, Outdoors and nature, Attributes of services, Unique environmental quality, Unique tourism product, Characteristic food of the place, Particular climate, Unique tourism product, Unique

idiosyncrasy of the people of the area, Characteristic food of the place, History and singularity of the place. Out of twelve variables, nine variables are less than a p-value of 0.05.

**Hypothesis:** There is no relationship between the age of the respondents and the several domains of happiness of the tourist

**TABLE 11: SIGNIFICANT DIFFERENCE BETWEEN THE AGE OF THE RESPONDENTS AND THE SEVERAL DOMAINS OF HAPPINESS OF THE TOURIST**

<b>Correlations</b>			
		Several domains of happiness	Age
Several domains of happiness	Pearson Correlation	1	-.353**
	Sig. (2-tailed)		.000
	N	180	180
Age	Pearson Correlation	-.353**	1
	Sig. (2-tailed)	.000	
	N	180	180

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above tables represent the correlation, examining the age of the respondents and the several domains of happiness of the tourist. Therefore, the significant value is less than a p-value of 0.05.

## CONCLUSION

Tourism is considered one of the world's largest industries. Tamil Nadu Tourism Department must have independent research, development, and analysis wing to research tourist demand and tourism structure in Tamil Nadu to develop the prospects of tourism in the state. Tamil Nadu has different geographical regions such as coastal regions, interior plains, inland regions, hilly regions, and plateau. These geographical differences produce lots of places of interest in the State. The purpose of this study was to study investigate the experience and the happiness of the tourist in south Tamilnadu. In that sense, this research was to determine whether a targeted interpretive program could lead to improve the ongoing assumption that monster inspecting leads to designed around a series of research questions. Tourism is improved on three key factors they are attracting a larger number of tourists; increasing their average expenditure and widening the impact of the tourism industry on the rest of the country's economic activities. To promote and develop tourism in new potential places, the State Government should give the priority to creating and providing the infrastructure as well as basic amenities at all such places according to the urgent needs and requirements of tourists. Tourism brings many benefits, including growth and boosts in economic activities. Boost wide-scale industry revenues, Infrastructure development. Elements of new tourism experiences off the beaten track, slow travel, less frequent but longer travel, local travel, good travel, self-guided travel, personal and flexible.

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