

**A STUDY ON THE EFFECTIVENESS OF SERVICE QUALITY PROVIDED BY  
TAMILNADU TOURISM DEVELOPMENT CORPORATION LIMITED, CHENNAI**

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**ABSTRACT**

An overall study on the effectiveness of service quality was undertaken at Tamilnadu Tourism Development Corporation. The main motive of this study is to understand the service quality of TTDC hotels and restaurants. The study also finds out the best way to satisfy the customer service. The study throws light through valuable suggestion to decrease dissatisfaction level in the tourism hotels and restaurants. This study can help the management to know where the company is lagging behind and helps to improve its internal and external environment. The main object of promoting tourism in Tamilnadu for its building tourism related infrastructure on commercial basis and commenced operations by taking over Five Government Tourist Bungalows and operated Two Coaches. The fleet of coaches has increased to 24. The type of research design used for the study is descriptive. The samples taken for the study 100 from the total population of 150 in TTDC. Data collection is collected both in primary and secondary data. This report is formulated after a thorough research and is based on the information given by the management through questionnaire filled by the customers. Under secondary data company journals, magazines and records are used. From the study, it is identified that the overall quality of services is good. The study also concludes that there are some disadvantages to TTDC in small towns and cities. The cost is also reasonable and the customers need more luxurious than it available.

**INTRODUCTION**

Tourism is travel for recreational or leisure purposes. The World Tourism Organization defines Tourists as people who "travel to and stay in places outside their

usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

Tourism is vital for many countries and many island nations due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels and entertainment venues, and other hospitality industry services such as resorts.

Tourist expenditure generates multiple effects with extensive out reach along its value chain. Adding to the demand for a variety of goods and services, tourism offers potential to exploit synergies across a large number of sectors such as agriculture, horticulture, poultry, handicrafts, transport, construction – the sectors, where growth of income has favorable impact on poverty alleviation.

Tourism enhances the performance of the tourism sector in an environmentally and culturally sustainable and socially inclusive manner. This would be reflected in:

- Increase in the duration of stay,
- Distribution of income and benefits from tourism and Enhancement of management of natural and cultural heritage sites.

## **OBJECTIVES OF THE STUDY**

### **PRIMARY OBJECTIVE:**

- ❖ To study the effectiveness of service quality in TTDC.

### **SECONDARY OBJECTIVES:**

- ❖ To evaluate the quality performance of TTDC.
- ❖ To find out the factors influencing the TTDC services.
- ❖ To find out the satisfactory level of customer services.
- ❖ To identify the customer perception towards service quality.
- ❖ To measure the service based on quality, service delivery, pricing based, infrastructure.

### **NEED FOR THE STUDY**

- ❖ This study is mainly carried for the development of the organization.
- ❖ To evaluate the performance of quality service in TTDC.
- ❖ This study focuses on finding out the satisfactory level of customers towards TTDC.
- ❖ The study can be helpful for the development of the organization and through this analysis, future target can be aimed by improving their performance in an effective and purposeful.

- ❖ It helps to identify the reputation of customers towards the TTDC.

### **SCOPE OF THE STUDY**

- ❖ The research helps in providing guidelines for future development and changes in the organization.
- ❖ It helps to identify the various factors influencing the TTDC services.
- ❖ The study helps to know identify the satisfactory level of service provided by TTDC.
- ❖ The study helps to estimate the customers expectation, problem faced, customer needs.
- ❖ The study can be used to retain the existing customers and to attract new customers.
- ❖ The study will help the company to modify its service delivery, pricing, infrastructure based on the customers perception if necessary.
- ❖ The study helps to know how the customers are reputed towards TTDC services

### **RESEARCH METHODOLOGY**

#### **Type of Research**

A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of variables of interest in a

situation. Descriptive research provides data about the population or universe being studied. But it can only describe the “who, what, when, where and how of a situation, not what caused it. Therefore descriptive research is used when the objective is factual and accurate as possible.

#### **Research instrument used:**

A structured questionnaire has been used as an instrument for this study. Structured questionnaire is those in which there are definite, concrete and predetermined questions relating to the aspects for which the research collects data, same questionnaire has been used for all the respondents.

#### **Questionnaire Design:**

The structured questionnaire consists of open ended, multiple choice, close ended, dichotomous question, ranking question.

#### **TARGET RESPONDENTS:**

- ❖ The results should be skewed because of a small sample size of 100 customers only.
- ❖ The data was collected region only due to research in Chennai

#### **Sampling procedure:**

- ❖ Convenience sampling is used in this survey. This method of sampling

involves selecting the sample elements using some convenient method going through the rigor of sampling method. The researcher may use of any convenient base to select the required number of samples.

#### **Sample size:**

- ❖ 100 different respondents have been taken for the study. All the levels of customers were taken into consideration while collecting the data

#### ❖ **Data collection:**

##### **Primary data:**

Questionnaires are prepared and personal interview was conducted. Most of the questions are multiple choices. The structured interview method was undertaken. The interview was conducted in English as well as in Tamil. Proper care was taken to frame the interview schedule in such a manner it should be easily understood in view of educational level of the customers. Generally 25 questions are prepared and asked to the customers of TTDC.

#### ❖ **Secondary data:**

Secondary data is data collected by someone other than the user. These are second hand information which has been already in to statistical process such as journals, books, websites, and literature.

## **REVIEW OF LITERATURE**

## **Service Quality**

Quality is something that almost every person and every organization think they have-and yet very few people can define what it means. The problem in using superlatives in defining quality is that we tend to equate. Accordingly, it would be impossible to run a "quality" in travel agency that sells package tours charged average rates and sold to the average tourists. In addition, the vast majority of tourists would be unable to reach quality. This, of course, is not true at all. Quality is not a function of how much something costs but, rather, how well it meets the expectations of those who purchase it

## **Service Quality and Tourism**

The quality of service involved with tourism plays an important role in the process of delivery and thus is the standard used to assess the effectiveness of a particular leisure service agency, including the tourism service sector. Service quality is an intangible, but crucial, area of interest to travel service providers. As described above, the major service evaluation tool is SERVQUAL model, and Stated that this model could apply to various service contexts. Many tourism researchers use this model to evaluate the quality of services provided in tourism and affiliated industries. For example, SERVQUAL was tested by

Mackay in 1987 the Canadian municipal parks, and he extracted the same five dimensions as in 1985 model. In another study, Brown and Swartz in 1989 expanded SERVQUAL and found that service providers do not understand the Level at which customers evaluate their experiences. In 2003 also employed SERVQUAL to test the quality of service received from travel agencies, and they found that it is still a valid and reliable model with perceptions of the service quality provided by the Study Tour.

### **Expectations, Perceptions, and Service Quality**

Parasuraman, Zeithmal, and Berry in 1988 defined "perceived service quality" as "a global judgment, or attitude relating to the superiority of the service. They linked the concept of service quality to the concepts of perceptions and expectations in this way. "Perceived quality is viewed as the degree and direction of discrepancy between consumers` perceptions and expectations". Thus, they suggested that customers` assessment of overall service quality is based on the gap between their expectations and their perceptions of performance levels. They represented that concept using this equation:  $Q = P - E$ ; or SERVQUAL Score = Perception Score – Expectation Score. But how do buyers form their expectations?

Expectations are based on the customers' past buying experiences, the opinion of friends, and marketer and competitor information and promises

### **PRODUCT PROFILE**

#### **Responsible Tourism**

Tamil Nadu Tourism has been taking ceaseless efforts for the promotion of rural areas as we have the responsibility to showcase our villages, its way of life to tourists especially to the younger generations

#### **Eco-Tourism**

Some of the tourists keen interest in nature. There is abundant natural wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries, beaches, etc. A separate Eco-Tourism Wing is being set up by Tamil Nadu Tourism by posting an officer from the Forest Department.

#### **Rural Tourism**

To showcase rural life, art, culture and heritage of rural locations in villages and to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience, the Tamil Nadu Tourism has decided to develop and promote rural tourism.

#### **Adventure Tourism**

Adventure travel appears to have developed out of the broader, wider growth of traditional outdoor and wilderness recreation during the 20th century. Unlike other forms of recreation, adventure travel offers a unique opportunity in which participants become more experienced and pursue extended scales of "adventurous endeavours." Traditional forms of recreation usually involve elements of skill in a specific outdoor setting.

### **Medical Tourism**

Tamil Nadu provides a very good health care to people from all over the world. Ultra-modern corporate hospitals, talented medical professionals, state-of-the-art medical facilities and a large number of Government hospitals have helped patients from various parts of the country and the world to come, convalesce and return with good health

### **FINDINGS:**

- 57% of customers are male, 43% of customers are female.
- From the survey it is inferred that 5% of the respondents are less than 15 years, 52% of the respondents are 15-25 years, 26% of the respondents are 25-35 years and 5% of the respondents are 45 & above.

- The study has found that 52% of the respondents are married and 48% of the respondents are single.
- 44% of the respondents are highly satisfied with the cost of tour packages, 43% of the respondents are satisfied, 7% of the respondents are neither satisfied nor dissatisfied, 3% of the respondents are dissatisfied, and 3% of the respondents are highly dissatisfied with the cost of tour packages.
- Most of the customers 99% of the respondents are satisfied with the tour packages offered by TTDC compared with the other private tourism.
- 15% of the respondents are for leisure purpose of tour visits in TTDC, 33% of the respondents are study purpose, 7% of the respondents are perception purpose, 40% of the respondents are vacation purpose of tour visits in TTDC.
- 42% of the respondents are very good, 38% of the respondents are good, 17% of the respondents are average, 2% of the respondents are poor, and 1% of the respondents are very poor in the special concessions offered by TTDC compared with other private tourism.

- 44% of the respondents are highly satisfied with the accommodation offered by TTDC, 45% of the respondents are satisfied, 7% of the respondents are neither satisfied nor dissatisfied, 3% of the respondents are dissatisfied, and 1% of the respondents are highly dissatisfied.
- From the study is inferred that 35% of the respondents are satisfied with the house keeping services, 5% of the respondents are dissatisfied and 0% of the respondents are highly dissatisfied, 51% off the respondents are highly satisfied and 9% of the respondents are neither satisfied nor dissatisfied with the house keeping services.
- 62% of the respondents are highly satisfied with the safety and security procedure implemented by TTDC
- 50% of the respondents are very good, 33% of the respondents are good, 10% of the respondents are average, 7% of the respondents are poor, and 0% of the respondents are very poor of the performance of service quality in the TTDC.
- 95% of the respondents of the customers happy with over all services provided by TTDC

### **STATISTICAL FINDINGS**

- There is a **Positive correlation** between the quality service receive and performance of service quality in TTDC
- Since all ranks are perfectly and positively correlated with each other it represents that there is correlation between the service provided by the hotels and the rank preference given by the customers.
- There is significance difference between the cost of tour package in TTDC and comparison of packages with other tourism.
- There is no significance difference between the service delivery on time and housekeeping service in TTDC hotels.
- There is no significance difference between the relationship of customer & TTDC and recommendation on TTDC services to others.

### **SUGGESTIONS & RECOMMENDATIONS**

- From the overall observation most of the respondents feels that the quality of food is good. But some of them said they cannot get the particular food items they want. Some tourists from other states said they did not get their regional type of foods.

- The tour packages cost for some of the tourist places are too high. So the reasonable cost will attract more domestic tourists than foreign tourists.
- The hotel accommodation in some cities is not satisfactory to high class customers from various customers.
- The respondents also felt that the cost for one day daily tour is high

## CONCLUSION

Tourism promotes national integration and international understanding. It encourages preservation of monuments, heritage properties and eco-sanctuaries; helps survival of traditional art forms, crafts and culture. It has achieved rapid strides due to its capacity to earn foreign exchange and provisions of employment opportunities.

This outcome of the study will be carried on effectiveness of service quality in Tamilnadu Tourism Development Corporation Ltd, (TTDC) Chennai. This study mainly focused on customer service and infrastructure facility. This study also carried out to analyze various feedbacks of the customers through their suggestion.

From the study it is identified that the overall quality of services is good. The study also concludes that there are some

disadvantages to TTDC in small towns and cities. The cost is also reasonable and the customers need more luxurious than it available.

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