A STUDY ON SATISFACTION OF TOURISTS VISITING YERCAUD OF SALEM DISTRICT

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ABSTRACT

In order to develop tourist industry, tourist satisfaction has been a considerable goal for many countries. In fact, developing the tourist industry is the target of any government all over the world because it can generate GDP and jobs. Particularly, developing tourist industry is desirable for all countries because it will benefit not only the industry itself, but also generate a strong flow-through effect in other sectors such as retail, transportation, and construction. In the recent decade, decision makers in the tourist industry have been trying to increase the level of tourist satisfaction in different manners. This indicates the level of satisfaction in tourist industry need to be studied more. The present study is based purely on primary data. Data were collected using the personal contact approach. Questionnaires were distributed to a sample of 200 respondents who are all visited in Yercaud of Salem district by adopting Simple random sampling method. The conclusion will be given.

KEYWORDS: Tourism in India, Tourist problems, Tourist satisfaction.