A Study on Perception of Tourist towards North Bay Tourism activities

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Abstract :

North Bay is located near Port Blair and is a secluded island which spans over a relatively medium area and is generally visited by tourists on a day trip to both Ross Island and North Bay. Although the island doesn't offer much sightseeing options for visitors other than the shoreline and jungle, it is one of the best places for Water Sports in Andaman Islands. The research is aims to study the demographic profile and expenditure pattern of tourists along with the factors influencing the tourist to visit North Bay as tourist destination.

Introduction :

North Bay is located near Port Blair and is a secluded island which spans over a relatively medium area and is generally visited by tourists on a day trip to both Ross Island and North Bay. Although the island doesn't offer much sightseeing options for visitors other than the shoreline and jungle, it is one of the best places for Water Sports in Andaman Islands. The Island is surrounded by crystal clear cyan colored water with a shallow shoreline that offers a magnificent underwater view. The beach

is white sand and shaded by dense tropical trees with hints of huts and wooden benches to set the mood. The underwater biodiversity of North Bay is unmatched and boasts some of the healthiest coral settlements housing lots of fish species, some of which are not found anywhere else in Andaman. The large coral belts under the 2KM of radius near the isle is filled with huge coral belts that are protected under the care of Andaman Administration and therefore diving and activity spots change every month.

Objective of the study :

1. To study the demographic profile and expenditure pattern of tourists.
2. To study the factors influencing the tourist to visit North Bay as tourist destination.

Methodology :

The North Bay Island is purposively selected for the present study since it is the predominating tourist centre of South Andaman. About 120 respondents were selected by adopting simple random techniques and were interviewed by well-structured interview schedule. The data and information collected pertains to the year 2019 - 2020. The statistical tools like simple percentage analysis, frequency analysis and chi-square test are used.

Data Analysis and Interpretation :

Table No. 1

Distribution of respondents based on Monthly income and Tour amount

S. No.	Particulars	No. of Respondents				Percentage (%)
		Below 10000	10001- 12500	12501- 15000	Above 15000	
1	Below 50000	3	12	6	3	24
2	50001-75000	3	15	3	3	24
3	75001-100000	6	12	9	0	27
4	100001-125000	6	6	6	0	18

5	125001-150000	-	9	3	0	12
6	above 150000	6	3	0	6	15
	Total	**24**	**57**	**27**	**12**	**120**

Source : *Primary Data*

ANOVA :

Null hypothesis : There is no significance difference between monthly income and tour expenditure.

Source of variance	Sum of square	Degrees of freedom	Mean square	Variance ratio
Between Groups	183	3	61	2.88
Within Groups	381	18	21.16	
Total	564	21		

Table value : 3.1599

      Since the calculated value 2.88 is lesser then the table value (3.1599) the null hypothesis accepted. Hence, it is concluded that there is no significance difference between monthly income and tour expenditure at 5% level of significance.

Table No. 2

Distribution of respondents based on Age and Purpose of the tour Programme

S. No.	Parti-culars	No. of Respondents									Percen-tage (%)
		Jet Seik-ing riding	Boa-ting	Snor-ke-ling	Scuba Div-ing	Enjoy-ing beach	Coral safari subm-arine ride	Fam-ily influ-ence	Para-sail-ing	Enjoy-ing nature	
1	below 20	-	3	-	-	-	-	3	-	-	6
2	21-30	12	6	12	3	3	-	-	-	6	42

3	31-40	12	6	-	-	3	3	-	6	-	30
4	41-50	6	12	-	3	-	-	-	-	-	21
5	above 50	6	3	3	3	-	3	3	-	-	21
	Total	36	30	15	9	6	6	6	6	6	120

Source : *Primary data*

Chi-square test on relationship between Age and Purpose of the tour programme.

Null hypothesis : There is no relationship between Age and Purpose of the tour programme.

Alternative hypothesis : There is a relationship between Age and Purpose of the tour programme.

Relationship between Age and Purpose of the tour programme

Type of Test	Calculated value	Table value	Degrees of freedom	Significant level
chi-square	81.72	49.8	36	significant at 5% level

Inference :

The calculated value of chi-square value 81.72 is greater than the table value of the chi-square 49.8 at 5% level of signification with 36 degrees of freedom. It indicates that the null hypothesis rejected hence there is a significance relationship between Age and Purpose of the tour programme.

Conclusion :

As far as North Bay is concerned it is the predominant tourist site of South Andaman which attracts more tourists. Tourism is a powerful source of earning more income to the nation. So, tourist destinations should be maintained carefully with pleasant atmosphere to attract more tourists.

References :

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