



## **LEADERSHIP QUALITIES AMONG GUIDES TO SATHURAGIRI HILL PILGRIMS**

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### **ABSTRACT**

Leadership is the process of influencing the behavior, attitudes, activities and efforts of an individual or a group for achieving common goals. To be a successful leader, a tour guide must possess the qualities of foresight drive, initiative, self-confidence and personal integrity. Different situation may demand different types of leadership. In modern times tourism is an important catalyst to the socio-economic development at global and regional levels. It contributes in multiple ways. Today, without the service of tour guides, organized tourism is highly difficult. The main objective of the study is to analyze the leadership qualities among the guides from the forest department and sample guides from the public. The study is confined to know about the leadership qualities among Guides to Sathuragiri Hill Pilgrims in Srivilliputtur Taluk, Virudhunagar District, Tamilnadu. Convenient sampling technique has been adopted for this study.

**Keywords:** Leadership qualities, Tour Guide.

### **INTRODUCTION**

Leadership is the process of influencing the behavior, attitudes, activities and efforts of an individual or a group for achieving common goals. To be a successful leader, a manager must possess the qualities of foresight drive, initiative, self-confidence

and personal integrity. Different situation may demand different type of leadership.

In modern times tourism is an important catalyst to the socio-economic development at global and regional levels. The economic benefits that flow into the

country through growth of tourism in the form of increased revenues, business receipts, employment, wages and salary income and Central, State and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth of an economy. Today, without the service of tour guides, organized tourism is highly difficult. So, it is necessary to study about tour guides.

#### **STATEMENT OF THE PROBLEM**

Tour guides are one of the key front-line players in the tourism industry. Through their knowledge, interpretation of destination attractions and culture, communication skills and service nature, they have an ability to transform the tourists' visit from a tour into an experience. Tour guide is performing the role of a leader. Virudhunagar district is famous for temples and foods. In Virudhunagar District Sathuragiri hill is very famous. One has to cross seven hills at the same time to reach Sathuragiri. There won't be a proper road or restroom or any other facilities. So, guidance from guides or experienced persons is a must to trek. Here this study has been undertaken to know about the leadership qualities among guides to Sathuragiri Hill pilgrims in Virudhunagar District.

#### **OBJECTIVES**

The following are the objectives of the present study.

- To present the socio-economic profile of the sample guides respondents in the study area.
- To analyze the leadership qualities among the sample guides.
- To offer suitable suggestions on the basis of findings of the study to gain popularity to Virudhunagar District by means of tours and treks.

#### **SCOPE OF THE STUDY**

The study is confined to know about the Leadership Qualities among Guides to Sathuragiri Hill Pilgrims in Srivilliputtur Taluk, Virudhunagar District, Tamilnadu.

#### **AREA OF THE STUDY**

Sathuragiri otherwise known as 'Sundara Mahalingam Hill' is situated 10 km from Watrap near Srivilliputtur in Virudhunagar District. Virudhunagar is dotted with a large number of temples with historical significance. The neighboring places of Virudhunagar also have some interesting places for the tourists and several popular temples for pilgrims.

#### **METHODOLOGY**

For this research, the primary data have been collected from a sample of 30

guide respondents from Thaniparai Ram Nagar in Srivilliputtur Taluk. Interview schedule was used as primary data collection tool. Convenient sampling technique has been used to select 30 respondents. Other required data have been collected from secondary sources including advanced books and reliable websites.

### SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

The researcher has collected the socio-economic details of the respondents such as, age, educational status, marital status, employment status and family income. The respondents have been classified on the basis of these socio-economic variables. The results are given below. It is understood that out of 30 respondents,

**Table 1: Demographic Variable-wise Classification of Respondents**

Variables	Category	No. of Respondents
Gender	Male	21 (70%)
	Female	9 (30%)
Age	Below 30 years	8 (27%)
	30-40 years	15 (50%)
	40-50 years	5 (16%)
	Above 50 years	2 (7%)
Educational Qualification	Illiterate	2 (6%)
	Up to Primary School	10 (33.33%)
	Up to Middle School	13 (44%)
	Up to high school	4 (13.33%)
	Others (T. Ted.)	1(3.33%)

Marital Status	Married	25 (83%)
	Unmarried	5 (17%)
No. of Members in the Family	Up to two	5 (17%)
	Three/Four	10 (33.33%)
	More than four	15 (50%)
Occupation as guide	Primarily	20 (67%)
	Not primarily	10 (33%)
Additional occupation	Self – employed(own shop)	6 (20%)
	Agriculture in own farm	3 (10%)
	Hired servant(coolie)	18 (60%)
	Teacher	3 (10%)
Family Income	Below Rs.6000	10 (33%)
	Rs.6000-10000	6 (20%)
	Rs.10000-15000	11(37%)
	Rs. Above 15000	3(10%)

**Source: Primary Data**

The following outcomes are drawn from Table-1:

- 70 % are male.
- 50 % are from the age group of 30-40 years.
- 44 % are with middle school level education.
- 80 % are married.
- 50 % are having more than four members in their family.
- 58 % are hired servants.
- 67 % are having their primary occupation as guide.
- 37 % are having monthly family income between Rs.10,000 and Rs.15, 000.

**LEADERSHIP STYLES**

Leadership is the ability to secure desirable actions from a group of followers voluntarily, without the use of coercion. The leadership style may be of three categories - autocratic leadership, democratic leadership and laissez-faire leadership style. Autocratic leader believes centralization of powers. Democratic leader believes in decentralization of powers. Laissez-faire style of leadership commands less popularity than autocratic and democratic leadership styles. This study analyses the

nature of guides and their leadership strategy.

**a) FINDINGS AND ANALYSIS**

In order to find the leadership qualities among sample guides from the forest department (A) and sample guides from the public(B), (based on making the decisions and implementing them) nine quality statements were given to the respondent with a request to tick any of the three columns 'Always'(3), 'Sometimes'(2), or 'Never'(1).

Mean score has been computed. The result is presented in the Table- 2

**Table 2: Basic Findings for Analysis of Leadership Qualities**

Sl. No.	Particulars	Always (Autocratic)		Sometimes (Neither Autocratic nor democratic)		Never (Democratic)		Total Score		Mean Score	
		A	B	A	B	A	B	A	B	A	B
1	Fixing the date	8	2	2	1	10	7	38	15	1.9	1.5
2	Time schedule	15	7	3	2	2	1	53	26	2.65	2.6
3	Order of place to be visited	10	6	8	2	2	2	48	24	2.4	2.4
4	Purchase of pooja things	8	5	8	3	4	2	44	23	2.2	2.3
5	Donating and carrying things	12	4	4	4	4	2	48	22	2.4	2.2
6	Method of worshipping Gods	6	5	12	2	2	3	44	22	2.2	2.2
7	Charge for guiding	4	6	12	2	4	2	40	24	2.0	2.4
8	Providing fund for annathanam	11	8	6	1	3	1	48	27	2.4	2.7
9	Carrying luggage by the helpers	5	7	12	2	3	1	42	26	2.1	2.6

Source: Primary data

**Source: Primary data**

It is inferred from Table-2 that the mean score in all the cases exceeds 1.5 (50%).Hence, it can be interpreted that the guide are mostly following autocratic style.

b) ONE SAMPLE 't'- TEST ANALYSIS OF LEADERSHIP QUALITIES AMONG GUIDES FROM FOREST DEPARTMENT

**HYPOTHESIS:**

The null hypotheses framed are “Guides from the forest department are neither

democratic nor autocratic in relation to concerned quality”.  $\mu = 1.5; n = 20$

**Table 3: Analysis of Leadership Qualities among Guides from the Forest Department**

Sl. No.	Qualities	$\bar{X}$	M	$\sigma$	Calculated Value	Table Value	Result of Null hypothesis	Inference
1	Fixing the date	1.9	1.5	0.94	1.90	2.861	Accepted	Neither democratic nor autocratic
2	Following Time schedule	2.65	1.5	0.65	7.90	2.861	Rejected	Autocratic
3	Order of places to be visited	2.4	1.5	0.66	6.09	2.861	Rejected	Autocratic
4	Purchase of pooja things	2.2	1.5	0.74	4.22	2.861	Rejected	Autocratic
5	Donating and carrying things	2.4	1.5	0.8	5.02	2.861	Rejected	Autocratic
6	Worshipping gods	2.2	1.5	0.6	5.21	2.861	Rejected	Autocratic
7	Charge for guide	2	1.5	0.63	3.54	2.861	Rejected	Autocratic
8	Providing fund for annadhanam	2.4	1.5	0.73	5.51	2.861	Rejected	Autocratic
9	Carrying luggage by helpers	2.1	1.5	0.62	4.32	2.861	Rejected	Autocratic

Source: Computations from primary data

**Source: Computations from primary data**

It is understood from Table-3 that in eight out of nine qualities, the guides from the forest department are autocratic leaders.

c) ONE SAMPLE ‘T’- TEST OF ANALYSIS OF LEADERSHIP QUALITIES AMONG GUIDES FROM PUBLIC

**HYPOTHESES:**

The null hypotheses framed are;

“Guides from public are neither democratic(D) nor autocratic (A) in relation to concerned quality”.  $\mu = 1.5; n = 10$

**Table 4: Analysis of Leadership Qualities among Guides from the Public**

S. No	Qualities	$\bar{X}$	M	$\sigma$	Calculated value	Table value	Result of Null hypothesis	Inference
1	Fixing the date	1.5	1.5	0.80	0	3.250	Accepted	Neither ‘D’ nor ‘A’
2	Following Time schedule	2.6	1.5	0.66	5.26	3.250	Rejected	Autocratic
3	Order of places to be visited	2.4	1.5	0.8	3.55	3.250	Rejected	Autocratic
4	Purchase of pooja things	2.3	1.5	0.78	3.24	3.250	Accepted	Neither ‘D’ nor ‘A’
5	Donating and carrying things	2.2	1.5	0.74	2.98	3.250	Accepted	Neither ‘D’ nor ‘A’
6	Worshipping gods	2.2	1.5	0.87	2.54	3.250	Accepted	Neither ‘D’ nor ‘A’
7	Charge for guide	2.4	1.5	0.8	3.55	3.250	Rejected	Autocratic
8	Providing fund	2.7	1.5	0.64	5.92	3.250	Rejected	Autocratic

	for annadhanam							
9	Carrying luggage by helpers	2.6	1.5	0.66	5.26	3.250	Rejected	Autocratic

**Source: Computations from primary data**

It is understood from Table-4 that in five out of nine qualities, the guides from forest department are autocratic leaders.

d) BETWEEN SAMPLES 't' TEST ANALYSIS OF LEADERSHIP QUALITIES AMONG GUIDES FROM THE FOREST DEPARTMENT AND GUIDES FROM THE PUBLIC.

HYPOTHESES:

The null hypotheses framed: "There is no significant difference in the leadership style of guides from the forest department and guides from the public in relation to concerned quality".

**Table 5: Analysis of Leadership Qualities between Samples**

Qualities	'S' value	Calculated 't' value (Table value 2.763)
Fixing the date	0.91	1.10
Following time schedule	0.42	0.28
Order of places to be visited	0.89	0
Purchase of pooja things	0.89	0.28
Donating and carrying things	0.87	0.56
Method of worshiping the gods	0.93	0
Charge for	0.89	1.13

guiding		
Providing fund for annadhanam	0.82	0.92
Carrying luggage by helpers	0.83	1.54

**Source: Computation from primary data.**

Result:  $H_0$  is accepted in all cases It is inferred that, whoever may be the guides (from forest department/ public) for pilgrimage to sathuragiri; their leadership styles are proved to be the same, and that too of nearly autocratic style.

#### SUGGESTIONS

The pilgrims are suggested to follow the guides in matters relating to the fixing the date, time schedule and order of places as only the guides know well about the geographical features of Sathuragiri.

The guides are suggested to be democratic in matters related to purchase of things, charge for guiding, providing fund for annathanam, method of worshiping gods, and donating and carrying things. This will be helpful for popularizing the tourist spot, leading to development.

Trekking on Sathuragiri hills may be included as part of extension activities.

The forest department is suggested to give trekking training to these students who can also act as guides.

## CONCLUSION

The performance of a tour guide can shape the expectation of tourists, related to the performance of other tour guides. In this context, tour guides should provide a service to meet the expectations of tourists by taking needs, wishes and cultural differences of tourists into consideration. In this research, the researcher has identified the leadership qualities among the guides to Sathuragiri Hill pilgrims. The findings of the research shows, the guides from the forest departments and guides from the public are neither democratic nor autocratic. The suggestions that have been forwarded

through this research may be helpful to improve the guides' position as well as to develop and improve the tourism services.

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