

ANALYSIS OF STRESS MANAGEMENT STRATEGIES AMONG TAMILNADU TRADITIONAL SPORTS TOUR OPERATORS

¹P. SUDHARANI, ²DR. L. RAVISANKAR, ³DR. A. AKILA MARIATHANGAM

¹Ph.D. scholar, Department of History and Tourism, Sarah Tucker College, Tirunelveli, Tamilnadu, (Affiliated to Manonmaniam Sundaranar University, Tirunelveli).

²Principal, Thiruvalluvar College, Papanasam, Tamilnadu. (Affiliated to Manonmaniam Sundaranar University, Tirunelveli).

³Assistant Professor, Department of History, Sarah Tucker College, Tirunelveli, Tamilnadu. (Affiliated to Manonmaniam Sundaranar University, Tirunelveli).

Abstract

The main aim of the study was to analysis of Stress Management among Traditional sports tour Operators. The sample consisted of 100 Tour operators consisting of 50 Public sector tour operators, and 50 Private sector tour operators which included of online tour operators, Offline tour operators, and Hybrid tour operators respectively. They were randomly selected. Stress management was measured by a stress management scale developed by Rastogi. The collected data were analysed using the 't-test and Analysis of variance. Finding result indicates a significant influence of age and types of tour operation on stress management. It was evident that subjects aged of 21 years to 25 years, Private sector traditional sports tour operators and offline traditional sports tour operators were found to be better in levels of self-management than their counterparts.

Keywords: Stress Management, Public Sector Traditional sports tour Operators, Private Sector SportsTour Operators, online Traditional sports tour Operators, Offline Traditional sports tour Operators and Hybird Traditional sports tour Operators.

Introduction

Stress management encompasses a range of techniques and practices designed to control and reduce the impact of stress on an individual's well-being. It involves identifying sources of stress, whether they stem from personal expectations, work pressures, or interpersonal conflicts, and employing strategies to cope with these stressors effectively. This can include adopting lifestyle changes like regular physical activity, maintaining a balanced diet, and ensuring adequate sleep. Additionally, techniques such as mindfulness, meditation, and relaxation exercises are used to calm the mind and manage emotional responses. Building mental resilience through cognitive-behavioral strategies and seeking support from friends, family, or professionals further enhances one's ability to handle stress. Ultimately, stress management aims to promote a balanced and healthy state of mental, emotional, and physical health, enabling individuals to navigate challenging situations with greater ease.

Tour Operators

Tour operators are businesses or individuals who specialize in organizing and managing travel arrangements and experiences for their clients. They design comprehensive travel packages that often include transportation, accommodation, meals, and activities, ensuring a seamless and enjoyable travel experience. By coordinating and booking various travel components, tour operators take on the responsibility of negotiating rates with service providers and handling reservations. Their expertise in different destinations allows them to offer valuable recommendations and create tailored itineraries that meet travelers' preferences and needs. Additionally, tour operators provide crucial customer support, assisting with issues and offering guidance throughout the travel process. Whether focusing on inbound, outbound, domestic, or specialized tours, they play a key role in simplifying travel logistics and enhancing the overall travel experience for their clients.

Online Tour Operators

Online tour operators are travel businesses that primarily function through digital platforms such as websites and mobile apps, allowing customers to book and manage travel services online. They offer a comprehensive range of products, including tour packages, flights, accommodations, transportation, and activities, all accessible through their online interfaces. By operating in a digital environment, online tour operators provide 24/7 accessibility, enabling travelers to search for, compare, and book travel arrangements at any time from anywhere. These operators often feature real-time availability and pricing, which facilitates immediate booking confirmations and helps travelers secure competitive rates. Additionally, online tour operators typically offer self-service options, allowing customers to customize their itineraries and manage bookings independently. With user reviews and ratings integrated into their platforms, they provide valuable insights to assist customers in making informed decisions about their travel plans.

Offline Tour Operators

Offline tour operators are travel businesses that operate through physical locations such as offices, retail stores, or travel agencies, where customers can visit in person to book and manage their travel arrangements. These operators focus on providing personalized service and expert advice through direct interactions with clients. They handle various aspects of travel

planning, including booking flights, accommodations, transportation, and activities, often creating customized itineraries based on individual preferences and needs. Offline tour operators offer a more hands-on approach, with agents assisting customers in person to ensure all aspects of their trip are well-coordinated. This traditional method of operation allows for detailed consultation and tailored travel solutions, and is particularly beneficial for travelers seeking guidance on complex itineraries or those who prefer face-to-face communication. While they may have higher overhead costs due to physical office space, offline tour operators provide a personal touch that can enhance the travel planning experience.

Hybrid tour operators

Hybrid tour operators are travel businesses that blend both online and offline services to offer a comprehensive and flexible travel planning experience. These operators utilize digital platforms, such as websites and mobile apps, for booking and managing travel services, while also maintaining physical offices or storefronts where customers can receive personalized assistance. This dual approach allows hybrid tour operators to cater to a diverse range of customer preferences, offering the convenience of online booking and the personal touch of face-to-face interactions. Customers can browse and book travel packages online, access real-time information, and take advantage of special deals, while also having the option to visit an office for personalized advice, complex itinerary planning, or problem resolution. By integrating the strengths of both online and offline channels, hybrid tour operators provide a versatile and customer-centric travel service, accommodating various needs and enhancing the overall travel experience.

Statement of the Problem

The main purpose of the study was to analyse the level of stress Management among traditional sports tour operators based on age and type of tour operations.

Hypotheses

- (1) It was hypothesized that there would be a significant difference among the traditional sports tour operators in the level of stress Management based on the type of tour operation namely online traditional sports tour Operation, Offline traditional sports tour Operation and Hybrid Tour sports Operations.

- (2) It was hypothesized that there would be a significant difference among the traditional sports tour operators in the level of stress management based on their age groups such as 20 to 25, 26 to 30, and 31 to 35.
- (3) It was hypothesized that there would be a significant difference between public sector traditional sports tour operators and Private sector traditional sports tour operators in the level of stress management.

Methods

The sample consisted of 100 traditional sports tour operators from Chennai consisting of 50 public sector tour operators, and 50 Private sector tour operators which included 35, 35, and 30 subjects of online, offline, and Hybrid traditional sports tour operators respectively. They were randomly selected from Chennai district. Stress management was measured by the stress management scale developed by Rastogi(1979). This scale has 51 items in the form of statements. These 51 statements related to 10 constructs of self-concept such as health and sex appropriateness abilities, self-confidence, self-acceptance, worthiness, present, past, and future beliefs and convictions, feelings of shame and guilt, sociability, and emotions. There are six items, (four positive and two negatives) on health and sex appropriateness, 8 items (four positives and four negatives) on abilities, 5 items (three positives and two negatives) on self-confidence, 4 items (one positive and three negatives) on self-acceptance, 7 items (four positives and three negative) on worthiness, 5 items (three positives and two negatives) on present, past and future. 3 items (two negative and one positive) on beliefs and convictions, 5 negative items on feelings of shame and guilt, 4 items (two positives and two negatives) on social abilities, and 4 negative items on emotions. Each statement has five responses: strongly agree, agree, undecided, disagree, and strongly disagree. The subjects were asked to indicate one of them with a tick mark on any of the five responses.

For positive items the strongly agree response is given a weight of 5, agree 4, undecided 3, disagree 2, and strongly disagree 1. For the negative items, the scoring is in the reverse. The strongly disagree response is given 5. disagree 4, undecided 3. agree 2, strongly agree 1. When the statement is left unanswered, it is treated as an undecided response and a score of 3.

Result and discussion

Table 1: show the mean, SD, and SEM of Stress Management scores of Traditional traditional sports tour operators based on their age

s.no	Age group	N	Mean	SD	SEM
1	21-25	30	39.07	0.828	0.151
2	26-30	35	33.71	1.250	0.211
3	31-35	35	29.03	0.822	0.139

Table 2: Showing the "F" value between stress management scores and age of Sports Tour operators

Source of Variance	Df	SS	MS	Obtained F	Table F
Between	2	1627.779	813.890	822.531	0.00
Within	97	95.981	0.989		
Total	99	1723.760			

The above table shows results of the analysis of variance and the obtained F value was 97.08. the table value of F is 3.15. Therefore, the research hypothesis definite that there was a significant difference among the Traditional traditional sports tour operators in the level of their stress management based on their age. The result indicates that there was a significant difference among Traditional traditional sports tour operators in the level of their stress management based on their age such as 21 to 25, 26 to 30, and 31 to 35 years. Tour operators aged 21 to 25 years were found to be better in stress management than the 26 to 30 and 31 to 35 years. The above result may be attributed to the Commitment, and expectations of the tour operation services of the 21 to 25 years.

Table 3: Viewing the results of the t-test comparing Traditional traditional sports tour operators of various age groups on stress management

21-25	26-30	31-35	MD	C.I
39.07	33.71		5.352	0.55
39.07		29.03	10.038	0.55
	33.71	29.03	4.686	0.55

The results of t-tests reveal that the traditional traditional sports tour operators differ in their stress management based on their age . The result indicates that the tour operators between the ages of 21 and 25 were found to be better in managing stress than the 26 to 30 and 31 to 35 years.

Table 4: Showing the results of the t-test comparing the Public sector Traditional traditional sports tour operators and Private sector Traditional traditional sports tour operators on stress management

s.no	Group	N	Mean	SD	Obtained t-value	Table t value
1	Public sector	50	52.58	1.739	16.890	
2	Private sector	50	44.50	2.901		

The above outcomes of the t-test indicate that the mean score of Public and Private on the stress management level are 52.58 and 44.50 respectively. The obtained t-value is 16.890. Therefore, the research hypothesis stated there was a considerable disparity between public and Private traditional traditional sports tour operator with esteem to their stress management being accepted. The result indicates that Public traditional traditional sports tour operators have better level of stress management than private traditional traditional sports tour operators.

Table 5: Show the mean, SD, and SEM of stress management scores of Traditional sports tour operators based on their types

s.no	Tour operators	N	Mean	SD	SEM
1	Offline	35	49.14	2.892	0.489
2	Online	35	41.00	1.435	0.243
3	Hybrid	30	36.00	5.776	0.263

The table indicates that there was a substantial difference among various types of sports tour operators such as Offline , Online and hybrid traditional sports tour operators on the level of Stress management. The Offline traditional sports tour operator was found to be better in the level of stress management than the other two types of traditional sports tour operators

Table 6 : showing the 'F' value among Stress management scores of various types of Traditional sports tour operators

Source of Variance	Df	SS	MS	O F	T F
Between	2	2888.464	1444.232	338.15 0	.00 0
Within	97	414.286	4.271		
Total	99	3302.750			

The outcomes of the analysis of variance comparing the various traditional sports tour operators on stress management show that the obtained F-value (F-338.150, df-2,97) . The findings show that there was a substantial difference among various traditional sports tour operators on stress management. Hence the research hypothesis stated there was a considerable disparity among the Traditional sports tour operators in the level of Stress management based on the tour operation was accepted. The above result is attributed to the nature and demands of offline tour operations.

Table 7: Showing the results of the t-test comparing the Traditional sports tour operators belonging to various types of Traditional sports tour operators on stress management

Offline	Online	Hybrid	MD	C.I
49.14	41.00		8.143	0.55
49.14		36.00	13.14	0.55
	41.00	36.00	5.00	0.55

The result indicates that there was a big difference among offline, Online and Hybrid traditional sports tour operators on their level of stress management.

Conclusion

It was found that public sector have a better level of stress management than private sector. The Traditional sports tour operators differ in their level of stress management based on their age groups. The age group 21 to 25 years was found to have a better level of stress management when compared to the two age groups. The Offline Traditional sports tour operators were found to be better in the level of stress management than the online traditional sports tour operators and hybrid traditional sports tour operators. It was suggested to include psychological orientation in the tour operation training program to improve the levels of Stress management which in turn benefits the Tourism Industry.

Reference

1. O'Fallon, Michael, and Denney G. Rutherford. *Stress Management in the Hospitality Industry*. Pearson Education, 2010.
2. Riley, Michael. *Managing Employee Stress in the Tourism Industry*. Cengage Learning, 2000.
3. Kozak, Metin, and Nazmi Kozak. *Tourism and Hospitality Management*. Emerald Publishing, 2019.

4. Bhatnagar, V. K. *Stress Management: Leading to Success*. New Age International Publishers, 2008.
5. Romas, John A., and Manoj Sharma. *The Handbook of Stress Management: Practical Approaches to Health and Well-Being*. Springer Publishing, 2017.