Leisure Management Services- A Study to Analyse the Market Potential among the Middle Class Consumers in Chennai

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ABSTRACT: Pursuing happy and meaningful life is the expectation of every individual. Recreation and leisure has multiple meanings based on individual's experiences and perceptions. Recreation is viewed from individual's perspective. This paper is an attempt to understand the leisure time available, willingness to spend on the leisure activities, to identify the most preferred Leisure activity, to analyse the factors influencing leisure services and the expectations of respondents from the leisure service providers.The Paper aims at identifying the expectations of respondents and suggests that as a business opportunity.Reviews shows that the abundant leisure time is not spent properly in pursuit of happiness. When an individual does not engage his leisure time productively, it is not converted into pleasure time but, as a pressure time. Therefore, this paper analyses the factors influencing respondents to pursue leisure activities, most preferred leisure activity and the expectations from the service provider. Percentage Analysis, Factor Analysis, Regression and ANOVA are used in the study to analyse the primary data.

KEY WORDS: Leisure Management, Meeting Expectations, Service Providers, Basic Services, Factors Influencing Leisure Services, Hobby

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I.   INTRODUCTION

Pursuing happy and meaningful life is the expectation of every individual. Recreation and leisure has multiple meanings based on individual's experiences and perceptions. Recreation is viewed from individual's perspective. It could be watching television, attending an opera, base jumping, gardening, visiting the zoo with kids, playing music, writing a book, a visit to town shopping centre, or whatever an individual choose to do. Today, there are millions of jobs that caters to the leisure or recreational needs of the individuals.

Yoshitaka Iwasaki (2016)[1] states that a meaningful engagement with one's life seems to be achieved by maintaining a joyful life, a composed life (e.g. making one's life more focused, collected, and/or in control), a connected life (e.g. socially, spiritually, culturally), a discovered life (e.g. self identity, self-discovery), and a hopeful and empowered life (e.g. showing a sense of strength). Importantly, research has shown that leisure can promote all of those elements of a meaningful engagement with life. A more thorough definition may be based on what the majority of people would list as leisure activities, such as television watching, participating in sports or exercise, reading, seeing movies, and so on. Finally, leisure can be defined as a state of mind, meaning engaging in enjoyable or pleasurable activities.

Baud-Bovy and Lawson (2002)[2] Leisure is free time available to the individual when the disciplines of work, sleep and other basic needs have been met. It is time which can be used in ways determined by the individual's own discretion. Basic needs include essential cooking, shopping, housework, childcare and hygiene. Work includes travel time to and from work.
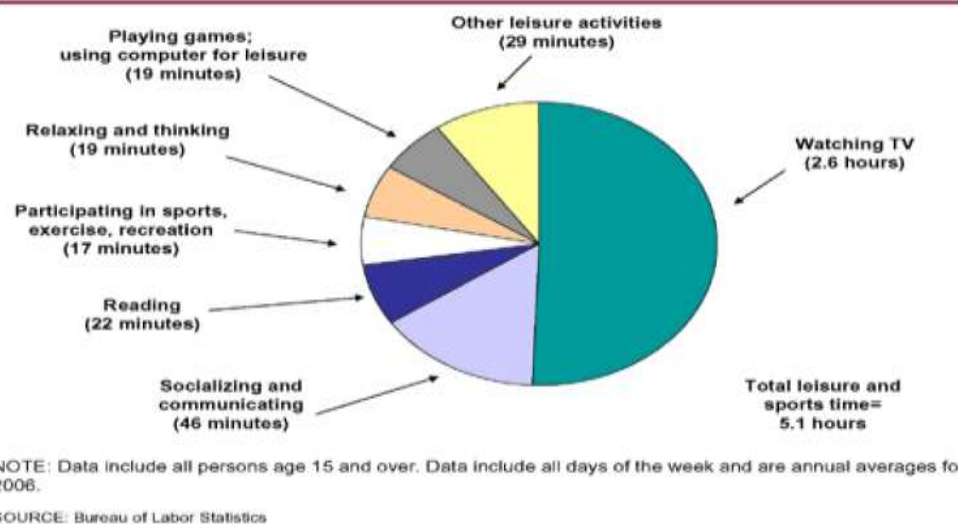
Torkildsen (1999)[3] emphasis, leisure is an important rhythm of our lives. It is to do with activities, usually chosen for their own sake, and in relative freedom and which bring intrinsic satisfactions. Leisure is not the free time, but a "leisure use" of time. The personal and social orientations of the use and satisfactions appear to be what make the activity "leisure".

(Baud-Bovy and Lawson 2002, Tribe 2005) had identified and presented the following Categories of recreational activities

Category of activities	Examples
Taking place about the home	Watching television, reading, listening to music, gardening, do-it-yourself hobbies exercise, leisure use of computers
Having a high social content	Entertaining, eating out, drinking in bars, party going, visiting friends and relatives
Cultural, educational and artistic interests	Visiting theatres, concerts, exhibitions, museums, attending non-vocational classes
Pursuit of sport, either as participants or spectators	Golf, football, swimming, tennis, bowls, darts, gymnastics
Informal outdoor recreation	Driving for pleasure, day excursions to seaside and countryside, walking, picnicking
Leisure tourism involving overnight stay	Longer distance travel, tours, weekend breaks, holidays and vacations

Martin Seligman (2002)[4], in his writings on Authentic Happiness, has presented the average time spent by individuals on various Leisure activities.

II. NEED FOR THE STUDY:- REVIEW OF LITERATURE

Leisure Activities of the individuals are changing. **Jay B. Nash, (1960)[5].** "Happy people are actively engaged in the pursuit of some goal. They belong to groups; they are helping others along the way." **Pigram and Jenkins (2006)[6]** planning for leisure environments of the future must progress beyond establishing a series services or facilities, such as parks and playgrounds. The challenge is to create a physical and social environment that helps individuals to satisfy their recreation interests in the economic limitations and resource constraints that are likely to be encountered. The recreation planner's concern is with generating an appropriate array of leisure opportunities, rather than with provision of specific facilities alone. It is the interaction of people's values, needs and wants with those facilities and services, which generates leisure opportunities, and, ultimately, leads to participation and satisfaction – the end-products of the planning process.
Christopher Edgington, Donald DeGraaf, Debra J. Jordan, & Susan Edgington, (2006)[7]. for recreation professionals, the term "leisure" has a specific definition. For leisure time to exist, a person must feel free from constraints, have a feeling of positive outcome, be motivated by internal forces, and have a perception of competence.
A.R.C.Duncan (2013)[8] leisure as the man who has really given himself a chance to develop all that he has it in him to be, as the whole and complete man who will not only approach his work in the right spirit and do it with zest and competence, but who will also have discovered for himself the sort of activities in which lasting and permanent human satisfaction can be found.

Sherry L. Dupuis & Bryan J. A. Smale (2000)[9], Research on leisure and care giving has focused almost exclusively on caregivers providing care in the community. Guided by a symbolic interactionist approach and the conceptual framework of the care giving career, the purpose of this study was to examine the meaning of leisure in the institution-based care giving context. How family members define their roles and how those role definitions then influence the meaning of leisure was explored within a naturalistic, grounded theory approach using active interviews and personal logs as the data collection strategies. Five alternative care giving role manifestations were identified and they very much affected the way that leisure was perceived in this context. The meanings of leisure—as constriction, as moments, and as reclamation— changed and evolved as the care giving career did. The changeability and Contradictions inherent in the meanings of leisure over the careers of caregivers are central concepts in an emerging grounded theory concluding the paper. The care giving context is also one filled with such contradictions. Indeed, the entire care giving career can be represented as a bittersweet journey experienced by family members with experiences perceived as positive and negative, difficult and satisfying, painful and pleasurable, depending on the circumstances at any one time. Leisure in this context also appears to manifest itself in quite distinct and seemingly contradictory ways, and, it seems, is both bitter and sweet.

John Schulz(2007)[10], The Development of the Leisure Meanings Inventory, This study describes the development of the Leisure Meanings Inventory as a multi-dimensional scale for measuring four qualitatively different ways of experiencing the meaning of leisure: Passing Time, Exercising Choice, Escaping Pressure, and Achieving Fulfillment.

Kari Archibald(2008)[11], Leisure Time and Human Happiness, published by the Department of Recreation Leadership emphasis that the well lived life is possible if a person has the ability to choose and engage in worthy pursuits.

Getz, D., (2005)[12] in his book on Event Management and Event Tourism presents a, A Framework for understanding and creating knowledge about Event Tourism as, Personal Antecedents and Choices like Needs, Motives, Preferences, Leisure work contexts, Barriers and Constraints, Cultural and community Influences planning and Managing Event Tourism, the patterns and processes leads to outcomes and the impacted.

Further, he also presents the typology of planned Events in the following format:

- Cultural Celebrations- Festivals, Carnivals, Commemorations and Religious Events
- Political and State Events- Summits, Royal Occasions, Political Events and VIP Visits
- Arts& Entertainments- Concerts, Award Ceremonies
- Business And Trade Events- Meetings, Conventions, Consumer and Trade shows, Fairs, Markets.
- Educational and Scientific – conferences, Seminars and Clinics
- Sport Competition- Amateur/ Professional, Spectator/ Participant
- Recreational- Sport or game for fun
- Private Events- Weddings, parties and socials.

Geoffrey Godbey(2009)[13], The research literature on outdoor recreation as it relates to human health is vast and growing and help policymakers take new and emerging findings into account when designing recreation and park services and initiatives for the 21st century, this paper summarizes the salient issues. The paper draws particular attention is given to children's health problems that can be mitigated through outdoor play, sports, and nature study. The paper describes approaches to measuring physical activity and recent trends in park visitation and outdoor activity participation.

The present study is an attempt to understand the Leisure Management Services - A Study to Analyse the Market Potential among the Middle Class Consumers in Chennai city, Tamilnadu, India.

III. OBJECTIVES OF THE STUDY

1. To find out the Leisure time available and the willingness to spend on the Leisure Activities among the middle class consumers in Chennai
2. To identify the Factors determining holiday plans among the middle class consumers in Chennai
3. To analyse the seasonal preferences and the Amount they are willing to spend
4. To evaluate the Expectations of the respondents from the service providers

IV. RESEARCH MEHODOLOGY

➢ **Research Design**: The study is descriptive in nature and researcher has used quantitative research technique for analysing the data.
➢ **Sampling Design**: Respondents for the study includes people of Chennai and Convenience and judgmental sampling technique was used to reach the respondents.
➢ **Sample Size**: **124 Middle class people residing in Chennai**

➢ **Data Collection Method:** Both Primary and Secondary data were collected for the study. Primary data was collected by using structured questionnaire and for secondary data research publications in Journals and books were used.
➢ **Statistical Tools used in the study**:
• **Percentage Analysis** is used to analyse the respondents profile related information
• **Factor Analysis** is applied to measure the factors measuring the respondent opinion on the type of Leisure Services they would like to enjoy, Factors influencing the choice of leisure activities and the Expectations from the Service Providers.
• **Regression** is used to measure the influence of Factors influencing Leisure Management Services on the Type of Services Respondent Would like to enjoy, and the Expectations from the Service providers.
• **ANOVA** is applied to measure the influence of Respondents Demographic Variables on the Factors Influencing the choice of Leisure Management Services, Most preferred Leisure Services and the Expectations from the Service providers.

V. DATA ANALYSIS AND INTERPRETATION

Primary Data for the study had been collected from Middle Class Residents from the Chennai City. Data had been collected to find out the ability and willingness of the respondents to pursue various Leisure Services. The Following is a summary of the Respondents Profile in the Study.

Table No.1 Respondents Profile

Respondents Profile Variables	Category	Percentage
Gender	Male	82.4
	Female	17.6
Marital Status	Married	27.2
	Single	72.8
Age Group	Below 20	10.8
	20-40	72.8
	40-60	16.4
Educational Qualification	Under Graduate	43.2
	Post Graduate	38.4
	Professional	18.4
Annual Income	Below 2.5 Lakh	9.6
	2.5 Lakh – 5 Lakh	29.6
	5 Lakh – 7.5 Lakh	16
	Above 7.5 Lakh	60.2
Number of Family Members	3	13.2
	4	39.2
	5	18.4
	6	12.8
	More than 7	16.4
Type of Service / occupation	IT/ITES	10.4
	Manufacturing	27.2
	Banking & Financial Services	28
	Others	34.4
Number of Leisure Time Available – Per Day	Less than one Hour	10.4
	One to Two hours	24
	Two to three hours	41.6
	Three to five hours	24
Number of Leisure Time Available – Per Week	5 to 8 hours	22.8
	10-15 hours	35.8
	16 to 18 hours	18.7
	More than 18 hours	22.7
Number of Leisure Time Available – Per Month	One day	8.2
	One to two days	51.6
	3-5 days	28.3
	More than 5 days	11.9
Leisure Time Available per annum	One week	8.8
	2 weeks	12.7
	2-3 weeks	28.8
	One month	49.7
Most Preferred Vacation Time	Summer Holidays	72
	Navratri Holidays	12
	Christmas Holidays	16
	Less than 5% of Annual Income	40.16
	5- 8% of Annual Income	28.38

Respondents Profile Variables	Category	Percentage
Money you would like to spend	8-10 % Annual Income	16.45
	10-12% Annual Income	9.03
	12-15% Annual Income	5.98

Source: Primary Data

Factor Analysis -Most Preferred Leisure Services

The Study analysed the type of Leisure services the respondent would like to enjoy. 23 variables measuring various leisure services have been identified. Factor analysis, a data reduction technique is applied in the study to group these 23 leisure services. In order to measure the sample adequacy to apply factor analysis, KMO- Bartlett test had been applied in the study.

Table No.2 Kmo - Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.892
Bartlett's Test of Sphericity- Approx. Chi-Square	1472.757
Df	253
Sig.	.000

Source: Primary Data

From the above table, it is found that the KMO measure of sampling adequacy along with Bartlett's test of sphericity, with approximate chi-square value of 1472.757, are statistically significant at 5% level. The Rotated Component Matrix that shows the Eigen values and the grouping of variables to form Factors Measuring the Type of Leisure Services Respondents Would Like to Enjoy are presented below.

Table No.3 Table Showing Factors Analysis On The Type Of Leisure Services Respondents Would Like To Enjoy

S.No.	Type of services you would like to enjoy	e- values	Name of the Factor
1	Reading books in library	.801	Meeting Literary & Architectural Expectations
2	Camps and coaching	.751	
3	Trade Fair	.742	
4	Well established libraries	.725	
5	Visiting museums	.637	
6	Movies & Live Shows(Theatres, Art Performances)	.610	
7	Visiting Cultural & Heritage Centers	.578	
8	Cultural Exhibitions	.711	Meeting Socio- Cultural Expectations
9	Personal Events- Wedding, Birthdays, Parties & Socials	.694	
10	Music Concerts & Ceremonies	.687	
11	Rehabilitation centres	.683	
12	Fitness center (Aerobics & Zumba)	.586	
13	Visiting amusement or Theme Parks	.718	Meeting Psychological Expectations
14	Food Related- Multi Cuisine	.664	
15	Beauty Care	.628	
16	Temples & Spiritual	.620	
17	Gaming Centers	.606	
18	Adventure Based- Trekking & Swimming & Exploring	.561	
19	Sportive or Athletic program	.792	Meeting Sports Knowledge/ Hobbies
20	Medical & Health Care Services	.786	Meeting Physical well being Expectations
21	Yoga/ Meditation	.507	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 8 iterations, Rotated Component Matrix

From the above the table, 23 variables measuring the respondent opinion on the type of Leisure services they would like to enjoy had been group into five factors measuring the Type of Leisure Services such as Meeting Literary & Architectural Expectations, Meeting Socio- Cultural Expectations, Meeting Psychological Expectations, Meeting Sports Knowledge/ hobbies and Meeting Physical well being Expectations. Two variables with less than 0.5 Eigen Value had been removed from the study.

- **Meeting Literary & Architectural Expectations:** These are the factors that satisfy the Literary needs of the respondents such as visiting Libraries, Book Fairs, Coaching Camps, and Museums etc...
- **Meeting Socio- Cultural Expectations:** These are the factors that help the respondents to meet the social obligation meetings, personal and family celebration events, and fitness expectations.

- **Meeting Psychological Expectations:** These are the factors that help the respondents to satisfy the Psychological Expectations such as Tasting Multi Cuisine Foods, visits for Beauty care, Visits to Temples, spiritual centers, Gaming Centers etc…
- **Meeting Sports Knowledge / Hobbies:** These are the variables that satisfy the Sports and Athletic knowledge, hobbies or interest of the respondents.
- **Meeting Physical well being Expectations:** These are the variables that helps the respondents to keep up the Physical wellbeing such as Visits to Yoga Centre, Mediation Centre, attending Medical and Health care services.

Factor Analysis On The Factors Determining Leisure Planning Of The Respondents

The Study analysed the type of Factors determining the Leisure planning of the respondent. 14 variables measuring various Leisure Planning of the respondent have been identified. Factor analysis, a data reduction technique is applied in the study to group these 14 variables. In order to measure the sample adequacy to apply factor analysis, KMO- Bartlett test had been applied in the study.

Table No.4: Kmo - Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.835
Bartlett's Test of Sphericity- Approx. Chi-Square	769.528
Df	91
Sig.	.000

Source: Primary Data

From the above table, it is found that the KMO measure of sampling adequacy along with Bartlett's test of sphericity, with approximate chi-square value of 769.528, are statistically significant at 5% level. The Rotated Component Matrix that shows the Eigen values and the grouping of variables to form Factors Measuring the Type of Leisure Services Respondents Would Like to Enjoy are presented below.

Table No.5 Table Showing Factors Analysis On The Factors Measuring Leisure Planning Of The Respondents

S. No.	Variables Measuring Leisure Planning	e-values	Name of the Factor
1	Easy Approachability of service provider	.859	**Information on Leisure Services**
2	Information on the leisure activities	.856	
3	Proper Service Provider	.796	
4	Relaxation, Meditation	.762	
5	Withdrawal of negative emotions & Stress	.690	
6	Meeting New People & Socializing	.521	
7	Spending time with Friends & Family	.798	**Pursue Hobbies**
8	Special occasion, festivals etc.	.792	
9	Hobbies	.516	
10	Leave/ permission from workplace	.876	**Time Available for Leisure Services**
11	Time Available	.842	
12	Health	.853	**Ability to Enjoy Leisure Services**
13	Family (Kids and Elderly care)	.732	
14	Money	.520	

Rotated Component Matrix, Extraction Method: Principal Component Analysis.   Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 7 iterations. Extraction Method: Principal Component Analysis.

From the above table, 14 Variables measuring the Factors Influencing respondent to pursue Leisure Services had been grouped into four Factors, such as, Information on Leisure Services, Pursue Hobbies, Time Available for Leisure Services, and Ability to Enjoy the leisure Services.

- **Information on Leisure Services:** Information on Various Leisure Activities, Able Service Provider to meet varied needs of the respondents such as withdrawal of negative emotions etc…
- **Pursue Hobbies:** These are the variables that help an individual to spend quality time with friends and family in order to meet the socializing needs, networking interest and to pursue hobbies.
- **Time Available for Leisure Services:** These are the factors that help the respondent to pursue Leisure Services such as Leave, Permission etc…
- **Ability to Enjoy Leisure Services:** These are the variables that help the respondent to enjoy Leisure Services. Such as Healthy state of mind and Physic, meeting Family and needs and the financial ability of the respondent.

Factor Analysis On The Expectations From Service Provider

The Study analysed the Expectations of the respondents from the service provider. 14 variables measuring the respondent's expectations from service provider have been analysed. Factor analysis, a data reduction technique is applied in the study to group these 14 variables. In order to measure the sample adequacy to apply factor analysis, KMO- Bartlett test had been applied in the study.

Table No.6 Kmo - Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.929
Bartlett's Test of Sphericity Approx. Chi-Square	1446.475
df	105
Sig.	.000

Source: Primary Data

From the above table, it is found that the KMO measure of sampling adequacy along with Bartlett's test of sphericity, with approximate chi-square value of 1446.475, are statistically significant at 5% level. The Rotated Component Matrix that shows the Eigen values and the grouping of variables to form Factors Measuring the Expectations from the Service Provider are presented below.

Table No.7: Table Showing Factors Analysis On The Expectations From Leisure Service Provider

S.NO.	Variables measuring Expectations from Leisure Service Provider	e- Values	Name of the Factor
1.	Proper guidance	.783	Ancillary Services
2	Value for money	.780	
3	Well trained , cooperative and helpful staff	.768	
4	Easily Approachable	.759	
5	Hygiene and healthy environment	.758	
6	Sound communication networks	.756	
7	Innovative activity	.716	
8	Security services	.699	
9	Fun based Activities	.689	
10	Providing information or clarity	.589	
11	Accommodation	.871	Basic Services
12	Travel Arrangement	.814	
13	Food & Beverages	.738	
14	Time Management	.691	

Rotated Component Matrix: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 3 iterations.

From the above table, 14 variables measuring the Expectations from the Leisure Service Provider had been grouped into two Factors in the study, Namely, Basic Services and Ancillary Services.

- **Basic Services:** These are the services that are basic such as Accommodation arrangement, Travel Arrangement, Arranging food& Beverages and proper Time Management to ensure that they make use of every moment of their Leisure.
- **Ancillary Services:** These are the other services such as offering Clear information, organising fun based activities, security services, hygienic environment, proper guidance etc…

Regression Analysis

Regression analyses the influence of independent variable on the dependent variable. The study applied regression to measure the influence of

➢ Factors Influencing Leisure Management Services on the Type of Leisure Services respondent would like to enjoy
➢ Factors Influencing Leisure Management Services on the Expectations from the Service Provider.
➢ Type of Leisure Services respondent would like to enjoy on the Expectations from the Service Provider.

Table No.8 Regression Analysis On Factors Influencing Leisure Management Services And The Type Of Leisure Services Preferred By Respondent

Factors Influencing Leisure Management Services	R	R Square	Adjusted R Square	F	Sig.
Information	.494	.244	.212	7.612	.000
Hobby	.363	.132	.095	3.578	.005
Time	.494	.244	.212	7.612	.000
Ability	.540	.292	.262	9.732	.000

Source: Primary Data

From the above table, it is found that R= 0.494, 0.363, 0.494 and 0.540. R^2= 0.244, 0.132, 0.244 and 0.292 and adjusted R^2 = 0.212, 0.095, 0.212 and 0.262. This implies that independent variable factors, Factors influencing Leisure Management services has 21%, 9.5%.21% and 26% over the Factors influencing type of Leisure Services. This leads to the computation of analysis of variance. It is found that F= 7.612, p=0.000, F=3.578, p=0.005, F=7.612, p=0.000 and F=9.732, p=0.000. This implies that the regression fit is good and the **independent variables are significant** in influencing the respondents Leisure Management Preferences. This leads to the computation of individual influence of independent variables.

Table No.9 Coefficients (A) - Factors Influencing Leisure Management Services And The Type Of Leisure Services Preferred By Respondent

Factors Influencing Type of Leisure Services	Information		Hobby		Time		Ability	
	t	Sig.	t	Sig.	t	Sig.	t	Sig.
Meeting Literary & Architectural Expectations	2.699	.008	1.155	**.250**	2.699	.008	2.159	.033
Meeting Socio- Cultural Expectations	4.228	.000	-.029	**.977**	4.228	.000	-5.132	.000
Meeting Psychological Expectations	3.092	.002	3.378	.001	3.092	.002	1.655	.100
Meeting Sports Knowledge/ hobbies	**1.728**	**.087**	**1.716**	**.089**	**1.728**	**.087**	**1.563**	**.121**
Meeting Physical well being Expectations	.588	.557	-1.482	.141	.588	.557	3.532	.001

Source: Primary Data

The above table shows that all the Factors Influencing the type of Leisure Services has an influence on the four factors influencing Leisure Management.

➢ Meeting Literary & Architectural Expectations of the respondents are influenced by the information available, time available and the ability to enjoy leisure services.
➢ Meeting Socio- Cultural Expectations of the respondents has an influence on the information, time and ability to enjoy leisure services.
➢ Meeting Psychological Expectations of the respondents has an influence on Information, Hobby and Time available and it does influence the ability to enjoy the leisure services.
➢ Meeting Sports Knowledge/ Hobbies of the respondents does not have an influence on any of the factors influencing respondent to pursue leisure services.
➢ Meeting Physical wellbeing Expectations has an influence on ability to enjoy the leisure services of the respondents.

Table No.10 Regression Analysis On Factors Influencing Leisure Management Services On The Expectations From The Leisure Service Provider

Model 1	R	R Square	Adjusted R Square	F	Sig.
Information	.342	.117	.102	8.003	.001
Hobby	.536	.288	.276	24.424	.000
Time	.229	.053	.037	3.362	.038
Ability	.510	.260	.248	21.286	.000

Source: Primary Data

From the above table, it is found that R= 0.342, 0.536, 0.229 and 0.510. R^2= 0.117, 0.288, 0.053 and 0.260 and adjusted R^2 =0.102, 0.276, 0.036 and 0.248. This implies that independent variable factors, Factors influencing Leisure Management services has 11.7%, 28.8%.5.3% and 26% over the Factors influencing type of Leisure Services. This leads to the computation of analysis of variance. It is found that F= 8.003, p=0.001, F=24.424, p=0.000, F=3.362, p=0.038 and F=21.286, p=0.000. This implies that the regression fit is good and the **independent variables are significant** in influencing the respondents by offering Leisure Services. This leads to the computation of individual influence of independent variables.

Table No.11 Coefficients (A) Factors Influencing Leisure Management Services On The Expectations From The Leisure Service Provider

Expectations	Information		Hobby		Time		Ability	
	t	Sig.	t	Sig.	t	Sig.	t	Sig.
Ancillary Services	3.845	.000	6.467	.000	2.520	.013	3.707	.000
Basic Services	1.104	.272	2.650	.009	.610	.543	5.369	.000

Source: Primary Data

From the above table, it is inferred that Ancillary Services offered by the Leisure service provider has an influence on Information services offered, Hobbies pursued by the respondents and the ability to enjoy the

Leisure Services of the respondents. The Basic Services Provided by the respondents has an influence on the Hobbies pursued and the Ability to enjoy the leisure services.

Table No.12 Regression Analysis On Leisure Services Preferred By The Respondnets And The Expectations From The Service Provider

Model	R	R Square	Adjusted R Square	F	Sig.
Meeting Literary & Architectural Expectations	.239	.057	.041	3.652	.029
Meeting Socio- Cultural Expectations	.175	.031	.015	1.906	.153
Meeting Psychological Expectations	.364	.132	.118	9.229	.000
Meeting Sports Knowledge/ hobbies	.115	.013	-.003	.812	.446
Meeting Physical well being Expectations	.057	.003	-.013	.197	.821

Source: Primary Data

From the above table, it is found that R= 0.239, 0.367. R^2= 0.57, 0.132 and adjusted R^2 = 0.041 and 0.118. This implies that independent variable factors, Factors influencing Leisure Management services on the factors on Meeting Literary & Architectural Expectations and Meeting Psychological Expectations of the respondents has an influence on the Expectations from the Leisure Service provider. This leads to the computation of analysis of variance. It is found that F= 8.003, p=0.001 and F=9.229 p=0.000. This implies that the regression fit is good and the **independent variables are significant** in influencing the respondents by offering Leisure Services. This leads to the computation of individual influence of independent variables.

Table No.13 Coefficients (A)-Leisure Services Preferred By The Respondnets And The Expectations From The Service Provider

Expectations	Meeting Literary &Architectural Expectations		Meeting Socio-Cultural Expectations		Meeting Psychological Expectations		Meeting Sports Knowledge/ hobbies		Meeting Physical well being Expectations	
	t	Sig.	t	Sig.	t	Sig.	t	Sig.	t	Sig.
Ancillary Services	2.562	.012	-1.615	.109	3.195	.002	1.263	.209	.289	.773
Basic Services	.859	.392	-1.098	.275	2.872	.005	.172	.864	.558	.578

Source: Primary Data

From the above table, Ancillary services offered by the service provider has an influence on Meeting Literary & Architectural Expectations of the respondents and the basic services rendered by the service provider has an influence on meeting psychological Expectations of the respondents.

Anova- Analysis Of Variance

ANOVA is applied in the study to measure the influence of Respondents Personal Profile Variables on the Factors measuring respondents Most Preferred Leisure Services, Factors influencing Leisure Services and the Expectations of the respondents from the service provider.

Respondents Profile Information	ANOVA- VARIABLES
• Age • Gender • Marital Status	Most Preferred Leisure Services
• Educational Qualification • Occupation of the respondent	Factors Influencing Leisure Services
• Family annual Income, and • Number of Family Members	Expectations from Service Providers

Table No.14 Anova- Influence Of Respondents Personal Information On The Factors Infliencing Leisure Management Service

Factors		Age		Gender		Educational Qualification		Marital Status		Income		occupation		Number of Family Members	
		F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Most Preferred Leisure Services	Meeting Literary & Architectural Expectations.	2.02195	0.114466	2.78453	0.097743	0.345274	0.708722	4.0024	0.047	1.5617	0.2022	0.8778	0.4982	0.76333	0.55115
	Meeting Socio-Cultural Expectations	2.89343	0.038165	1.27790	0.260507	4.253222	0.016402	0.0123	0.911	0.8327	0.4783	2.8716	0.0174	0.603581	0.660798
	Meeting Psychological Expectations	3.17942	0.026553	0.92273	0.338657	0.203341	0.816278	4.7869	0.030	0.7970	0.4978	0.8932	0.4880	1.71716	0.150669
	Meeting Sports Knowledge/ hobbies	3.73605	0.013101	15.4886	0.000138	3.135702	0.047022	6.9973	0.009	0.4178	0.7405	1.7458	0.1294	1.345889	0.257014
	Meeting Physical well being Expectations	4.82879	0.003292	0.59983	0.440141	2.669172	0.07339	0.0333	0.855	0.7423	0.5288	0.6667	0.6493	3.489682	0.009863
Factors Influencing Leisure Services	Information	0.71947	0.54224	0.25892	0.611781	1.233099	0.295023	0.2075	0.649	3.5718	0.0161	0.4483	0.8137	0.489875	0.743156
	Hobby	0.99405	0.398158	2.46934	0.118676	0.316967	0.728958	1.8679	0.174	1.1014	0.3513	1.3706	0.2402	3.040105	0.019943
	Time	2.85147	0.04025	2.71752	0.101825	1.897161	0.154429	2.9737	0.087	0.8410	0.4739	1.1551	0.3354	2.375629	0.055871
	Ability	1.49103	0.220467	8.07178	0.005271	3.328274	0.039166	2.3221	0.130	0.2522	0.8595	0.2759	0.9255	2.56824	0.04153
Expectations from Service Provider	Ancillary services	0.77568	0.509782	8.73602	0.003746	0.801972	0.450813	0.1448	0.704	1.0114	0.3902	1.1767	0.3247	1.394364	0.24007
	Basic Services	0.5611	0.641716	2.74107	0.100369	0.266127	0.766789	2.3207	0.130	3.3022	0.0227	0.3203	0.8999	1.135304	0.343273

From the above table it can be inferred that,

➢ Age of the respondent has an influence on Meeting Socio-Cultural Expectations, Psychological, Sportive Knowledge/ Hobby, Physical Wellbeing and managing time effectively related variables

➢ Gender has an influence on Meeting Literary and Architectural expectations, pursuing sportive activities, ability to enjoy the leisure services and the choice of ancillary services offered by the leisure service provider.

➢ Educational Qualification of the respondent has an influence on meeting socio cultural expectations, Meeting Sportive Knowledge or hobbies and the ability to enjoy the leisure service factor.

➢ Marital Status of the respondent has an influence on Meeting Literary and Architectural expectations, Psychological and Meeting Sportive Knowledge or hobbies.

➢ Annual income of the respondent has an influence on the type of information sought and in choosing the basic services offered by the service provider.

➢ Occupation of the respondent has an influence on Meeting Socio Cultural Expectations in Leisure Management.

➢ Number of Family members has an influence on Meeting the Physical wellbeing Expectations, Pursuing Hobby, Managing Time Properly and ability to enjoy the leisure services.

VI. CONCLUSION:

41.6% of the respondents have two to three hours of Leisure time per day, around 80% of respondents have more than 15 hours of Leisure time per week, and 51.6% of them have two to three days of leisure time per month. A majority of them have one month of summer vacation and that is their most preferred leisure time. Around 60% of them are interested in spending 5% to 15% of Family annual income in Leisure Management Services. Leisure Management as a business opportunity has an excellent business. This enables human beings to pursue a pressure less and pleasure more life.

Seminars and FDP's and publish more than 6 research based articles and present 12 papers at National and International Conferences. Her love for students and commitment to profession has made her as one of the most sought after mentor for both UG and PG students. She strongly believes Value Based Education is the foundation for carving the Human Resource of a nation.

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