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SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

The chapter presents the major findings of the study and makes some recommendations based on the findings. The chapter also presents the contributions of the study, conclusion and scope for further research. Before explaining the major findings, the major objectives and hypotheses of the study are presented in the following section.

1. To assess the foreign and domestic tourist expectation and satisfaction levels in relation to Kerala as a tourist destination.
2. To understand whether there is any significant relation between demographic variables of the tourists (domestic and foreign) and their satisfaction on different destination attributes.
3. To understand the important variables which determine the resident community support for tourism development.
4. To understand the effect of these different variables on resident community support for tourism development.
5. To develop a model of resident community support for the state of Kerala which leads to sustainable development.

Following were the hypotheses framed for the study:

**H$_1$**: There exists significant difference between the expectation and experience of the tourist (domestic and foreign) on different destination attributes of Kerala.

**H$_2$**: There exists significant relationship between the demographic variables of the tourists (domestic and foreign) and satisfaction of tourist on different destination attributes.

**H$_3$**: There is a direct negative relationship between Perceived Role of Government and Perceived Cost of Tourism.
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H4: There is a direct positive relationship between Perceived Role of Government and Perceived Benefits of Tourism.

H5: There is a direct positive relationship between Perceived Role of Government and Overall Community Satisfaction.

H6: There is a direct positive relationship between Perceived Benefits of Tourism and Community Support.

H7: There is a direct positive relationship between Community Satisfaction and Community Support.

H8: There is a direct negative relationship between Perceived Cost of Tourism and Community Support.

H9: There is a direct negative relationship between Perceived Cost of Tourism and Overall Community Satisfaction.

H10: There is a direct positive relationship between Perceived Benefits of Tourism and Overall Community Satisfaction.

H11: There is an indirect effect of Perceived Role of Government and Community Support.

5.1 Major Findings of the Study

The primary data for the study was collected from resident community at the destinations and from the tourists (domestic and foreign). The findings of the study is presented in three sub-sections, first section discusses the findings of the analysis of domestic tourist data, second section about the foreign tourist data and third section presents the findings of resident community data.

5.1.1 Findings from the data analysis of Domestic tourist

- The 63% of the tourists were male and majority of the respondents were in 30-40 age groups. 82% of the respondents were married. Out of 84.5% employed groups, 55.5% were employed as Executive-managerial/professional. 76% of the domestic tourists in the sample preferred unconducted tour and 72% of them travelled with their family. 43% of them preferred hired tourist vehicle for their trip followed by
travelling in their own vehicle. 38.5% of the sample units preferred to stay at resorts, which is followed by tourist lodges and star hotels.

- The larger portions of the domestic tourists were from Tamil Nadu (20%), followed by Andhra Pradesh (18%), Karnataka (17.5%), Kerala (11.5%) and the rest were from Mumbai, Delhi, Orissa and UP. Their major source of information about Kerala was the information from their friends and relatives, followed by Websites, Books, Guides and Travel agents. Their main purpose of the visit was for ‘rest and relaxation’ followed by leisure, official, religious purpose etc. The most important reason for choosing Kerala as the destination by the tourist was because of the uniqueness of the attractions (both natural & manmade including cultural attractions), followed by pleasing hospitality, accessibility, good infrastructure, attitude of the local people, shopping facility and variety of cuisines.

- The response for the question whether the government has got any role to play for tourism development shows that out of the total, 98% of the domestic tourists gave the opinion that the government has got an important role. As per the opinion of domestic tourist, the most important role that the government has to play is, as the infrastructure developer, which is followed by protector of tourism resources, human resource developer, formulator of tourism policies, coordinator of all departments of tourism and promoter of tourism.

- The main objective of tourist questionnaire was to assess the satisfaction levels of tourists to Kerala by comparing the expectations of their destination against their actual experiences. The study had utilised the HOLSAT model to measure the satisfaction and expectation of tourists visited in selected destinations in Kerala. The study found that for 12 out of the 24 Positive attributes, the difference between “experience” and “expectation” was significant at the 1:1000 level. The differences between the mean score shows that for 11 out of 24 positive attributes, the difference between the experience and expectation shows negative value, which clearly indicate that the expectations of the tourists were not met. That means the tourists were dissatisfied with the 11 positive attributes. The study thus found that the atmosphere at the beaches in Kerala, the recreational activities in Kerala etc were not performing as per the expectation of tourists, resulting in dissatisfaction.
Also tourists did not view Kerala as an inexpensive destination and they were dissatisfied with the quality of food, price charged for food and beverages by the restaurants. They were of the opinion that the accommodation units were not providing services worth the money paid and they were extremely dissatisfied with the conditions of roads in Kerala (mean difference is -1.25). The study showed that the services of travel agencies, public transportation systems (KSRTC busses & Railways) etc are to be improved to meet the expectation of domestic tourists.

➢ The study had found that for 5 out of 10 negative attributes, the difference between “experience” and “expectation” was significant at the 1:1000 level. The performance of 3 negative attributes scored better than expected and 7 scored bad than expected. The attribute like ‘The destinations in Kerala are overcrowded’, ‘Beggars and street vendors are very commonly seen in the tourist destinations in Kerala’, ‘Most of the destinations in Kerala lack public toilet facilities’, ‘pollution’, ‘Tourists are facing communication problem at the destinations’, The cleanliness and hygiene conditions of the accommodation units in Kerala are poor and the attribute ‘The overall cleanliness and hygiene conditions in Kerala are very poor’ showed a positive mean difference. That means the tourists were dissatisfied with these attributes. Thus the study found that the experience of domestic tourists on these above stated factors were worse than that of expected and they were dissatisfied with these attributes. The attributes like ‘I had experienced difficulty in obtaining cash from the credit card or ATM in Kerala’, ‘Traffic congestion is the main problem during travel by roads in Kerala’ and ‘Kerala lacks the facility of night life for tourists’ showed a negative mean difference. Thus the study found that the domestic tourists had highest levels of satisfaction with these 3 negative attributes, suggesting that the tourists did not have to pay as much concern to these attributes as they had expected.

➢ The hypothesis “H₀: There is no significant difference between the expectation and experience of the domestic tourist on different destination attributes of Kerala” was rejected and found that there exist difference between the expectation and experiences of the domestic tourists with the different destination attributes of Kerala.
In order to test the hypothesis, whether any significant relationship exist between the demographic variables and satisfaction of tourist on different destination attributes, the variables were tested by independent samples test and analysis of variance (ANOVA) with the following demographic groupings:

1. Gender: - The study found that gender difference has got significance in determining the satisfaction of domestic tourist on accommodation facilities only. That means the male and female tourists showed difference in their opinion about the satisfaction on accommodation facility only.

2. Age Group: - The study found that age of the tourists has got significance in determining the satisfaction of tourist on different destination attributes. The Post Hoc result showed that the satisfaction of the age group 40-50 on the ‘accommodation’ facility, on’ attraction’ and on ‘attitude of service providers’ showed significant difference from that of other age groups. The satisfaction of the age group (30-40) and below 20 showed significant difference on the ‘amenity’ attribute. The study thus found that the age of domestic tourists is a major factor in determining their satisfaction.

3. Marital status: - The study found that marital status has got significance in determining the satisfaction of domestic tourist on ‘accommodation’ facilities and on ‘attitude of service providers’.

4. Type of employment: - The study found that the type of employment affects the satisfaction of domestic tourists on ‘accommodation’ attributes, ‘attraction’ and ‘accessibility’ attributes. The Post Hoc test result showed that tourists working in government sector has got difference in opinion on the ‘accommodation’, ‘attraction’ and ‘accessibility’ attributes, from those working in private sector, working as Executive/Managerial/Professional staff and those who were Self-employed (business).

The study thus found that the hypothesis H0: There is no significant relationship exist between the demographic variables of the domestic tourists and satisfaction of tourist on different destination attributes was rejected and concluded that the demographic variables have got significance in determining the tourist’s satisfaction on different destination attributes.
The study found that the 97% of the respondents gave their opinion that they will recommend Kerala to their friends and relatives.

The study also found that the domestic tourist showed higher satisfaction on the ‘attraction attributes’ of Kerala. The tourists from Andhra Pradesh, Bihar, Karnataka, Mumbai, Orissa and UP (Uttar Pradesh) showed their highest level of satisfaction on attractions in Kerala whereas tourists from Delhi, Tamil Nadu and tourists within Kerala showed their highest level of satisfaction on the attitude of service providers.

The analysis of domestic tourist’s data found that they were satisfied with the attractions in Kerala except the atmosphere at the beaches in Kerala. The reason behind this is the lack of cleanliness in some of the beaches in Kerala. But the domestic tourists from different parts of India showed their highest level of satisfaction on the ‘Attractions’ in Kerala and in their view the government has got a vital role to play for the tourism development in Kerala.

5.1.2 Findings from the data analysis of Foreign tourist

The 58% of the respondents were female and majority of the tourists were in 20-30 age groups. 68.5% of the respondents were unmarried. Out of 90% employed groups, 28% were employed as Executive/Managerial/Professional or doing business (self-employed). 88% of the foreign tourists in the sample preferred unconducted tour and 67% of them travelled with their friends. 48% of them preferred hired tourist vehicle for their trip followed by travelling in public transport system. 33% of the tourists preferred to stay at homestays which is followed by star hotels and resorts.

The study found that the major part of the foreign tourists were from UK (27.5%), followed by USA (13.5%), Germany (12.5%), France (11.5%) and Australia (6%)

The study found that ‘Travel or trade fairs’ acted as the main source of information about Kerala, followed by the friends and relatives, Websites, Books, Guides and Travel agents. The study also found that the main purpose of visit to Kerala for foreign tourist was the cultural motivation, which was followed by rest and relaxation, leisure, health purpose, official, meeting friends and relatives and
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...pilgrim purposes. The most important reason for choosing Kerala as the destination was because of the uniqueness of the attractions (both natural & manmade including cultural attractions), followed by pleasing hospitality, shopping facility, good infrastructure, attitude of the local people, accessibility and variety of cuisines.

- The response for the question whether the government has got any role to play for tourism development shows that 96% of the foreign tourists gave the opinion that the government has got an important role. The study found that according to foreign tourist, the most important role of government was to act as the infrastructure developer, which was followed by protector of tourism resources, human resource developer, Promoter of tourism, coordinator of all departments of tourism and formulator of tourism policies.

- The main objective of the questionnaire was to measure the satisfaction of tourists on different destination attributes, for this HOLSAT model was used. The study found that for 11 out of the 24 Positive attributes, the difference between “experience” and “expectation” was significant. The difference between the experience and expectation showed negative value, for 11 positive attributes. That means the tourists were dissatisfied with the 11 positive attributes. The study found that the services of guides, public transportation systems (KSRTC busses & Railways) etc were to be improved to meet the expectation of foreign tourists. The tourists were also dissatisfied with the atmosphere at the beaches in Kerala, the recreational facilities in Kerala, the behaviour of hotel staffs, the quality of foods offered in restaurants in Kerala and also with the safety and security at the accommodation units in Kerala. They were also not satisfied with accessibility of the destinations in Kerala and also they don’t perceive Kerala as an inexpensive destination. But they were satisfied with the attributes like ‘the local foods and drinks of Kerala’, ‘The tourist information facilities’, ‘The services of travel agencies in Kerala’, ‘Internet and telephone connectivity in Kerala’, ‘the natural attractions in Kerala’, ‘the Ayurvedic treatments of Kerala’, ‘The house boat journey’ etc. These attributes are the real strength of Kerala tourism. Thus the study throws light to the areas which need improvement to ensure satisfaction of the tourists.
The study also found that for 7 out of the 12 negative attributes, the difference between “experience” and “expectation” was significant. The study found that the performance of 5 negative attributes scored better than expected and 7 scored bad than expected. The attributes like ‘The destinations in Kerala are overcrowded’, ‘Beggars and street vendors are very commonly seen in the tourist destinations in Kerala’, ‘Most of the destinations in Kerala lack public toilet facilities’, ‘pollution’, ‘Tourists are facing communication problem at the destinations’, ‘Traffic congestion is the main problem during travel by roads in Kerala’, and ‘The overall cleanliness and hygiene conditions in Kerala are very poor’ showed positive difference. That means that the tourists were dissatisfied with these seven attributes. The negative attributes like ‘difficulty in obtaining cash from the credit card or ATM in Kerala’, ‘difficulty in changing money while in Kerala’, ‘the cleanliness and hygiene conditions of the accommodation units’ etc showed negative mean difference which indicated the satisfaction of tourists. Thus the study found that the foreign tourists had highest levels of satisfaction with these 3 negative attributes, suggesting that the tourists did not have to pay as much concern to these attributes as they had expected.

The hypothesis “H0: There is no significant difference between the expectation and experience of the foreign tourist on different destination attributes of Kerala” was rejected and found that there exists difference between the expectation and their experiences of the foreign tourists with the different destination attributes of Kerala.

In order to test the hypothesis, whether any significant relationship exist among demographic variables and satisfaction of foreign tourist on different destination attributes, the variables were tested by independent samples test and analysis of variance (ANOVA) of the following demographic groupings:

1. Gender: - The study found that the gender difference has got no significance in determining the satisfaction of foreign tourists on different destination attributes. This indicates that there is no difference between the opinion of male and female tourists regarding the satisfaction on different destination attributes.

2. Age Group: - The study found that the age of the tourists has got significance in determining the satisfaction of tourist on different destination attributes. The
Post Hoc test results showed that the age group ‘50-60’ has got significant difference in opinion from that of age groups ‘below 20’ and ’20-30’ regarding the satisfaction on ‘Attraction’ attribute. Similarly the age group ‘40-50’ has got difference in opinion from that of age groups ‘below 20’ and ’20-30’; and the age group ‘below 20’ has got difference in opinion from that of ‘50-60’ group regarding the satisfaction on ‘Accommodation’ attribute. Regarding the satisfaction on ‘Accessibility’, the age group ‘30-40’ has got difference in opinion from that of age groups ‘below 20’ and ’20-30’. Regarding the satisfaction on ‘Amenities’ the age group 20-30 has got difference in opinion from that of age groups ‘below 20’ and ’50-60’. Similarly satisfaction on ‘Attitude of service providers’ the age group 30-40 has got difference in opinion from that of age groups ‘below 20’,’40-50’ and ’50-60’. Thus the study found that age is one of the important factor which affects the satisfaction of tourists on different destination attributes. So the planning should be made considering the age factor to ensure satisfaction of the foreign tourists.

3. Marital status:- The study found that marital status has got significance in determining the satisfaction of foreign tourists on ‘Accommodation’ attributes, ‘Attraction’ attributes, ‘Accessibility’ attributes and on ‘Amenities’ attributes. The Post Hoc test result showed that the married group has got different in opinion regarding the ‘Accommodation’ attribute from that of the unmarried group. On attraction the difference in opinion was between unmarried group and separated and widow/widower. The study also found that regarding the ‘Accessibility’ attribute, the married group showed difference in opinion from all the other groups.

4. Type of employment:- The study found that the type of employment has got significance in determining the satisfaction of foreign tourists on all destination attributes. The study thus found that the satisfaction of tourist on the ‘Accommodation’ attributes, ‘Attraction’, ‘Accessibility’ attributes, ‘Amenities’ and ‘Attitude of service providers’ varies depending on the type employment of the tourists. The Post Hoc test result showed that the satisfaction on ‘Attraction’ attribute, the group ‘Government employee’ has got difference in opinion from that of groups ‘Self-employed (business)’, ‘employed at private
sector’ and ‘Executive/managerial/professional’. Similarly regarding the ‘Accommodation’ attribute the group ‘Others’ has got difference in opinion from that of groups ‘Self-employed(business)’, ‘Government employee’, ‘employed at private sector’ and ‘Executive/managerial/professional’. The study also found that regarding the satisfaction on ‘Amenities’, the group ‘Self-employed (business)’ has got difference in opinion from that of groups, ‘Government employee’, ‘Employed at private sector’ and ‘Executive/managerial/professional’. Similarly the satisfaction on ‘Accessibility’, the group ‘Government employee’ has got difference in opinion from that of groups ‘Self-employed (business)’, ‘employed at private sector’ and ‘others’. Regarding the satisfaction on ‘Attitude of service providers’ the group ‘Others’ has got difference in opinion from that of groups ‘Self-employed (business)’, ‘and ‘Executive/managerial/professional’.

- The study found that the hypothesis $H_0$: There exist no significant relationship between the demographic variables of the foreign tourists and satisfaction of tourist on different destination attributes was rejected and concludes that the demographic variables have got significance in determining the tourist’s satisfaction on different destination attributes.

- The study found that the 98% of the respondents gave their opinion that they will recommend Kerala to their friends and relatives.

- Thus the analysis of foreign tourist’s data found that they were highly satisfied with the attractions in Kerala. The major findings of the study was that there exist significant difference between the expectation and experience of foreign tourists on different destination attributes. The attributes like ‘the local foods and drinks of Kerala’, ‘The tourist information facilities’, ‘The services of travel agencies in Kerala’, Internet and telephone connectivity in Kerala’, ‘the natural attractions in Kerala’, ‘the Ayurvedic treatments of Kerala’, ‘The house boat journey’ etc scored higher satisfaction of the foreign tourists and thus the study points out these as the strength of Kerala tourism. The study also points out the areas which need further improvement to achieve tourist’s satisfaction and according to the study findings the government has got a vital role to play for the tourism development in Kerala.
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The study found that the government has to give prime emphasis for the infrastructure development and protection of tourism resources as per the opinion of the foreign tourists. The study also found that the demographic variables have got significance in determining the tourist’s satisfaction on different destination attributes.

5.1.3 Findings from the data analysis of Resident Community

- A total of 800 responses were analysed using Spss (ver.21). Four hundred twenty four (53%) respondents were female while the rest were male (47%). The majority of the respondents were belongs to the age group 30-40 (24%) followed by 40-50(22.4%), 20-30(21.1%) and so on. The sample was dominated by those who studied up to graduate level (33.5%), followed by respondents who studied up to 12th(26.9%), below 10th level(25.5%), and post graduate(12%). 57.5% of the respondents were married and 49.1% were native of the destination where they are staying. 51.3% were not employed in tourism sector while the rest were(48.8%) employed in tourism related job. 22% of the respondents receives lot of money from the tourism sector, followed by 15.6% who got some income and 45.8% received none income from tourism sector.

- From the literature review the important variables which affect the resident community support were identified. Thus the present study identified ‘Perceived Costs of Tourism’, ‘Perceived benefits of tourism’, ‘Perceived role of government’, and ‘Overall community satisfaction’ as the important variables which affect ‘Support for tourism development’. In order to understand the underlying constructs measuring these variables, an exploratory factor analysis was performed.

- The factor analysis on the Perceived benefits of tourism gave two factors. The items under factor one stated about the economic benefits that the community gets by way of providing more employment opportunities, by attracting more investments into the community, creating additional tax revenues from tourists for the local government and thus increasing the standard of living of the community. The items also explained about the cultural benefits that the community gets from tourism development. So the factor one was named as ‘Economic and cultural benefits’. The items under factor two stated that the tourism improves the standard of roads.
and other public facilities and provides more parks and other recreational areas for local residents. Thus the factor two discuss the different facilities that the community gets from tourism development and the factor two was named as ‘Welfare benefits’. Thus the factor analysis on the Perceived benefits of tourism resulted in two factors namely ‘Economic and cultural benefits’ and ‘Welfare benefits’.

- The factor analysis on ‘Perceived cost of tourism’, resulted in three factors. The items under factor one stated that the tourism development has resulted in increase of cost of living, prices of goods and services and the real estate cost and property taxes. The items also stated about the social cost of tourism like alcoholism. So the factor one was named as ‘Socio-Economic cost’. The items under factor two stated that the tourism development has resulted in more vandalism in the community and it also resulted in the increase of the number of driving hazards. The factor two also contained the statement that the ‘tourism is likely to change our community's precious traditional culture’. So the factor two was measuring the social and cultural impacts of tourism and it was named as ‘Socio-cultural cost’. The factor three included items like ‘Tourism is likely to lead to prostitution in your community’, ‘Tourism has created damage to natural environment and landscape’, ‘Tourism produces large quantities of waste products which are harmful to the local community’ etc. The factor three was measuring the social and environmental cost of tourism and thus it was named as ‘Socio-environment cost’. Thus the factor analysis on the perceived costs of tourism resulted in three factors namely ‘Socio-Economic cost’, ‘Socio-cultural cost’ and ‘Socio-environment cost’.

- The factor analysis on ‘Perceived role of government’ resulted in three factors. The items under factor described about how the steps taken by the government had helped the community to develop further. So the factor one was named as ‘Community Developer’. The items under factor two stated about the role of government to ensure the community participation in tourism development and thus it was named as ‘Community Participation’. The factor three included items measuring the different role of government to reduce the different forms of pollution, to check the overexploitation of natural resources, to control the social problems associated with tourism like alcoholism, crime, prostitution, child abuse
etc. Thus the factor three discuss the role of the government to control the different cost of tourism development and thus it was named as ‘Controller of tourism cost’. Thus the factor analysis on the Perceived role of government resulted in three factors namely ‘Community Developer’, ‘Community Participation’ and ‘Controller of tourism cost’.

- The factor analysis on overall community satisfaction resulted in two factors and the items included in factor one measured the satisfaction of the community members on the social and environmental status of the area and thus the factor one was named as ‘Socio-environment status’. The factor two included items which measured the satisfaction of community members with the quality of life in the region, with the facilities which they are getting in the region because of tourism development, with the educational and healthcare facilities in the region and with the future conditions of the area as a result of tourism development. Thus the factor two measured the community satisfaction on different aspects as a result of tourism development and the factor two was named as ‘Tourism Development Process’. Thus the factor analysis on Overall community satisfaction resulted in two factors namely ‘Socio-environment status’ and ‘Tourism Development Process’.

- The main objective of the study was to develop a model for tourism in Kerala which could leads to sustainable development. Initially a research model was identified based on the items included in the questionnaire which theoretically explain the relationship between various dimensions of tourism namely, Perceived role of government, Perceived costs of Tourism, Perceived benefits of tourism, Overall community satisfaction and community Support of development of Tourism.

- The model was tested using 8 hypotheses which clearly stated the relationship between the variables under study. The fit statistics indicated that the CMIN value was 4.291 which was less than the limit of 5 and the RMSEA (0.046) value was also found to be at the satisfying condition of less than the maximum admissible value of 0.08. The three goodness of fit indices, namely GFI, NFI and CFI were above 0.90 which indicated that the model was an acceptable one. Thus the study developed a community support model for tourism for the state of Kerala with role
of government, benefits of tourism, cost of tourism and overall community satisfaction.

The study found that among the variables PBT (Perceived benefits of tourism) have a positive relationship with CS (community support) and the direct effect of PBT on CS is 1.10 which was comparatively higher than the effects of Overall community satisfaction (regression weight –0.17) and Perceived cost of tourism (regression weight –0.10) on Community Support. Thus the study found that PBT play a more direct effect on CS.

The study also found that there exist a positive relationship between PRG and OCS and the direct effect of PRG (Perceived role of government) explained less on Overall community satisfaction (OCS) with a regression weight of 0.59. The PRG is also found to have a positive relationship with PBT with a regression weight of 0.88. The direct effect of PRG on PCT was found to be negative (regression weight –0.60) but lesser when compared with PBT in absolute terms. This showed that PRG plays a more direct effect on PBT when compared to its direct relationships with PCT and OCS. The standardized regression weight showed that Perceived role of government had positively related with Perceived benefits of tourism and Overall Community Satisfaction, but had a negative relationship with Perceived cost of tourism.

The study also found that the Perceived benefits of tourism was found to have positive relationship with Community Support, whereas, Community Satisfaction and Perceived cost of tourism were found to have negative relationships with Community Support. The standardized regression weight showed that Perceived cost of tourism (PCT) had a negative relationship with Overall Community Satisfaction (OCS). But the result of the study showed that this relationship was not statistically significant. The model developed also showed that the Perceived cost of tourism (PCT), Perceived benefits of tourism and Overall Community Satisfaction have significant effect on Community Support.

Result of Hypotheses tested (H₃ to H₁₁)

The model estimation results showed that there exist a direct negative relationship between Perceived role of government and Perceived cost of
tourism. Hence the hypothesis $H_3$ that ‘There is a direct negative relationship between PRG and PCT’ was accepted.

- The regression weight of PRG on PBT was 0.659 which showed that there exist direct a positive relationship between PRG and PBT and hence the hypothesis $H_4$ ‘There is a direct positive relationship between Perceived role of government and Perceived benefits of tourism’ was accepted.

- The regression weight of Perceived role of government and Overall Community Satisfaction was 0.401 which showed that there exist direct a positive relationship between PRG and OCS and hence the hypothesis $H_5$ ‘There is a direct positive relationship between Role of Government and Overall Community Satisfaction’ was accepted.

- The regression weight of PBT on CS was 1.521 which showed that there exists a direct positive relationship between PBT and CS and hence the hypothesis $H_6$ ‘There is a direct positive relationship between Perceived benefits of tourism and Community Support’ was accepted.

- The model results showed that there exist a direct negative relationship between Community Satisfaction and Community Support with the regression weight being negative (-0.266) and hence the hypothesis $H_7$ ‘There is a direct positive relationship between Community Satisfaction and Community Support’ was rejected.

- The model results showed that the regression weight of PCT on CS was −0.142. So it was concluded that there exist a direct negative relationship between PCT and CS and hence the hypothesis $H_8$ ‘There is a direct negative relationship between Perceived cost of tourism and Community Support’ was accepted.

- The model result showed that the regression weight of PCT on OCS was –0.017 which was found to be not significant. However, this goes in line with the assumption of the $H_9$ hypothesis. But the hypothesis $H_9$ ‘There is a direct negative relationship between Perceived cost of tourism and Overall Community Satisfaction’ could not be held since the relationship was found to be not significant.
The regression weight of PBT on OCS was 0.344 which showed that there exists a direct positive relationship between PBT and OCS and hence the hypothesis H$_{10}$ “There is a direct positive relationship between Perceived benefits of tourism and Overall Community Satisfaction” was accepted.

The indirect effect of PRG on CS was found to be positive (0.897). When PRG goes up by 1, CS goes up by 0.897. This is higher than the combined effect of PRG on OCS and OCS on CS. Hence the hypothesis H$_{11}$ ‘There is an indirect effect of PRG on CS’ was accepted.

5.3 Contributions of the study

The major contribution of the study is that the study proposes a model for Kerala tourism (Annexure J). The community based tourism initiatives ensures sustainability and therefore the model developed can serve as the guiding manual for these kinds of initiatives. The study also explains the role of government for the development of tourism in tourists’ point of view as well as in resident community’s point of view. According to domestic as well as foreign tourists the government has to primarily focus on developing infrastructure facilities for the development of tourism and secondly should take proper steps to ensure the protection of tourism resources. The study also explained the other important roles of government for the development of tourism and in their view the other roles were ‘as the human resource developer’, ‘as the promoter of tourism’, ‘as the coordinator of all departments of tourism’ and ‘as the formulator of tourism policies’. While in resident’s point of view the government has to play three roles for ensuring community support for tourism. The major roles of government in resident’s point of view were ‘Community Developer’, ‘Community Participation’ and ‘Controller of Tourism Cost’. The ‘Community Developer’ is the major contributing factor among these three roles of government. Thus the study provides useful insight to the tourism authorities by explaining the different roles of government for the development of tourism in tourists’ point of view as well as in resident community’s point of view. By delivering these duties the government can ensure maximum benefits to the community from tourism development in Kerala and at the same time can ensure quality visitor experience. The first and second objectives of Kerala tourism policy (2012) are also focussing on these two areas. The objectives of Kerala tourism policy
(2012) can be stated as ‘the tourism development should ensure maximum benefits to the community’ and should also result in ensuring ‘quality visitor experience’. The study not only explains the different roles of government for tourism development but also explains a model of community support for tourism development. The model thus developed explains the different relationship between predictor variables of community support. As the recent initiatives of Kerala tourism like responsible tourism, village tourism etc mainly focusses on the community involvement in tourism, this model can be taken as the guide to ensure successful tourism development.

The study measures the expectation of tourists (both domestic and foreign) on the important travel attributes which are particular to Kerala. The study explains both positive and negative attributes of Kerala tourism and clearly measures the tourist’s satisfaction on these attributes. The result of the present study can be used to understand the areas which are lagging behind and the study also highlights the strength of Kerala tourism. So the concerned authorities have to concentrate on the areas which need improvement and at the same time proper steps have to be taken to retain the quality of destination attributes which are considered as the strength of Kerala tourism on which the satisfaction of the tourists are achieved. Thus the result is very useful for the tourism authorities while planning for adopting suitable strategies to increase the tourist flow.

5.4 Conclusion of the study

The study thus able to explain two major areas ‘the resident community support’ and ‘the tourist satisfaction’. The study proposes a model for Kerala tourism (Annexure J). The study explains that the community support is vital to ensure sustainability at the destinations and suggests a model of community support for Kerala tourism. The study had identified the major variables which predict the community support and described the relationship between these variables. The model developed clearly show the ways by which the resident community support for tourism development can be improved. The study suggested that the Perceived benefits of tourism and Perceived role of government strongly affects the community support.

The study also made an attempt to understand the satisfaction level of tourists (the domestic and foreign) on different destination attributes of Kerala and found that the expectations of tourists were not fully met. This enabled the researcher to identify
the major strength and weaknesses of Kerala tourism. The strength of tourism are the areas where the satisfaction of tourists are met. Even though they are not fully satisfied with the facilities, 98% of the foreign and 97% of domestic tourists gave their opinion that they will recommend Kerala for their friends and relatives. The reason behind this is the uniqueness of the attractions here. The study further validates the applicability of HOLSAT model and the findings are useful for the tourism authorities for further improvement in the tourism industry to ensure tourist satisfaction. The study also explains how the demographic variables affects their satisfaction on different destination attributes. Thus the study was able to explain the problem under study.

5.5 Recommendations of the study

➢ The major contribution of the study is that the study proposes a model for Kerala tourism (Annexure J). The model developed through this study clearly explains the factors which affects the resident community support for tourism development. The government can use this model as a guide for the community based tourism developments. The model also explains the major roles of the government to ensure resident community support. The Kerala government can make use of this model to ensure sustainable development through community involvement.

➢ The study recommends that for ensuring sustainable development, the Kerala government has to adopt community support tourism models. The study suggests a model of the resident community support for tourism by explaining the areas like role of government, the perception of residents on different tourism impacts and the overall community satisfaction with the present tourism development. The recommendations of the study to achieve community support are the following

- The community support is positively affected by the Perceived benefits of tourism. So to enhance community support the benefits should be maximised. The model suggests two sub factors under Perceived benefits of tourism namely ‘Economic and cultural benefits’ and ‘Welfare benefits’. The study describes that among the two sub factors, the residents are more interested in the economic and cultural benefits of tourism. So the study recommends that the government has to ensure that the tourism development results in providing maximum
employment opportunities to the residents and also should conduct programmes for the enhancement of their culture.

- The Community support is negatively affected by the Perceived cost of tourism. So to enhance Community support the negative impacts has to be minimised. The study suggests three sub factors under Perceived cost of tourism namely, ‘Socio-Economic cost’, ‘Socio-cultural cost’ and ‘Socio-environment cost’. The study also suggest that among the three, the residents are more concerned with the ‘Socio-environment cost’ of tourism. So to minimise the socio environment cost, the government has to strengthen the pollution control measures. The destination has to be declared as plastic free zones and should take proper waste management techniques.

- The study suggests that these Perceived impacts of tourism can be managed by the Government and also suggests three roles for the government to act namely ‘Community Developer’, ‘Community Participation’ and ‘Controller of Tourism Cost’. The study thus suggests that if the government is successfully performing their three roles namely Community developer, Community participation and Controller of tourism cost, then the resident community will be benefited from the tourism development. So in order to reap maximum benefits from tourism, the study recommends proactive role of the government in the tourism development process.

- The study was able to firm up on the important variables which can be termed as ‘satisfiers’ and ‘unsatisfiers’ for tourists visiting Kerala. Satisfiers are the real strength of Kerala tourism and it includes the attributes like ‘the local foods and drinks of Kerala’, ‘The tourist information facilities’, ‘The services of travel agencies in Kerala’, ‘Internet and telephone connectivity in Kerala’, ‘the natural attractions in Kerala’, ‘the Ayurvedic treatments of Kerala’, ‘The house boat journey’ etc. The unsatisfiers includes the areas where the tourists are dissatisfied. The tourists are dissatisfied with the overall cleanliness of the destinations, bad conditions of the roads, the various kinds of pollutions, lack of public toilet facilities’, the inadequacies of infrastructure and the pollutions at the beaches. These
attributes need the consideration of the government authorities and the authorities has to take the following measures:

- To avoid littering at the destinations, there should be adequate number of waste bins at the destinations and proper disposal of these wastes are also ensured on a regular basis.

- The various kinds of pollution is another important area which needs attention. To avoid land pollution, the use of plastics should be banned at the destinations. Antilittering policies should be strengthened. The destination cleaning work has to be given to them those who litter the destinations.

- Control should be made regarding the number of houseboats to minimise water pollution. The government should also ensure that the wastes from the houseboats are properly disposed without merely throwing into the water bodies.

- To ensure cleanliness at beaches there should be adequate number of waste bins and should also ensure the proper waste disposal from these bins on a regular basis. To minimise littering the beaches in Kerala has to be declared as plastic free zones. There should be adequate number of toilets at the destinations.

- The bad conditions of roads in Kerala needs the urgent attention of the concerned authorities. The maintenance work should be properly done in every six months. The maintenance work has to be completed before the monsoon months because tourists are coming to enjoy the monsoon rains.

- The adequacies of infrastructure should be ensured by provision of accommodation facilities, restaurant facilities, travel facilities etc. Even though the government is directly involved in these areas through the KTDC hotels, KTDC restaurants and KSRTC buses, it has been noticed that many of the KTDC restaurants are not providing services worth the money paid. The conditions of public transportation system is also pathetic. The government should upgrade the facilities at the KTDC restaurants and hotels.

- The usefulness of the HOLSAT is further validated by this study. In order to plan for the future prospects of a destination, it is important to know whether the
destination facilities met the needs of customer expectations or not. Satisfaction surveys are the effective tool that can be used for this kind of assessment. Hence, the satisfaction surveys like this using HOLSAT, have to be conducted once in a year to identify the areas which need improvement to ensure tourists satisfaction.

5.6 Scope for Further Research

- The tourist’s satisfaction studies on different type of tourism like beach tourism, back water tourism, Ayurveda tourism, medical tourism etc can be conducted using the same HOLSAT methodology.

- The cross sectional descriptive methodology was adopted in this study for developing the model. So it would be better to conduct a longitudinal descriptive study of the resident community.

- The model was developed using the data collected from selected destinations in Kerala. So further research should attempt to test the model in other destinations positioned at different stages in the tourist area life cycle.

- The present study mainly focuses on the resident community and the government for developing the model for tourism. Research can be conducted to develop a model by focussing on the tourism industry elements like Tour operators, travel agencies, accommodation sector etc.