CHAPTER VII

MAJOR FINDINGS, SUGGESTIONS AND POLICY IMPLICATION

In this study area, Tiruchirapalli town alone has a wide network of infrastructure facilities. Eventhough Rock Fort, Teppakulam, St. Joseph's College Church and Naghar Ali Darga are tourist attractions - foreign and domestic tourists can go round the hectic commercial areas like the N.S.C.Bose Road and the Big Bazar. Because of Tourism Development, more than 2300 maxi cabs are available for Tourist Service. Similarly 1684 Travel Agents are ready to cater to the needs of the tourists. As a result, 4600 persons in maxi cabs and 3368 persons in Travel Agency have got employment.

Coming to Srirangam, since 1987, with the construction of the tallest tower in Asia, tourists throng this temple city. While foreign tourists visit this town only to see its architectural and sculptural beauties - domestic tourists visit Srirangam by buses/luxury coaches to have Dharshan (worship) of Lord Ranganatha and his Holy Consort.

As a result 4 new hotels and 32 tourist oriented shops have come to stay at Srirangam. On an average 10 buses from outside Tamilnadu (mainly from Andhra Pradesh and Karnataka) come to Srirangam, carrying tourists.
Even though Tiruvanaikoil is another pilgrim centre, mainly worshippers of Lord Siva (who is in water), visit this place. Impact of Tourism Development has not risen to that level of either Tiruchirapalli Town or Srirangam. Same is the case with regard to Mukkombu (a picnic spot located within 10 kms of Tiruchy town) where mainly domestic tourists visit to enjoy natural scenery.

After providing a literal description about Tourism sector's impact, it is proper to give the study results in a nutshell.

1. There is a gap in room occupancy by Foreign Tourists.
2. Room rent does not influence room occupancy by foreigners.
3. There is high multicollinearity between room rent and maintenance cost.
4. Foreign tourists' arrival/occupancy is influenced by room servicing and foreign exchange rate. Foreign tourists felt the unnatural increase in Rupee-Dollar Exchange Rate should be adjusted.
5. The arrival of foreign tourists is high in winter season and the flow of domestic tourists is very high in summer season. The reasons have been explained in the Analysis Section.
6. The presence of multicollinearity and as a result that of Autocorrelation among the explanatory variables, for both domestic and foreign tourists should be taken note of, to set right matters, in future.
7. Only Ayyappa devotees (Sabarimalai Pilgrims) and staunch Vaishnavaites come on tour in winter season. Naturally the number of domestic tourists visiting the study area is less when compared to summer.

8. Mukkombu is mainly a picnic spot. Since Tiruchirapalli town is very near Tourism infrastructure could not be developed. If Event Tourism is developed then, this tourist spot might attract more foreign tourists. For, after all, participation in leisure/pleasure activity forms the basis of Tourism.

9. Foreign Tourist expenditure in Tiruchirapalli Town is very high (Rs.2500 on an average) when compared to other tourist spots.

10. Domestic tourists' contribution to Srirangam temple Hundi (cash gift) far exceeds that of Tiruchirapalli Rock Fort temple and Tiruvanaikoil.

11. The hotel sector has received a "big push", as a result of both foreign and domestic tourists and there is heavy concentration of hotels in Tiruchirapalli Junction area. This is not the case either at Srirangam or at Tiruvanaikoil, for the simple reason, Tiruchirapalli Junction could be reached by town bus within 45 minutes.

12. Package tourists/mass tourists stay in choultries/marriage halls, pay less rent, for a day and leave the next day, from Srirangam.
13. Employment multiplier exhibits a positive increasing trend (63 per cent in Tiruchirapalli town and 55 per cent in Srirangam).

14. But, with regard to Income multiplier Srirangam region exhibits a lesser rate than that of Tiruchirapalli town. This is natural, for Tiruchirapalli town is the District capital with all infrastructure facilities. At the same time, increasing trend in income generation as a result of Tourism, at Srirangam should not be lost sight of.

15. With regard to satisfaction level, foreign tourists get greater satisfaction from Architecture and natural scenery - domestic tourists derive greater satisfaction from worship (temple visit) recreation and entertainment.
Suggestions

A thorough discussion enables us to conclude that the following measures should be adopted to promote tourism business:

The communication links should be improved further by starting new bus services and establishing air links.

The list of services in the tourist sites should be revised and made more competitive.

The room rents should be reduced to the bearable limit of Rs.250-300. The services inside the premises, should be improved further.

The efficiency of the staff should be especially toned up. They should regularly undergo training so as to know the needs of the tourist as also to remain fully aware of changing needs and altering priorities.

The association of the private sector both in tourism and hotel industry should be strengthened.

There is a need to construct low budget hotels and not Five star hotels only.

Specialists in the field should be employed.

There is an urgent need for a review of the tourism policy.

The cooperation between the Government and the Private sector should be enhanced in the sphere of tourism.
Development of selected tourists circuits/centres which are popular with the tourists instead of spreading limited resources thinly over a large number of circuits/centre.

Diversification of tourism to India from the traditional sight seeing tours centered primarily on places of cultural tourism interest towards the more rapidly growing holiday tourism within the framework of the country's milieu with a conscious attention to the esthetic, environment and socio-cultural implications of tourism projects.

Restoration and balanced development of national heritage projects of cultural, historical and touristic importance to exploit India's unique position as culture tourism destination and to utilize tourism as a major force in support of conservation of national heritage.

Exploration of new tourist generating markets particularly in the Middle East, South East Asian countries who have a broad spectrum of cultural affinity with India.

Focussing on his spenders and to provide abundant opportunities for excellent shopping in the country.

Creation of more centres of recreation and pleasure homes having regular performance of music, dance, drama or mimic play, acrobat, rope-dancing demonstration of snake
charmers etc. to provide more pleasure to the foreign tourists.

Accommodation

The hotel accommodation is concentrated mainly in four metropolitan cities of Bombay, Delhi, Madras and Calcutta and six other cities. The slow pace of increase in the hotel accommodation is being maintained. It is expected that the requirement of hotel rooms by the turn of the century is expected to be of the order of more than one lakh rooms. This means almost doubling of the capacity within the next decade. Therefore, urgent attention needs to be given to the construction of more hotel accommodation. The Central and State Governments should think of such a hotel policy which may bring forward more hoteliers to construct spacious hotels. Land, water, electricity should be provided to such hotels on concessional rates and the long chain of completion of paper formalities for procuring licence and registration etc. should be cut short.

There will be increased demand for accommodation of appropriate categories of not just 4 or 5 star but 1-3 star categories of Hotels, Motels, lodging houses, youth hostels and caravans, sarais as well. A whole range of luxuries is not required for most tourists. The emphasis in all cases, however, should be on clean accommodation and hygienic
facilities. At present, construction of hotels in specified backward areas is eligible for tax concession and investment subsidies. We, hence, recommend that the term backward areas should be extended to cover areas of high tourism potential also.

**Travel Trade, Marketing and Export of Service**

According to the estimation, only 10-15 per cent of the total foreign tourist traffic is channeling through travel agents/tour operator, and the remaining make their own arrangements for travel and stay. It is more cost effective to allocate sufficient resources in a few select markets to achieve the objective of 'Marketing Effectiveness and Penetration' than selling worldwide. Thus, once a few select markets are identified and a plan drawn-up, the airlines, hotels, travel trade, etc., should concentrate on these areas for optimal utilisation of resources. It is therefore suggested that:

Launching of a 'Country Market Plan' in key markets by pooling resources of the various public and private agencies in place of independent and disjoined efforts presently undertaken by these organisations so as to project a better image of the country which would yield an abundant enhancement for tourism growth and also be of advantage of trade and commerce.
Tourism and Transport

It is not possible for Air India to meet the growing traffic load for nearly five million tourist expected to visit the country by the year 2000 A.D. It is, therefore, necessary that the country adopts a liberal policy to allow foreign airlines to meet the projected demand for travel to and from India. It is feared that Air India would not get adequate capital for its expansion programme through the public exchequer. It is, therefore, worthwhile to consider partial privatisation of the airline with the majority share remaining with the Government. It is, therefore, recommended that air charters should be liberally allowed as long as the price of the total tour package is not less than the promotional fare applicable for scheduled air services to/from India. As is the case with Air India, Indian Airlines may also not be able to achieve their desired expansion due to serious constraint resources. It may, therefore, be worthwhile to consider partial privatisation of Indian Airlines also with the majority holdings remaining with the government. It is further suggested that the moment when the Government starts planning on developing a particular area as tourist destination, proper emphasis on proper transportation facilities also be given so that development of tourist centre and transportation facility may become hand-in-hand.
High cost and lack of reliability of domestic air
conditional equipment for cars and coaches together with
high custom duties on imported plants have affected the
provision of requisite transport to tourists they are
normally accustomed to. Until remedial measures are taken
and India is able to provide surface transport of inter-
national standard, it will be difficult to promote travel
within India by road effectively, specially during the
summer and the monsoon seasons. Non-maintenance of time
schedules is another irritant factor. It can mean missing
connections by the tourists who often operate on a right
time schedule. Frequent rescheduling of Indian Airlines
flights and fares should be avoided. Procedural frame work
involved in transportation should also be simplified.
Getting tickets in time is a problem for tourists in various
metropolitan cities, so is the case with the reservation of
seats and berths in the railway and airlines. Ticket
counters should be opened in different localities in big
cities for tourists on the pattern being followed in Delhi
and Bombay. Lately, the Indian Airlines and Vayudoot has
set-up Directorate of Tourism in their organisations which
will co-ordinate with other agencies concerned with travel
trade, on various issues of mutual interest like planning
new services, special group fares, promotional campaigns
etc.
Training Programmes for Employees

If there is an industry that survives on optimism, it is tourism. Future plans are so framed as to sound impressive. Tourists are assured a smooth sail. No doubt it means well. But promises lose their edge when the basic infrastructure—such as trained personnel—is missing. Nothing, in this case, can ensure prompt service. The national action plan on tourism places the annual requirement of manpower in hospitality industry of 28,000 staff—a conservative estimate by all standards. At the present level of expansion, the accommodation sector alone will need, 1,80,000 additional hands by the turn of the century. Hotels in small and medium towns and off-beat destinations do not have trained personnel, while the bigger hotels in large metros can boast of a much superior workforce. It is highly felt that the main constraint in the development of this sector is trained and experienced personnel. The vacuum is everywhere, ranging from airline ticketing to safari outfitters and coach drivers to kitchen chefs. Each segment demands a degree of specialization and sophistication.

The research study does support the above finding. The opinion tendered by the respondents on the following questions is divided. Many of them said that it is unsatisfactory.
1. Behaviour of the guides at the tourist spots,
2. Knowledge of the tourist guides—language problem,
3. Behaviour of reception staff in hotels,
4. Behaviour of service staff.

The present turnover of professionals from training institutes and hotel groups is meager. Educational institutions running the diploma or degree course in Tourism and Travel Management or Hotel Management can be counted on fingers. There is an urgent need to enhance its number. This is the age of the professionals and tourism demands specialization. Training programmes must incorporate significant aspects like behavioural aspects, human relation aspect and management by objectives etc. After the training programme is over, it must be seen whether the contents of training programme are consistent with the job or not. If it is transferred on-the-job then proper incentive must be given to proposing employees as it will work as an emulating example for remaining work force. Since the job of tourism management requires a high degree of dedication and sincerity on the part of employees, it is the need of the hour that the personnel training programmes should be launched in such a way as can inspire and infuse the sense of dedication and sincerity in the employees.
Quality of Food Stuff

Though the quality and standard of food stuff served is an incentive to reckon in attracting the tourists, yet it is not of that importance as of a 'SUMPTUOUS' breakfast and 'COMFORTABLE BED'. The tourist leaves his accommodation in the morning for visiting places/sites of tourist fame. At the time he needs heavy and qualitative breakfast so as to make him able to walk, climb, to ride and to travel. In case he feels any appetite for food and drink during that period, he can conveniently get the same on the spots he visits. On many occasions, the tourists skip off their lunch on account of their engagement and anxiety to visit places of tourism by extending their schedule time. It is only in the evening that a tourist takes dinner on which attention is to be paid. Here it may be submitted that in addition to the continental dishes, proper stress must be attached to the local food and every effort should be made to prepare and make popular various Indian dishes so that the foreigners may be familiar with Indian culture and tradition through the local food stuff. For example:
Legislation

Statistical information as collected and interpreted about the issue regarding the regulation of hotel tariff by the Department of Tourism says that it does not appear to be justified. The tariff may best be allowed to find its own way and level. It is hoped that the market force will result in competitive prices, efficient services and the improvement of productivity. As such there is no need for a Tourism Act.
Policy Implications

A new and perfect Tourism Policy must envisage creation of an environment conducive to attract more private sector investment in India. Apart from providing a special package of incentives like tax concessions and assistance for infrastructure development, the policy should also outline the strategy for developing cultural tourism, wildlife and adventure tourism, leisure and business tourism at metros and major tourism centres as also pilgrim tourism at places of religious importance. Incentives should be available only to new tourism projects or for expansion of existing projects envisaging an investment of rupees 50 lakh only. In case of other activities, the minimum investment for new projects should not be less than rupees 50 lakh. These incentives should be available to private entrepreneurs as well as Tourism Development Corporation for setting up hotels, health farms, recreational centres, rope-ways, museums, amusement parks, arts and crafts villages and other bonafide tourism related activities. Facilities should also be provided for air-conditioned luxury coaches and mini-buses and imported limousines purchased by registered tour operators for tourist transport. Apart from providing Governmental land for setting up joint ventures, the policy should also
propose to extend major concession in luxury sales and enter-
ainment taxes. For development of cultural tourism, it is
proposed to develop 'heritage sites' to turn these into
living heritage centres so as to enable tourists to feel
experience of legacies of the past. The State Government
must have a will to set up joint venture companies and offer
these properties on equity participation on its behalf with
management by the private sector. The princely houses would
then also be encouraged to convert their properties into
hotels and efforts shall be made to link these with
international marketing agencies and hotel chains. State
Government should undertake upgradation of air strips and
construction of new air strips to places of tourism which do
not have this facility. The Government should also invite
private sectors participation in air taxi services to link
the locations of tourism spots with major metros.

To cease the growing menace of misbehaving,
cheating, looting, kidnapping and even killing of the
tourists, there is an urgent need of formation of tourist
police squads. Recently reports have appeared in several
newspapers about such incidents which is indeed harmful for
the development of tourism industry. Immediate attention
must, therefore, be paid by the State Governments, to
provide tourist police to the Tourism Corporation which should employ it at the place of stay of tourists, tourism spots and shopping centres.

The hotel industry would be unique if Government regulations did not, directly, affect it. So in concluding a look at the future, the government actions shall be reviewed that could further affect the industry.

Any legislation enacted that reduces the ability of a corporation to deduct hotel expenses from its taxable income will adversely affect the industry. This applies not only to the individual business traveller's lodging or entertainment but also to the much larger area of the deductibility of convention expenses.

Today the Government is faced with continuing inflation. At the same time, there is more activity than ever before in consumer protection. Both these factors suggest the possibility that at some future date price controls will be imposed. To the extent that some controls extend to the hotel industry, their effect will depend on the degree of which wages are also controlled. The government must recognize that minimum wages established for industry cannot be applied to a service industry where worker's earnings are materially increased by gratuities received.
Substantial government legislation is also necessary to be enacted in the areas of guests and employees safety. Such legislation has an impact on the cost of new facilities required to conform with such regulations.

According to William S. Gray, Financial Controller, Equinox Hotel & Spa, Manchester Village, Vermont and Salvatore, C. Liguori, Hotel Controller and Administrator (Retired) in their book Hotel and Motel Management and Operations the future of the industry is not all negative as far as government actions are concerned. For many countries including the United States, the balance of payments is a major concern, and a strong and healthy tourist industry can do much to help an inflow of tourism advertising and promotion. While the drop in the value of U.S. dollar has had negative impacts, in many areas it has had some positive effects on domestic tourism in as much as the higher cost of travelling abroad has motivated many people to travel within the U.S. as opposed to spending their vacations overseas.

It becomes, therefore, essential to consider the 'Cost' point in right earnest so as to attract good number of tourists and promote this industry. In our rapidly changing society, the tourism industry may have its share of problems in the years to come, but with effort, cooperation and the ability to make use of new technology, it will certainly prosper.