Chapter – IV

GROWTH OF TOURISM IN KANYAKUMARI DISTRICT

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4.1. INTRODUCTION:

The chapter, entitled Growth of Tourism in Kanyakumari District furnished details about the accommodation, shopping and recreation facilities and information services in the Kanyakumari district.

4.2. Accommodation sector in Tourism

Accommodation is another amenity of tourism. Tourism is dependent on the type and quality of accommodation to a great extent. So, the expansion of tourism inevitably brings about the development of accommodation. Accommodation by itself may be an attraction. Sometimes people visit a particular spot simply because there is a first class hotel, which provides excellent services and facilities. Hence, accommodation is very important for tourists as well as in generating employment opportunities to unemployed persons.

The demand for accommodation away from home has become an important function of tourism. Tourist accommodation is temporary. Its activities serve trade solely and represent one of the three fundamental pillars of tourism- travel, stay and amusement. Accommodation is a comprehensive term and includes all the facilities used for the sojourn of a traveler such as hotel, motels, travel bungalows, camping sites etc.

It is a very meaningful to view tourist accommodation from the point of view of hotel industry alone. The demand for accommodation is met by a variety of facilities- hotels, motels, tourist lodges, tourist bungalows, holiday campus, house boats etc. Most of these establishments provide meals and refreshments and other services, but some confine themselves to the provision of accommodation only. All these establishments their nature, nature of work and types of services are grouped under the heading accommodation sector.
The accommodation sector is very important in tourism industry, because it is here the tourist, after a long travel a day of busy travel activity takes rest and replenishes his energy and gets himself prepared for another day of tourist activity. So, unless his stay is pleasant, he will not be in good mood to enjoy the beauties of tourist spots. Rest, relaxation and entertainments are the key factors in accommodation sector to attract tourists.

Most of the foreign tourists especially from European countries visiting India encounter a hot climate, and hence, they prefer to stay in air-conditioned rooms. In order to attract such tourists, accommodation with air condition facility at tourist spots is a must. Similarly, their food habits are quite different. Hence, the facility to cater to their needs in respect of food is also a must. Tourist accommodation is used to denote the facilities arranged for short term accommodation of guests either with or without service against payment.

Accommodation used by travelers may be divided into several categories ie., according to the aim sought, statistics, investment policy encouragement of certain types of tourism etc. Broadly, the accommodation can be classified on the basis of the following criteria.

a) On the basis of economic importance.

1) Hotels and traditional establishments.
2) Supplementary establishments. Youth hostels-motels, traveler lodgers, holiday camps etc.

b) On the basis of type of users.

Commercial establishments. It includes hotels open to all categories of tourists.
c) Establishments of special nature which are accessible only on certain conditions and only to limited clients for example, trade union holiday homes, camping sites for clubs etc.

d) Private lodging ie., secondary residence weekend bungalow, tents, caravans, yachts etc.

e) On the basis of type of property. This may be owned by an individual or a body

   corporate like transport company, company, state etc.

f) On the basis of duration when open like seasonal enterprises etc.

   All the tourist accommodation have been divided into

i) Hotel and similar establishments such as hotels, motels, boarding houses and inns etc.

ii) supplementary means of accommodation which includes youth hostels, camping and caravansite, recreation centre for children, mountain huts and shelters, convalescent homes and registered private accommodation such as rented rooms, apartments and houses.

4.3. HOTELS AND SUPPLEMENTARY ACCOMMODATION

Hotels are the vital and essential part of the tourist industry. Without an adequate development of hotel resources, all the natural scenery, all the climatic virtues and all the sporting and recreational facilities will not suffice to sustain in good volume of tourist trade. Hence, the hotel industry is certainly not an activity which can be considered separately from the interests of tourism, both from economic facts and from the public interest.

   The Hotel industry also influences the activities of the economic circles which cater to their business trips with the best accommodation and adequate services. Hotels are the most essential facilities at destination, that the country must provide, if it wishes to build up tourism. As a result of industrialisation and development of means of
communications and mechanization, people have necessarily to travel on account of business, profession, education, pleasure and social calls. To cater to the primary needs of such people, thousands of catering establishments are functioning. It is equally necessary to hotels at various levels – low priced, moderately priced, highly priced and few luxury hotels. Some hotels serve exclusively to rich international tourists or businessmen. While some others provide food and shelter for working class people. Thus hotels are essential utility services. It is estimated that about fifty percent of foreign exchange earnings from the tourists is earned by hotels. In order to promote tourism, there is need for opening of new hotels at every place in all tourist spots.

**Hotels can be tourist sport.**

a) international Hotels  
b) Commercial hotels  
c) Residential hotels  
d) Resort Hotels  
e) Floating Hotels  
f) Capsule Hotels etc.,

**a. International Hotels**

These are luxury hotels in western style, classified on the basis of an internationally accepted standards placed in various star categories, ranging from 5 star to 1 star, depending upon the facilities and services provided. Stay in these hotels is very comfortable and have well provided facilities such as good reception and information counter, banquet halls, conference facilities, a number of shops, travel agency, money changing and sate deposit facilities, restaurant facilities, bars etc. These hotels have various departments and are managed by experienced persons in the field of hoteliering. Such hotels are suitable for metropolitan cities and other important commercial and tourist centres and play an important role in promotion of tourism.
b. Commercial Hotels

Such hotels are primarily appeal to the travelers who are on business and cater to the people who are visiting a place for commerce and business and are located in important commercial and business centres. These hotels also provide restaurant, grill room, functioned accommodation, garage etc.

c. Residential hotels

Such hotels are often referred to as apartment hotels and the tariff is charged on monthly, quarterly, half yearly or yearly basis meals are not provided to the quests in these hotels.

d. Resort Hotels

These hotels are located near the sea, mountains and in other areas of abounding natural beauty. Rest, relaxation and entertainment are the key factors in building the resort hotels. The resort hotels provide some special services of recreation such as swimming pool, golf, course, tennis courts etc.

e. Floating Hotels

These hotels are located in the surface of sea water or on a lake. All facilities of a hotel are available in these hotels. In some countries, old luxury ships have been converted into floating hotels.

f. Capsule Hotels

Such hotels are popular in Japan and have not found their place in India.

Supplementary accommodation

Accommodation other than conventional type of hotels are called supplementary accommodation and are moderately priced.
4.3.1 Motels

Motels are wayside inns meant for motorists and other tourists, traveling by road and are popularly known as transit hotel for travelers. The important facilities provided in a motel are free parking and garage facilities, restaurant facilities, accommodation, public catering and recreational facilities. Compared to other hotels the price charged for accommodation and meals is very cheap.

4.3.2 Youth Hostels

These offer clean, moderate and inexpensive shelter to young people who travel independently or in groups, on holiday or for educational purpose. The objective of youth hostel is not merely accommodation and boarding but also to serve as centres to young people of different places to know and understand each other.

4.3.3 Carvan Camping Sites

These are usually called camping grounds, or tourist camps or open air hostels and are equipped to receive mobile form of accommodation used by tourists. These are popular in western countries. Pension and tourist holiday villages are other forms of accommodation popular in western countries.

4.4 Role of accommodation sector in promotion of Tourism in kanyakumari

In kanyakumari District, the main spot of tourism attraction is kanyakumari, known internationally as cape comorin. This is the place where the three seas – Indian Ocean, Arabian sea and the Bay of Bengal merge and hence, it has become a sacred for Hindus, and Hindus from all over India, visit this place to perform their religious rites and to have a holy bath in the sea. Thus it was and has been a tourist spot from the time immemorial.
Initially, the Devasthanam lodge provided accommodation to the tourists. The Maharajah of Travancore, used to visit this place every year and bath in the sea and for that purpose, a bathing ghat was constructed. Latter on, the gandhiji memorial, the Vivekananda Rock memorial, The thiruvalluvar Statue etc., were constructed one by one. Many development activities were planned and are being implemented one by one. A tower, to view sunrise and sunset, Children’s park etc., are being constructed. Now people of all religion visit kanyakumari. A number of hotels have come into existence. The Tamil nadu Hotel, a Tamil nadu Government undertaking is also catering to the needs of tourists.

In the earlier days, there were not enough hotel accommodation available and so the tourists did not halt here. They came, saw the spot and left for nagercoil or Trivandrum for their halt. Now, the hotels are able to meet their requirements in accommodation sector. From the T.T.D.C. Officer at kanyakumari, particulars of number of units available in accommodation sector with their capacity were collected. It is ascertained that there are 41 units functioning in kanyakumari with 41 A/c rooms having 94 beds and 1170 non A/c rooms having 2940 beds. Similar particulars in respect of other places in kanyakumari District, also were collected (proforma enclosed)

These hotels provide accommodation to all types of tourists including foreign tourists. But, the foreign tourists prefers star hotels for their stay. There are only one star hotel and 3 single star hotels in kanyakumari. They offer well furnished accommodation to the tourists as well as foreign tourists. Besides these, there are a number of unclassified hotels and lodges are also available.

The southern Railways have retiring rooms. Which are available to only those who have a valid Railway Ticket. The Central Government guest house is available to Central Government Servants and Retired Central Government servants. Though these
units serve a particular class of tourists and make their stay inexpensive, their availability create a desire on the particular class of people to travel.

The tourist Bungalows also provide accommodation facilities to the tourists. The Y.M.C.A. Nagercoil also cater to the needs of the foreign students and missionaries for their stay and travel.

The most essential thing in the activities of the hotel industry, is the king of reception accorded to the tourists, especially to the foreign tourists. A warm reception given to the tourists and kindness and respect shown to them have everlasting impression in the minds of tourists a home away from home. In some hotels, the visitors are honoured with gifts also.

Kanyakumari District has the highest percentage of educated people in Tamil Nadu and educated unemployment looms large here. So there is no dearth of educated people to man the reception section in the hotels. The hotels have also utilized their services well to attract tourists.

In good hotels in kanyakamari, they offer facility of dissemination of information to the tourist, about the tourists system, the entertainments available, about booking of tickets etc. Such services are of great help to the tourists who are not familiar with the formalities of the new destination. In some hotels in kanyakumari, Nagerciol and Marthandam, the tourists of foreign origin, can pay their bills in foreign currency. This is subject to rules and regulations stipulated by the Reserve Bank of India. This facility is very convenient to the foreign tourists For this, they have to display at a prominent place of the hotel, the rate of purchase of foreign currency notes, coins, travelers cheque etc; and the hotel has to file monthly statement of foreign currency purchased from tourists and sold to authorized dealers.
Apart from these, there are some restaurants in Kanyakumari and Nagercoil, catering to the people India, Chinese, Eastern and Western food items. Independent travelers eat in these restaurants and the price charged is cheaper than the star hotels. Some restaurants also undertaken to supply the required type of menu on order, such facility is also a tourist attraction.

Thus, the hotels and supplementary accommodation in the accommodation sector play an important role, in promoting tourist trade in Kanyakumari District.

4.5 Role of travel agencies in promotion of tourism in Kanyakumari District.

Though there are many travel agencies in Kanyakumari, Nagercoil and Marthandam, only a few agencies are engaged in promotion of tourism in the true sense. In Kanyakumari, Yravels and Sabri Travels are engaged in conducting tours and arranging tourist amenities in Co-ordination with T.T.D.C; I.T.D.C. and K.T.D.C; and acts as agents of big tourist agencies operating ourt of Kanyakumari District. Thus their scope of operation is very limited. The list of travel agencies operating in Kanyakumari District is furnished separately.

Since the foreign tourists coming by air land at Trivandrum in Kerlala or Madurai, Trichy, Chennai in Tamil Nadu, where there are a number tourist spots and better amenities for entertainments and recreational activities and stay, than Kanyakumari District, exist only a few come to this District for sightseeing. This problem can be overcome by giving wide publicity of the touristic attractions in Kanyakumari District in places outside, through their counter parts operating.
Function of Travel Agency

VACTION TRAVEL

BUSINESS TRAVEL

PROSPECTIVE TRAVELLERS

TRAVEL AGENTS / AGENCIES

TRANSPORTATING

ACCOMMODATION

RELATED SERVICE

AIR TRANSPORT
RAIL TRANSPORT
SHIP TRANSPORT
ROAD TRANSPORT
(BUS,CAR,COACHES)

HOTELS
MOTELS
AND
SUPPLEMENTARY
ACCOMMODATION

CAR RENTED
INSURANCE
CURRENCY
TRAVEL
TRAVEL
DOCUMENTS

DOMESTIC AND INTERNATIONAL WHOEL SALERS

LOCAL OPERATORS

SIGHT – SEEING +
EXCURSIONS

TOURING

PUBLIC
CHARLES

TOURIST
ACTIVITIES
ACTIVITIES IN TRAVEL AGENCY

TRAVEL AGENCY

MOTOR COACH

SIGHT SEEING

COMPLETE SERVICES

TRAVEL

SPECIAL INTEREST

YOURS TO SPECIFIC

EDUCATIONAL TOURS

TRAVEL AGENCY
Tour operators play an important part in the promotion of tourism. Tour operator is one who buys the individual elements in the travel product on his own account and combines them in such away that he sells a package travel, the tour to his clients. He is remunerated by a reasonable mark up on the prices he had paid the providers of the services, which make up the package. The services of tour operator are more or less similar to that of Travel agents except that their operations are on a big scale with tourists from foreign countries. The Department of tourism approves only those who have good experience in this field and are financially sound, as tour operators.

The main function is to get tourists from abroad and make necessary arrangements for their accommodation, transport, sightseeing all over the country according to the individual requirements of the tourists and to sell this package for an all inclusive price. He exerts active influence on the supplier of services in order to ensure that the services supplied are first rate and meet the normal requirements of tourist traffic.

Unlike a Travel agent who undertakes an intermediary role for another, the tour operator operates like a wholesaler. He sells packages either direct to the public or retail them through travel agents. They render valuable service to the tourist by looking after their total needs and comforts. They introduce new ideas create new tours and make the tourist stay an enjoyable experience. They generate good will for the region as an attractive destination.

The tour operator who buys aircraft seats and hotel beds and certain other facilities such as surface transport or entertainment and make up the package. He also makes all the necessary arrangements, transport, accommodation, sightseeing and entertainments etc., and sells the package. Thus the travel agent is just a retailer and the tour operator is a manufacturer of a particular travel product.
Tour operators business has two departments as far as tourism is concerned. They have a department for outgoing traffic and another department for incoming traffic. Most travel out of India is business related, visiting friends and relatives, seeking employment, education or treatment. The incoming tourist traffic is of great importance of promoting tourist industry in the country and the role of the tour operators is in very large extent responsible for this. The earning of the tour operators mainly depend on the informing tourists.

4.7. ROLE OF TOUR OPERATOR IN PROMOTING OF TOURISM IN KANYAKUMARI DISTRICT

M/s. Triveni travels in kanyakumari and operate daily sight seeing trips to the various tourist spot. This enables the tourists to see the places within a short time and save money. This boom to tourist

There is a number of touristic spots out of kanyakumari. To name few are:-

The Vattakotai Foft, SRI Padamanabhaswamy Palace at padmanabhapuram. The Thirparappu falls, The Suchidrum Temple, The Mathur Bridge etc. Since these places are located all over this District, visiting these places akes a long time and entaila heavy expenditure. If sightseeing buses covering all these places are operated, more tourists will come to this area.

At present, the scope of tour operators in this area is very limited because most of the tourists visiting kanyakumari are pilgrims. The number of foreign tourists visiting here is negligible. If the tour operators give wide publicity through their counterparts in other Districts about the natural sceneries, palaces and buildings of architectural values, beautiful seashores and captivating natural sceneries, the number of tourists visiting this area will increase. The tourism industry in kanyakumari District will flourish only when the inflow of tourists increases.
M/s. Sabari Travels Kanyakumari also undertakes tour operation. But, tours originating here, to other destination in neighbouring states are very rare. Tourist from other states, going to other destinations, visit Kanyakumari enroute and the tour operations here in Co-ordination with other tour operations undertake to look after their interest locally. The local tour operators undertake other states to attract more tourist to this region.

4.8. Tourist Services

Tourist itinerary is a composition of a series of operations that are a result of study of the market. A Tourist journey is operations that are a result of study of the market. A tourist journey is characterized by an itinerary using various means of transport to link one locality with another. This service is done by the travel agent or tour operator. But, it is not enough to transport the tourists and accommodate them. There must be somebody to explain to them the importance and specially of the place they visit. This job is performed by Tourist guides.

Tourist guide is one of the most important and significant components of tourist trade. He acts as a direct link between the tourist and his country’s cultural, historical and social heritage. The other components of the tourist trade like transport and accommodation and living society of the day. A tourist guide explains the monuments and discusses with the tourist each the every aspect of every problem. He tells the tourist about the social customs and costumes, politics and history, religion and philosophy, dances and paintings, arts and literature, economic uplift and scientific development, education, population etc.

A tourist guide plays an important role in the daily life of the tourist, because it is only guide who spends the maximum time with the tourist while conducting him on a sightseeing tour. Therefore he must understand well, the needs of the tourist and should
feel proud of his profession and of the contribution that he can make in building up the image of his country abroad, through the tourist. HE should treat the tourist with respect and behave with them in pleasant manner. Only trustworthy shops should be recommended to the tourist who wants to go on shopping. There have been instances of complaints from tourist that the goods ordered by them were not supplied did not conform to the quality they wanted. This things a bad name to the country as a whole.

The basic necessity of a tourist guide is training. He must have a good knowledge of the geographics of different nations around the world the history throughout the years, the traditional culture, their questions of the people of the country which he visited. Hence, the attitudes of sincerity, kindness and courtesy pay great dividends in tourism.

Like any other job, the tourist guide has to work 8 hours per day. The main duty of the tourist guide is to tell about the places visited by the tourists, during those 8 hours. At times, he may have to work for more than 8 hours on single day.

While visiting a place, the tourist guide should be well versed the importance of that place. For example while visiting a place of arts and architecture, he should know in detail the history of the monument, year of construction, dimensions and who built it etc. So also about wild life parks hemust be all to explain, the history of the sanctuary, identity of the various species, the names of the animals or birds, their eating habits, migratory habits etc. In Kanyakumari District, the Padmnabhpuram Palace, Suchindrum Temple, Vattakottai etc., are all historical monuments. The services of guides are available at Padmanabhapuram palace and Kanyakumari. In Thirparappu falls and Mathur Bridge and other places no such service is available and the individual tourist has to rely on the local sources for information. He cannot afford to engage to run daily sightseeing trips covering all the tourist spots with the services of guide and it will go a long way in meeting tourist needs.
Manager’s Responsibility is to guide direct influent and control the actions of other in the attainment of planned objectives of the Agency. He is accountable for the daily operations to the firm. A manager is responsible for the Quality of service and
making of perfect trip from beginning to end. Accountant Manager assists the Manager in his work with flexibility, team spirit and to see problems as a whole.

Accountant is to keep abreast of regulations concerning the running of the establishment and to calculate the ratios end. To receive payment of the establishments. To give a daily statement of the cash in the evening.

The main duties of Assistants.

To keep abreast of new Transport the regulations and changes in the operation and time table of air and shipping lines.

➢ To be responsible for contacts with transport companies.
➢ To collect the various documentation.
➢ To prepare complicated bills.
➢ To prepare monthly report on his sections activities for the management.
➢ To assist his subordinates.

4.9. Shopping Facilities

In Kanyakumari there are a number of shops selling novelties, antiques, fancy items, show case items in silver such as peacock with its feathers spread out, image of Krishna, Swans, Cranes, Garments, Pen Stands, Ornamental things for displaying them in rich showcases of the house, table cloths, screens, curtains, ash trays and musical instruments. There are shops exclusively selling handicraft items. In some shops only photographic needs of the tourists. Sea shells are the fastest selling commodities. These shells are collected from the sea and sea shore. They are neatly cleaned by the sellers themselves using the services of men and women. They use indigenous methods to make them presentable. The chemicals used for cleaning the shells are Caustic soda and Bleaching Powder. Beautiful picture are painted on the big Shells. One cannot ignore them as mere shells. There are thousands of varieties of sea shells. The ‘chanks’ are precious. They are being sold at rupees ten to ten thousand. People get their names inscribed on the big shells. There are beautiful spiny shells, the outer protective
covering of the group of animals called Echinodermata. The sea shells are exported and about six sea shell merchants flourish tremendously in this business. The different coloured sands are collected, nearly packed and they are also sold. The sand that contains minerals are invariably bought by the tourists and the visitors carry home as souvenir. ‘Maalai’ made of small shells and hats made of palm leaves immensely attract the tourist.

Vendors sell hand bags, leather goods, binoculars, sun glasses, wrist watches. About 100 men and women following the tourist sell these items at a profitable cost. Women generally buy Sea-beads and wear them with happiness. After all it is the much needed satisfaction that the tourists get from tourism. All commodities sold in Kanyakumari to the foreigners assist to the GDP and foreign exchange.

4.10. Conclusion

Kanyakumari District has great potential for tourism and this potential has not been tapped for a long time. There is traffic all through the year. The Minister for tourism and the District Collector Kanyakumari District have drawn up plans to tap the tourist potential in this area, one of which is running of a coach with a guide to touch all the tourist places of this District. If this is implemented, it will be a great tourist facility in this region and will attract more tourists to this region. As such, it is felt that the future of tourist industry appears very bright.