


CHAPTER VI
SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

7.1 OVERVIEW

In the previous Chapter, the data obtained with regard to the predictors under the criterion factors, where analysed by employing suitable and appropriate statistical tools to get the required results. The results were then appropriately presented in Tables and suitably interpreted.

7.2 INTRODUCTION

The researcher after going through the results and interpretations, found out the present status and various aspects of tourism in Kerala through the three profile variables namely, Tourists, who, actually performed the tour, the KTDC employees, who were the nerve centre in taking strategic decisions with regard to promotion of tourism in Kerala and the Tour Operators who act as the intermediaries or agents in arranging the tour successfully. The summary of findings have been given in two Parts; Part –A, details about the findings from the results of the perception of Tourists and the
Part – B, conveys the findings from the results of the perception of KTDC employees and Tour Operators.

The findings were presented in sequence according to the dimensions or the major interventions. Further, under each dimension, the findings were presented according to the profile variable namely, Gender, Age, occupation and Place of living.

In the Part – B, it was presented according to the dimensions, since there were only two profile variables and only the ‘t’ test was performed.

The criterion/dimension was treated as major interventional factors and the predictors/factors/variables were considered as the interventions in influencing or driving the dimensions. The concepts and methodology were formulated according to the objectives of the study with the help of a comprehensive review of prior studies.

The Objectives re-stated:

The primary objective was “to study in detail the Tourism Industry in Kerala” and its impact on socio-economic and regional development.

The secondary objectives were:
8. To examine the “Awareness” about the Kerala Tourism industry

9. To study the different types of interventions that make the tourists more satisfied.

10. To assess the Infrastructure available in Kerala Tourism Industry.


12. To study the tourism products, that create interest among tourists to visit Kerala

13. To analyze the Tourism Industry and its impact on Socio-Economic and Regional Development in generalized (qualitative) manner in Kerala

14. To suggest ways and means to improve the existing Tourism programmes by forming a suitable strategy.

Hypothesis Re-stated:

H₀₁: There is no significant difference of perception among the respondents with regard to “The six dimensions, Awareness, Infrastructure, Attraction/Satisfaction, Tourism Promotion, Tourism Products and Socio-Economic and Regional Development about the Kerala Tourism industry.

FINDINGS OF THE STUDY:

Part – A
Frequency Distribution of the Sample:

- Out of the 600 samples of tourists, 356 (59.3) were males and 244 (40.7) were females. The males constitute the majority in the sample population.

- According to classification of age of the tourists, 104 (117.3) belong to the age group of 20-30 years, 182 (30.3) belong to 30-40 years, 158 (26.3) belong to 40-50 years, 94 (15.7) belong to 50-60 years and 62 (10.3) belong to 60-70 years. The tourists in the age group of 30-40 years occupied the major portion of the sample population.

- With regard to categorization of samples according to their occupation, the government employees were 138 (23.0), 220 (36.7) were employed in private, the business people were 112 (18.7) and 130 (21.7) were unemployed.

- Out of the 600 samples, 293 (48.8) belong to Kerala itself, 197 (32.8) from outside Kerala but within India, and 110 (18.4) were from abroad. Keralites were the majority in the sample population.

Level of Agreement/Satisfaction:

- Out of 600 sample tourist, 476 (79.4) agreed that the awards of International and National promote tourism. 437 (72.8) knew about the presence of Kerala tourism in National Geography Channel. 178 (29.7) agreed that they came to know about
Kerala tourism through word of mouth, 140(23.3) through News papers and 372(62.0) aware of the website of the KTD.

- The interventions, enchanting experience, natural diversity, good hospitality, adequate tourist information, good facilities basic amenities and tourism awareness campaign provided by Government were very much agreed by majority of tourists. Also majority of tourists found uniqueness in Kerala tourism and tasty foods of Kerala.

- While the tourists were with more agreement regarding transportation and infrastructure, their negative opinion on Hotel facilities gave an alarming note.

- 565(54.1) tourists agreed that, the tourism promotion goes to-gather with socio economic and regional development. 569(94.8) agreed that the promotional activities of Government certainly increase the number of tourists. Most of the tourists agreed to the marketing motto ”Kerala is a God’s Own Country”. The Trade fairs conducted in Kerala were known to 338 (56.3) tourists only, hence intense advertisement should be made to promote further the tourism.
582(97.0) tourists agreed that the tourism protects culture of the state. 578(96.3) agreed that arts and cultural festivals would promote the tourism. Also, 566(94.3) tourists agreed that Public-Private participation would also promote the tourism.

With regard to Pilgrimage and Culture tourism, 534(89.0), tourists agreed with the quality facilities provided to them. The other three factors showed moderate agreements.

With regard to health/Medical tourism, 540(90.0) tourists agreed that Ayurvedha treatment is an important tourists attraction and 504(84.0) agreed that Traditional Health Care system an important tool for tourism promotion.

With regard to Back Water tourism, 544(90.6) and 460 (76.7) have agreed that they are interested in seeing Back waters and it is an important tourist attraction.

Regarding Socio Economic and Regional development, 590(98.3) tourists agreed that, the tourism in Kerala is positive impact and generates employment opportunities. 588(98.0) agreed that it is an indicator for revenue and income generator. 587(97.8) agreed that it gives economic development and increase local entrepreneurship in the region. 569(94.8) agreed that it is a source of alleviating poverty.
There were 263 (43.8) first time visitor among the sample tourists. 203(33.8) agreed, Enrnakula, 216(36.0) Thiruvananthapuram, 130(21.7) Kozhikode and 51(8.5) agreed other places as their attraction.

430((71.7) agreed, their purpose was for Leisure and Recreation. 102(17.0) visited to take Aurvedha Treatment, and the purpose on Pilgrimage was only 60(10.0) tourists.

The types of tourism they preferred were, 138 (23.0) liked Back Water tourism, 99 (16.5) to perform Cultural tourism, 88 (14.7) Pilgrimage tourism, 84(14.0) Wild life tourism, 76(12.7) visited for Medical treatment, 68(11.3) liked Adventure tourism and only 47(7.8) preferred Eco tourism.

The Critical Analysis

The data obtained from the perceptions of the tourists belong to four demographic profiles that are, Gender, Age, Occupation and Place of Living with regard to the six Major interventions namely, Awareness, Attraction/Satisfaction, Infrastructure, Tourism Promotion, Tourism Products and Socio-Economic and Regional Development were analysed by employing ‘t’ test and One Way ANOVA, and Factor
Analysis. Based on the results, the following findings were furnished in summarized manner.

- With regard to the Major intervention, “Awareness”, the tourists belong to the above four demographic profiles, have evenly perceived the following four intervention. That are, the awards, inclusion son National Geography Channel, Media’s Play and the updated Website.

- The following five interventions have played important role to take decision by tourists belong to the four demographic profiles to perform tour to Kerala. That are, the enchanting experience, natural Diversity, the provision of the basic amenities and good services, hospitality, and adequate tourist information.

- Five major factors namely, Provision of Amenities and Services, Tourist Information, The Uniqueness of Kerala landscape, Natural Diversity and Hospitality, and Awareness about tourism in Kerala, were extracted through Principal Component Factor Analysis.

- The tourists belong to the four demographic profiles have perceived all the three interventions were equally playing the role of infrastructure requirement. The interventions were, Well knit transportation facility, Availability of good tourism Infrastructure, and the Hotel facilities. The
significant factors as considered by the Male and Female tourist were, Well Knit transportation net work and Hotel facilities.

- With regard to tourism promotion, the tourists belong to the four demographic profiles, have perceived, the following interventions under the three aspects namely Government Policy, Marketing and Public-Private Participation as important in promoting the tourism in Kerala. With regard to Government Policy, the promotion should be In line with the Socio Economic and Regional Development and increasing the number of tourist. The marketing strategy is to Brand the sites, and to make tourists aware of the International and National awards bagged by Kerala tourism and to popularize the Website of the KTD providing adequate information by frequent updating.

- The Public-Private participation in protecting and refreshing the culture of the State, and to conduct Arts and Cultural Festivals to enhance the tourists arrivals would promote the Tourism.

- The following five major factors /interventions were extracted from out of ten factors/interventions. These interventions are, Conducting Trade Fares, Encouraging Public-Private Participation, Conducting Arts and Culture Festivals to keep winning the National and International awards and protection of culture by inducing awareness among people and tourists.
The major interventions in Tourism Products were perceived by the tourists are stated hereunder. With regard to Pilgrimage and Cultural tourism, the above set of tourists have perceived that the tourists liked the cultural aspects more and gave moderate interest on Pilgrimage. The reason being, the pilgrimage tourism used to perform in seasons only in Kerala. The most important one is the Lord Ayyappa worship. The tourists were very much interested in taking treatment in Ayurvedic Hospitals in Traditional Health care system. All the four segments of tourists, visit Kerala to have glimpses of Back Waters and to experience the boat travel and see the Boat race in the Back Waters. Therefore, the back Water plays an important role as a major intervention in attracting tourists. Five major factors were extracted from out of nine interventions/factors under the dimension Tourism Products. These major interventions were, The Traditional culture and Pilgrimage, presence of number of Ayurvedic Hospitals, availability of good Ayurvedic treatment, to see and purchase of Arts and Crafts products, and Back Waters. The different age groups, different occupation and tourists from different place of living have found the following interventions as significant. These are, the Ayurvedic Treatment, Back Water of Kerala.
The sample tourists belong to the four demographic profiles, have perceived the eight interventions were the important drivers for the Socio-Economic and Regional Development. They pinpointed that the tourism is one of the main source for Socio-Economic and Regional development, hence the growth in tourist arrivals will improve the socio-economic development and an indicator for the revenue and income generation. Also they strongly emphasize, the concept, that the tourism generates employment opportunities, help to earn foreign exchange, and alleviate poverty. The local entrepreneurship could also been developed because of aggressive tourism.

The two interventions namely, The tourism generates employment opportunities and alleviates the poverty were found to be statistically significant and play vital role in Socio-Economic and Regional development.

PART - B

In this part, the perceptions of KTD employees and Tour Operators were obtained and critically analysed with the help of ‘t’, Principal Component Factor Analysis and Discriminant Function Analysis. The frequency of distribution of samples in the sample population and the agreement levels were also calculated.

Frequency and Level of Agreement:
A total of 100 samples were randomly selected and out of which the KTDC employees were 45 and the Tour Operators were 55.

Out of the total 100 sample respondents, 79 have replied as excellent/very good/good about the tourism awareness campaign and 60 have opined that the website of KTDC was working well. However, with regard to Media’s role, 50 have replied positive and 48 in negative.

89 and 84 respondents agreed that the enchanting experience and Natural Diversity attracts the tourists to Kerala. They agreed that tourists were interested in the traditional Art forms of Kerala(75). The other interventions, namely providing quality facilities and amenities (75,73) were also actively acting upon tourist in view of attraction and satisfaction.

Both the groups of respondents agreed that, the infrastructural facilities (89) and Hotel facilities were good and also KTDC provides ample facilities to tourists (76). The Government also provides adequate information (712). However, the respondents were not satisfied about the transportation facilities.

Branding Kerala as “God’s Own Country”(98), was very much agreed by the KTDC employees and Tour Operators. Also they agreed, that the promotional activities of the Government would increase the number of tourists. They also agreed that the Trade Fairs and Film Fest(83) and the Public-Private participation (83) would promote the tourism. Further agreed, that the cultural festivals (79) and
the increase in tourists also would increase sale of Art and Craft products. However, as per their agreement, the National and International awards, did not make much difference in increase of tourists.

- Regarding the three types of tourism products, Back Water and Health/Medical tourism were considered to be important intervention.

- The respondents agreed that traditional Art forms of Kerala attracts tourists(83). The other interventions like the Places of tourists importance (68), and the tourism protects culture(60) were also greed to be important. Regarding the Kerala dishes, the respondents, were of the opinion that it should be made to suit every body.

- The respondents agreed, that growth in tourist arrivals would give positive impact on regional development also agreed, Eco tourism might generate employment opportunities. They agreed further, Tourism provide, economic development, Literacy helped to transformation, increase in entrepreneurship, indicator for revenue and income generation. The relationship in growth in tourism will give rise to growth in revenue and income was also agreed. They further agreed that the regional development in Kerala due to increase in tourism. They agreed tourism alleviate the poverty.

**Critical Analysis:**
The following findings were arrived at from the result of the ‘t’ test performed on the factors/variables/interventions under the respective six dimensions (Major interventions).

- The KTDC employees and the Tour Operators, found, that the media as an important intervention to create awareness about Kerala tourism among people.
- Regarding the major intervention Attraction/Satisfaction, both the groups of respondents have given no importance to any interventions. However, they weighed the intervention Provided quality facilities to tourists having some important.
- The discriminant function analysis emphasized the intervention, “The provision of quality facilities to the tourists”.
- Five major factors were extracted from out of the predictors. That are, Traditional Art of Dances, Traditional Art and Natural Diversity, Transportation, Facilities and Hospitality and the Enchanting Experience as major intervention in attracting the tourists to their satisfaction.
- Regarding “Infrastructure” and “Marketing” under the dimension Tourism Promotion, as perceived by the two groups of respondents, all the interventions play only the moderate role.
From the result of Fisher’s Linear Discriminant Function analysis and by calculating Wilk’s Lambda, the Infrastructure facilities, the role of Media, Trade Fairs and Film Fest, the Tourism Awareness campaign by Government and the important location were considered to be the powerful discriminants.

Eight major factors were extracted from the predictors under Tourism Promotion, comprising the predictors under the infrastructure and Marketing. These major factors were, Branding the Location, Advertisement, Providing adequate and updated Information, Conducting Festivals frequently and Providing required Facilities, Public-Private participation, Awareness and Transportation, Entrepreneurship and Medias.

Two interventions under the dimension Back Water tourism in Tourism products were considered to be important. The interventions are, The Back Waters attract tourist was found to be statistically significant. The other one was, the Boat race and season at Thrissurpuram also plays important role. The Discriminant Function Co-efficients gave the result, that the following interventions have more discriminant power to discriminate the dimension than the others. That are, The traditional Art forms, Back Waters of Kerala, Dishes of Kerala, Back Water boat races.

With regard to Socio-Economic and Regional Development, the following two interventions were considered by both the groups of respondents. That are, The
tourism provides more Economic Development in Kerala and Regional development is due to increase in tourism.

- The tourism provides Economic Development in Kerala and Tourism promotion goes together with the Socio-Economic Development to that of the environment protection of the State have more discriminant power than the others.

- The intervention, Regional development in Kerala due to increase in tourism, had more discriminant power.

- The null hypothesis stated earlier were accepted with regard to all the six dimensions. This showed that, the respondents perceptions on the predictors were same in most of the predictors except a few, which did not have any effect on the dimensions.

- The result of the regression model, revealed that the income through the foreign exchange is more or less elastic in nature with respect to the foreign tourists arrival. One per cent increase in foreign tourist arrival would lead to the increase of 141.51 per cent of income through foreign exchange.

- The income from domestic tourists was also elastic in nature. The one per cent increase of the number of domestic tourists would result in increase of 280.09 per cent of income from domestic tourists arrivals.
The revenue/income from both foreign and domestic tourists also elastic in nature. The one per cent increase of the tourists (foreign + domestic) would result in increase of 292.48 per cent income/revenue.

Only half of the budget provision have been spent towards improvement of tourism. The Government is still lacking in planning and execution.

CONCLUSION AND SUGGESTIONS/RECOMMENDATIONS

From the summary of findings stated earlier, the researcher attempted to draw suitable conclusion. Further, she has tried to suggest some measures for improvement and development of the Kerala tourism. Following is the conclusion given in brief.

The tourists were motivated to take the tour to Kerala, due to the expectations that the following interventions would present in Kerala while performing the tour. Also some interventions they already perceived to be there. Therefore from the study, the researcher came to the conclusion, that from the perceptions of the Tourists in one side and from the perception of the KTDC employees and Tour Operators, that the following interventions were the important and acting upon the Kerala tourism.
The tourists intend to visit Kerala, after knowing that the Kerala tourism has bagged the National and International Awards for the tourism. Further, inclusion of Kerala among the 50 must see destinations in a life time, in National Geography Channel also must have motivated them. Various medias and the KTDC’s website were also played an important role to make the tourists aware of the Kerala tourism. Among the medias, the word of mouth and the Daily News Papers were the important.

Further, the Natural Diversity of the Kerala Landscape made the tourist more enchanting and made them to repeat the tour frequently. The tourists considered the provision of basic amenities, good services and adequate tourists information as some of the interventions. The uniqueness of the Kerala Geography was the important intervention, which must have steered the tourists.

The respondents further considered the uninterrupted well knit transportation and good Hotel facilities as important to enjoy the tour with fullest satisfaction. Further they felt that the marketing strategy to be worked out in a purposeful way in line with promoting the Kerala Tourism, then only the tourists arrivals will increase. In view of the above, the ‘Brand’ concept has to be introduced. The popular slogan “Kerala is a God’s Own Country” is working well among the people.
The Public-Private Participation was another important intervention considered by the respondents. This would create a healthy trend in protecting the traditional Arts and Culture of the State.

Further, they were of the view, that the Arts, Culture and Film festivals to be conducted frequently to attract tourists even from abroad. The Pilgrimage tourism in Kerala was moderately preferred. It was a seasonal in Kerala. Only at the time of Lord Ayyappa worshiping season more number of tourists visit Kerala. Protection of Culture to be given more importance.

The Health/Medical tourism was considered an important intervention, because of the presence of more Ayurvedic Hospitals and Doctors. Apart from all the tourism in Kerala, the Back Waters tourism occupies the important and mostly preferred one.

The income/revenue from the foreign and domestic tourists were highly elastic nature. The regression results revealed that increase in tourists arrival would result in increase in income/revenue abundantly. Therefore, it is the Government with the private participation to evaluate a suitable strategy to implement the interventions suitably and appropriately to increase the number of tourists arrivals.
Also the State Government to see that the budget provision in respect of tourism development should be fully utilized and exhausted, then only the development could be materialized.

It was identified that the tourism industry as a service industry, creates more employment opportunities and act as source of revenue and income to the Government. It also earns more foreign exchange through the visit of tourist from other countries. It is a tool for alleviating the poverty of the region because, there witnessed the development of entrepreneurship and hence the local business was tend to flourish. Therefore, it actually paved the way for Socio-Economic and Regional Development.

Santosh Kumar Upadyay concluded in his study, that tourism has demonstrated its potential for creating jobs and encouraging income generating activities to benefit local communities in destination areas.

Parama Mitra (2006) observed that the developing nations have long identified tourism as a major tool for affecting economic development as well as for improvement of infrastructure and overall improvement of quality of human life. This brings about comprehensive planning opportunities of an area and drastic improvement in civic
amenities and also an important source of jobs for non-metro communities, especially for those that are economically underdeveloped.

As such, from the study, it can be concluded that, definitely tourism is interwoven with socio-economic and regional development. If the tourism industry is strengthened and developed with the interventions studied in this work, certainly, the tourism will have a new face to attract more tourists, resulting more revenue not only to Government but also act as a pivotal source for the socio-economic and regional development.

The Conclusion-Sum up

The following interventions were considered as significant and influence the Kerala tourism:
1. Well Knit Transportation facilities

2. The Hotel Facilities

3. Back Waters of Kerala

4. Generations of Employment Opportunities

5. Alleviation of Poverty

6. The Boat Race in Back Waters.

The Major interventions extracted through the Factor Analysis were:

1. Provision of Amenities and Good Services

2. Provision of Tourists Information

3. Keeping Uniqueness of Kerala landscape

4. Natural Diversity

5. Hospitality

6. Tourism Awareness

7. Keeping Traditional Culture

8. Developing Pilgrimage Tourism

9. Ayurvedha Hospitals

10. Ayurvedha Treatment

11. Arts and Crafts Products of Kerala

12. Traditional Art forms and Dances

13. Making enchantment of tourists
14. Tourism Infrastructure

15. Advertisements

16. Providing adequate information

17. Conducting Festivals frequently

18. Providing the required good facilities

19. Public – Private Participation

20. Development of Entrepreneurship

21. Aggressive Media’s Play

Suggestions/Recommendations:

The study revealed the fact that the Kerala Tourism required well-knit Transportation facilities. The Arts and Culture and the Traditional Art form of Dances like, Kathakkali, Koodiattam, Thullal and Mohiniattam may be given prime importance by taking necessary steps to encourage the artists to avoid extinction of the old art. The Hotel facilities in Kerala still needed further expansion and improvement, to accommodate all segments of travelers. The local Artisans be encouraged through financial help and providing necessary training to develop the Arts and Crafts products.

The Media is the very effective tool for dissemination of information. The KTDC should find an ideal and purposeful way to utilize all kinds of media and see the
information about Kerala reach every citizen living in nook and corner of the world. The aggressive advertisements should be carried out to propagate the tourism.

Amusement parks can be created with the help of Private participation. The KTDC should try to find ways to develop Sea Sports and Sea Tourism, since, the Kerala State has the vast sea shore border. The KTDC may follow the model of Bhattaya Beach resort in Thailand. The coconut plantations can be very well used in various ways to attract the tourists.

The concept of rural tourism seemed to be the best suited to Kerala in view of its rural biosphere. If, it is implemented holistically, it will certainly gave opportunity for extra income, particularly in lean season of agriculture.

Concepts like ‘local tourism’ and ‘village tourism’ can be better achieved in India, particularly in Kerala where it was based on rural areas and clusters of villages, by promoting tourism in the country side, which can be identified as an important force for developing disadvantaged rural areas. On one hand, the rural tourism development can play an important role in the diversification of the tourist supply and in the creation of more complex and colourful country image and on the other hand it stimulate economic
growth, to increase the viability of underdeveloped regions, and to improve the living standards of local populations.

Heritage tourism can be best developed in the rural settings. It is not only heritage buildings that create heritage destinations, but also the cultural heritage that has the greatest potential to attract tourism development.

Since tourists were least preferred the Pilgrimage Tourism (except Lord Ayyappa season), the KTDC should find the way to go for other options, by optimum utilization of the abundant natural beauty of the land.

Since, Kerala is the state having more literate population, the literate may be trained to be multilingual, to facilitate the tourists in various ways. It will be very easy to handle the tourists from abroad. They, in this way get self employment to earn sizeable amount for their livelihood and can improve their socio economic conditions. The Government may start more institutions on their own, or with the support of private to train the literates in Tourism Management.

On the whole, the role of Government can not be neglected and it should formulate aggressive tourism policy and strategies to give fillip to the tourism through
all segments, while deciding the above, the interventions stated above may be given top priority. The private should also be initiated to participate in the process in full swing by giving them all support through lending loan, subsidiaries, tax exemptions and providing space or lands to develop the infrastructural facilities to construct Hotels, Resorts and others. This move would certainly result in a great boon in the tourism industry. If, the tourism industry is developed, the Regional development will always automatically come into force, resulting the improvement in Socio Economic development. This industry is a duck, laying golden eggs. The Government exequer will get strengthened if there is good plan and execution. Further, the Government may invite foreign collaborators to improve the tourism in various ways in the beautiful land. The Government may land helping hand to establish Amusement Parks.

**Scope for Further Studies:**

This study may initiate the researchers to go for further studies in the following areas:

1. An in-depth study could be conducted according to Tourism Products in various States.

2. A study to quantitatively evolve and measure, the Socio-Economic Development through aggressive tourism.

3. An in-depth study on “Role of Media” in Kerala tourism can be carried out.
4. An in-depth study to evaluate, how far the Public-Private Participation in Kerala tourism is working and the degree of the concept prevailing there with suitable suggestions and recommendations can be carried out.

5. Importantly, a study with regard to Thekkady Wild Life tourism and ways and means to develop from the perceptions of tourists from abroad may be of more useful.

**BIBLIOGRAPHY**

**Books**


