CHAPTER 7

FINDINGS AND SUGGESTIONS

The researcher has thoroughly studied the prospects and problems of tourism in Courtallam. The study has been undertaken in various dimensions and the findings of the study and relevant suggestions are furnished in this chapter.

7.1 FINDINGS:

Majority of the domestic tourists (27.6 percent) are second time visitors to Courtallam, 26.4 percent are third time visitors, 18.8 percent are first time visitors, 17.2 percent are fourth time visitors and 10 percent have visited the place more than four times.

Majority of the foreign tourists (85.3 percent) are first time visitors to Courtallam, 12 percent are second time visitors and the remaining 2.7 percent are third time visitors.

Majority of the domestic tourists (75.6 percent) have physical motivators followed by status and prestige motivators (13.2 percent), inter-personal motivators (7.6 percent) and cultural motivators (3.6 percent).

Majority of the foreign tourists (92 percent) have physical motivators followed by inter-personal motivators (4 percent), cultural motivators (2.7 percent) and status and prestige motivators (1.3 percent).

Majority of the tourists, irrespective of their age, have physical motivators for their travel to Courtallam.

Majority of the male tourists (80.7 percent) have physical motivators for their travel to Courtallam, 12 percent have status and prestige motivators, 3.9 percent have cultural motivators and 3.4 percent have interpersonal motivators. Besides majority of the female tourists (83.2 percent) have physical motivators, 10.2 percent have inter-personal motivators and 2.4 percents have cultural motivators. It shows that majority
of the tourists irrespective of their sex, have physical motivators as their travel motivation.

Majority of the tourists, irrespective of their education, have physical motivators (76.1 percent tourists educated below College level, 83.9 percent Graduates and 82.1 percent Post Graduates have physical motivators).

Majority of the tourists who are private employees (93.8 percent), majority of the tourists who are Government employees (79.2 percent), majority of the tourists who are Businessmen (60 percent), majority of the tourists who are Professionals (65.3 percent), and majority of tourists who are students/Unemployed/Housewives/Retired (83.8 percent) have physical motivations for their travel to Courtallam.

Majority of the tourists, irrespective of their income, have physical motivators as their travel motivation.

Majority of the domestic tourists (30.8 percent) have friends as their source, 27.2 percent have media as their sources 17.6 percent have relatives as their source, 12.4 percent have colleagues as their source, 6 percent have travel agents/guides/TTDC as their sources, 2.8 percent have website as their sources and the remaining 3.2 percent have some other sources.

Majority of the foreign tourists (22.7 percent) have website as their source, 21.3 percent have travel agents/guide/TTDC as their source, 19.3 percent have media as their source, 18 percent have friends as their source and the remaining 18.7 percent have some other sources.

Majority of the domestic tourists (67.2 percent) have reserved their accommodation and 32.8 percent have not reserved their accommodation before their arrival at Courtallam. Likewise majority the foreign tourists (85.3 percent) have reserved their accommodations and 14.7 percent have not reserved their accommodation before their arrival at Courtallam.
Majority of the domestic tourists (81.6 percent) have regional access to Courtallam through road transport, 9.6 percent through rail transport and 8.8 percent through air transport.

Majority of the foreign tourists (58.7 percent) have regional access to Courtallam through road transport, 34 percent through air transport and the remaining 7.3 percent through rail transport.

Majority of the domestic tourists (33.6 percent) use their own vehicle for local accessibility in Courtallam, 24 percent use tourist vans, 22 percent use buses, 14.8 percent use taxis and the remaining 7.2 percent use auto rickshaw or cycle rickshaw for this purpose.

Majority of the foreign tourists (38 percent) use rickshaw or cycle rickshaw for local accessibility in Courtallam, 25.3 percent use auto rickshaw or cycle rickshaw, 18 percent use taxis, 16 percent use buses and the remaining 2.7 percent use their own vehicle for this purpose.

Majority of the domestic tourists (65.6 percent) have come with their family, 29.6 percent with friends or groups and 4.8 percent have come alone.

Majority of the foreign tourists (42.7) have come with their family, 41.3 percent with their friends or groups and 16 percent have come alone.

Majority of the male tourists (45.1 percent) and majority of the female tourists (73.7 percent) have family as their association during travel.

Majority of the domestic tourists (24 percent) stated that Courtallam is not easily accessible, 23.2 percent have neutral opinion, 21.2 percent stated that it is accessible, 17.6 percent stated that it is highly difficult to access 14 percent stated that it is easily accessible.

Majority of the foreign tourists (29.3 percent) have neutral opinion regarding accessibility of Courtallam, 26 percent stated that it is accessible, 24.7 percent stated
that it is not easily accessible, 15.3 percent stated that it is highly difficult to access and the remaining 4.7 percent stated that it is easily accessible.

Majority of the tourists, irrespective of their age group, have come with their family (48.4 percent of tourists below 20 years, 58.5 percent tourists between 20 to 40 years, 56.6 percent tourists between 40 to 60 years and 72 percent tourists more than 60 years have arrived with their family). It simply implies that age does not have any influence on the association of the tourists during their travel.

Majority of the domestic tourists (66.8 percent) prefer to stay at hotels followed by Lodges (25.6 percent), Rented Houses (3.6 percent) Friends and Relatives (3.2 percent) and Youth Hostels (0.8 percent).

Majority of the foreign tourists (75.3 percent) prefer to stay to Hotels followed by Lodges (22.7 percent) and Youth Hostels (2 percent).

Majority of the tourists (irrespective of age) prefer to stay in hotels than in any other type of accommodations in Courtallam.

Majority of the male tourists (67 percent) and majority of the female tourists (74.3 percent) prefer to stay in Hotels when compared to other types of accommodation available in Courtallam.

Majority of the tourists who are educated below college level (67 percent), Majority of the tourists who are Graduates (73.7 percent) and majority of the tourists who are Post Graduates (64.2 percent) prefer to stay in Hotels. Hence it was found that education of tourists does not have much impact on the choice of accommodation of tourists visiting Courtallam.

Majority of private employees (72.7 percent), Government employees (77.7 percent), businessmen (62 percent), Professionals (71.4 percent) and students/unemployed/ has chosen to stay in Hotels when compared to other type of accommodations in Courtallam.
Majority of the tourists; irrespective of their income prefer to stay in Hotels when compared to other types of accommodations in Courtallam.

Majority of the tourists earning below ₹ 5000 (33.3 percent) stated that the cost of accommodation is very high in Courtallam, majority of the tourists earning ₹5000 to ₹10000 (34.7 percent) stated that the cost of accommodation is high, majority of the tourists earning ₹10000 to ₹15000 (32.8 percent) stated that the cost of accommodation is cheap, majority of the tourists earning ₹15000 to ₹20000 (42.5 percent) stated that the cost of accommodation is reasonable, majority of the tourists earning ₹20000 to ₹25000 (35 percent) stated that the cost of accommodation is cheap, majority of the tourists earning ₹20000 to ₹30000 (49.1 percent) stated that the cost of accommodation is reasonable and majority of the tourists earning more than ₹30000 (45.8 percent) stated that the cost of accommodation is reasonable. It is clear from the study that the low income earners are not satisfied with the cost of accommodation when compared to high income earners. This necessitates construction of more number of Hotels to suit the pickets of the low income earners.

Majority of the domestic tourists (34.0 percent) stated that the cost of accommodations in Courtallam is reasonable, 32.8 percent stated that it is high, 14 percent stated that it is cheap, 12.4 percent stated that it is very high and 6.8 percent stated that it is very cheap. Besides, majority of the foreign tourists (42 percent) stated that the cost of accommodation in Courtallam is cheap, 38.7 percent stated that it is reasonable, 11.3 percent stated that it is very cheap and 8 percent stated that it is high.

Majority of the domestic tourists (43.2 percent) stay at Courtallam for 1 to 2 days, 33.6 percent stay for 2 to 3 days, 10.4 percent stay for 3 to 4 days, 8.4 percent stay for 4 to 5 days and 4.4 percent stay for more than 5 days.

Majority of the foreign tourists (52.7 percent) stay at Courtallam for 1 to 2 days, 30.7 percent stay for 2 to 3 days, 9.3 percent for 3 to 4 days, 4 percent for 4 to 5 days and 3.3 percent for more than 5 days.

Majority of the domestic tourists (36 percent) stated that the accommodations in Courtallam are poor, 24.8 percent stated they are good, 16.8 percent stated that they
are excellent, 12.4 percent stated they are poor and 10 percent stated that they are fair. Majority of the foreign tourists (44 percent) stated that the accommodations in Courtallam are good, 28.6 percent stated that they are fair, 12 percent stated that they are poor, 10.7 percent stated that they are very poor and 4.7 percent stated that they are excellent.

According to the ranks given by the tourists, it is clear that Housekeeping is the best attribute in the accommodations in Courtallam followed by Lighting water supply, vehicle parking, hospitality and safety.

Majority of the tourists below 20 years (50 percent), majority of the tourists in between 20 to 40 years (48.4 percent), majority of the tourists in between 40 to 60 years (44.1 percent) and majority of the tourists above 60 years (44 percent) prefer to stay for 1 to 2 days in Courtallam. Some of the tourists stated that they prefer to stay at Tirunelveli rather than in Courtallam.

Majority of the male tourists (44.6 percent) stayed in Courtallam for 1 to 2 days, 37.8 percent for 2 to 3 days, 9 percent for 3 to 4 days, 6 percent for 4 to 5 days and the remaining 2.6 percent for more than 5 days. Besides it was also found that majority of the female tourists (49.7 percent) stayed in Courtallam for 1 to 2 days, 25.1 percent for 2 to 3 days, 11.4 percent for 3 to 4 days, 7.8 percent for 4 to 5 days and 6 percent for more than 5 days. In brief majority of tourists, irrespective of their sex, stay at Courtallam for 1 to 2 days only.

Majority of the tourists educated below College level (38.6 percent), majority of the tourists who are Graduates (53 percent) and majority of the tourists who are Post Graduates (40 percent) stay at Courtallam for 1 to 2 days only. Therefore education has no special influence on the length of stay of the tourists.

Majority of the tourists, irrespective of their occupation; prefer to stay in Courtallam for 1 to 2 day only. It is clear that majority of the private employees (46 percent), majority of the Government employees (52.8 percent), majority of the Businessmen (48 percent), majority of the professionals (49 percent) and majority of the students / unemployed / Housewives / Retired prefer to stay in Courtallam for 1 to 2 days.
Majority of the tourists (belonging to all income categories) stay at Courtallam for 1 to 2 days only. Therefore there is no relationship between income and length of stay of the tourists.

Majority of the tourists having physical motivations (51.1 percent) stayed at Courtallam for 1 to 2 days, majority of the tourists having cultural motivations (30.8 percent) stayed for 3 to 4 days, majority of tourists having inter-personal motivations (32 percent) have stayed for 1 to 2 days and majority of the tourists having status and prestige motivations (28.6 percent) have stayed for 3 to 4 days. In brief travel motivators have some impact on the length of stay of the tourists.

The study shows that all the tourists visited the Main Falls, 39 percent visited the Small Falls, 23 percent visited Shenbaga Falls, 13.5 percent visited Honey Falls, 72.3 percent visited Five Falls, 9.8 percent visited Orchard Falls, 10 percent visited Tiger Falls, 76.3 percent visited Old Falls and 17.3 percent visited New Falls.

Majority of the domestic tourists (45.6 percent) are satisfied with the tourist attractions in Courtallam, 33.6 percent highly satisfied, 7.6 percent are not satisfied, 10 percent have neutral opinion and only 3.2 stated percent that the attractions are worst.

Majority of the foreign tourists (62.7 percent) are satisfied with the tourist attraction in Courtallam, 32 percent are highly satisfied, 3.3 percent have neutral opinion, 1.3 percent are not satisfied and 0.7 percent stated that the attractions are worst. Xavier, a tourist from Chennai stated that though there are several tourist attractions in Courtallam, they are not properly maintained and exposed to the public.

Majority of the tourists, irrespective of their age, are satisfied with the tourist attractions in Courtallam.

Majority of the male tourists (68.7 percent) are satisfied with the tourist attractions in Courtallam, 18.5 percent are highly satisfied, 7.7 percent have neutral opinion, 3.9 percent are not satisfied and 1.2 percent stated that it is worst.
Majority of the female tourists (53.3 percent) are highly satisfied with the attractions, 28.7 percent are satisfied, 7.2 percent have neutral opinion, another 7.2 percent are not satisfied and the remaining 3.6 percent stated that it is worst.

Majority of the domestic tourists (46 percent) stated that the cost of food available in Courtallam is reasonable, 22.8 percent stated that it is costly, 15.2 percent stated that it is very cheap, 12.4 percent have no idea and 3.6 percent stated that it is unaffordable. Majority of the foreign tourists (52.7 percent) stated that the cost of food available in Courtallam is very cheap, 32 percent stated that it is reasonable and 15.3 percent have no idea about it.

Majority of the tourists, irrespective of their incomes, are satisfied with the cost of food available in Courtallam. One of the foreign tourists stated that the cost of food is low and the quality is also low.

Majority of the domestic tourists (87.2 percent) and majority of the foreign tourists (90 percent) could not get their native food in Courtallam.

Majority of the tourists are highly satisfied with regard to quantity of food followed by service, variety, taste, quality and hygiene.

Majority of the domestic tourists (60.8) are satisfied with the food available in Courtallam, 13.6 percent are not much satisfied, 10.4 percent are not satisfied, 9.6 percent are highly satisfied and 5.6 percent stated that it is worst. Beside, majority of the foreign tourists (35.3 percent) are satisfied with the food available in Courtallam, 25.3 percent are highly not satisfied, 17.4 percent are satisfied, 11.3 percent are highly satisfied and 10.7 percent are not satisfied.

Majority of the 12.4 percent of the domestic tourists and 65.3 percent of the 150 foreign tourists have availed bar facility in Courtallam.

The tourists, who availed bar facility, recorded their ranks for the given attributes. The rankings disclosed that hygiene is the best attribute in Bar facility followed by
variety, lighting, service style and quality(out of the 400 tourists, 129 have availed bar facility)

It shows that majority of the domestic tourists (38.7 percent) stated that the Bar facility is satisfactory, 19.4 percent stated that it is worst, 16.1 percent have no idea, 12.9 percent are highly satisfied and the remaining 12.9 percent are not satisfied in this regard. Likewise majority of the foreign tourists (50 percent) stated that the bar facility is highly satisfactory, 21.4 percent stated that it is satisfactory, 18.4 percent stated that it is not satisfactory, 6.1 percent have no idea about it and the remaining 5.1 percent stated that it is worst.

Majority of the domestic tourists (39.6 percent) stated that the Local people of Courtallam are hospitable, 30 percent stated that they are highly hospitable, 24 percent stated that they are not hospitable, 4.4 percent stated that they are highly not hospitable and 2 percent have neutral opinion.

Majority of the foreign tourists (51.4 percent) have stated that the Local people of Courtallam are hospitable, 21.3 percent stated that they are hospitable, 15.3 percent stated that they are not hospitable and 12 percent have neutral opinion in this regard.

Majority of the domestic (56 percent) as well as foreign (28.7 percent) tourists have spent less than ₹ 5000 during their trip to Courtallam

Majority of the tourists earning less than ₹ 25000 per month have spent less than ₹5000 in Courtallam whereas majority of the tourists earning ₹ 25000 to ₹ 30000 have spent ₹ 10000 to ₹ 15000 in Courtallam and majority of the tourists earning more than ₹30000 have spent ₹ 5000 to ₹ 10000 in Courtallam.

Majority of the domestic tourists (54.8 percent) stated that the environment of Courtallam, is congenial, 36.4 stated that it is agreeable, 3.6 percent stated that it is highly polluted, 2.8 percent stated that it is unpleasant and 2.4 percent have neutral opinion. Besides, majority of the foreign tourists (47.3 percent) stated that they are agreeable regarding the environment of Courtallam, 26.7 percent stated that it is
congenial, 14.7 percent stated that it is highly polluted, 8 percent stated that it is unpleasant and 3.3 percent have neutral opinion.

Majority of the domestic tourists (59.6 percent) are satisfied with the shopping facilities in Courtallam, 24 percent are highly satisfied, 12 percent stated that the shopping facilities are not satisfied, 2.4 percent have neutral opinion and the remaining 2 percent felt it worst. Furthermore, majority of the foreign tourists (44 percent) stated that the shopping facilities are worst, 34.7 percent are not satisfied, 10 percent are satisfied, 6 percent are highly satisfied and the remaining 5.3 percent have neutral opinion.

Majority of the domestic tourists (48 percent) are highly satisfied, 44.4 percent are satisfied, 3.6 percent are highly not satisfied, 2.4 stated are not satisfied and 1.4 percent have neutral opinion. Besides majority of the foreign tourists (38 percent) stated that they are highly satisfied with regard to safety and security in Courtallam, 34 percent are satisfied, 20 percent are highly not satisfied, 4.7 percent are not satisfied and 3.3 percent have neutral opinion.

The study reveals that the expectations of the domestic tourists are highly fulfilled in Courtallam with regard to food followed by attraction, accommodation, amenities and accessibility.

The expectations of the foreign tourists are highly fulfilled in Courtallam with regard to attraction, accommodation, food, amenities and accessibilities.

Majority of the domestic tourists (27.2 percent) have 80 to 100 percent idea of repeating visits to Courtallam, 25.6 percent have 40 to 60 percent idea of repeating visit, 22 percent have 60 to 60 percent idea of repeating visit, 15.6 percent have 20 to 40 percent idea of repeating visit and 9.6 percent have below 20 percent idea of repeating visits.

Majority of the foreign Tourists (55.3 percent) have below 20 percent idea of repeating visits to Courtallam, 18.7 percent have 20 to 40 percent idea of repeating visits, 10.7 percent have 60 to 80 percent idea of repeating visits, 10 percent have 40
to 60 percent idea of repeating visits and 5.3 percent have 80 to 100 percent idea of repeating visits.

Majority of the domestic tourists (87.6 percent) and majority of the foreign tourists (61.3 percent) have the positive attitude of recommending Courtallam to other tourists.

Majority of the male tourists (89.7 percent) have positive attitude in recommending Courtallam to other tourists whereas 10.3 percent of the male tourists have negative attitude in this regard.

Majority of the female tourists (61.1 percent) have positive attitude in recommending Courtallam to other tourists whereas 38.9 percent have negative attitude in this regard.

The study proved that there is positive association between sex of the tourists and their attitude in recommending Courtallam to other tourists.

Majority of the domestic tourists (52.4 percent) stated that there are 40-60 percent possibility for Courtallam becoming an inter-national tourist centre, 16.4 percent stated that there are above 80 percent possibilities, 15.6 percent stated that there are 60 to 80 percent possibilities, 11.2 percent stated that there are 20 to 40 percent possibilities and 4.4 percent stated that there are below 20 percent possibilities in this regard.

Majority of the foreign tourists (57.4 percent) stated that there are 40-60 percent possibility for Courtallam becoming an inter-national tourist centre, 20 percent stated that there are 60 to 80 percent possibilities, 12 percent stated that there are above 80 percent possibilities, 5.3 percent stated that there are 20 to 40 percent possibilities and another 5.3 percent stated that there are below 20 percent possibilities in this regard.

Although there are a good number of budget hotels in Courtallam, the foreign tourists are mostly looking for star hotels (2 star, 3 star, and 4 star) that need be developed.

The built environment (buildings, streets, parks, public transportation and communication infrastructure) has a major impact on the quality of tourism.
experience, especially concerning its safety, convenience, efficiency and enjoyment aspects. There is insufficient integration of the planning and development of the built environment in Courtallam.

7.2 SUGGESTIONS:

The Government should take effective measures to beautify Courtallam. Music fountains, theme parks and botanical gardens should be established in Courtallam so that tourists may visit even during non-seasonal periods.

The local Panchayat authorities should take necessary steps to permit the tourists to enjoy the waters of all the nine Falls in Courtallam. If this is done, the arrival of tourists may automatically get boosted up.

The local residents of Courtallam must share the responsibility of promoting tourism. This is more so because ultimately it is the local residents who tend to lose because of negative impacts or wrong policies. Generally, it has been observed that the Locals in order to have a share in tourism profits tend to ignore or damage their own environment. Similarly, the Locals do not bother about the garbage disposal etc. This kind of development brings immediate profits but shortens the life of tourism in Courtallam resulting in long term losses. Hence, it is necessary that the local residents play a crucial role for tourism development in Courtallam. Some of the steps to be taken in this regard may include:

- Creating environmental awareness among the fellow local residents,
- Keeping a strict watch over the construction and building activities, land use, etc.
- Adopting the use of non-conventional energy resources,
- Having a say in the determination of the carrying capacity of the destination

Education of both the host community and the tourists is essential and the Government must initiate steps in this direction to mitigate the negative effects of tourism. In the host community, education should begin with policy makers and administrators themselves to familiarize them with the critical issues in tourism
development. By supplying the host population with comprehensive information about tourists and tourism, many misunderstandings could be criminated, feelings of aggression prevented, more sympathetic attitudes developed and a better basis for hospitality and contract with tourists created.

The economy of Courtallam is very much governed by its dependence on domestic tourists rather than on foreign tourists. The domestic and foreign tourists to Courtallam could be doubled by proper planning, publicity and by providing necessary facilities at all the important centres.

The Government (both state and central) should take effective measure to develop Courtallam in all spheres so that the arrival of tourists could be remarkably increased.

The Health Inspection Department of the Government should inspect the hotels and restaurants in Courtallam frequently to find out whether they are maintaining standards. The drainage system in hotels and restaurants should be inspected and noncertified to ensure clean environment.

The Government must assign a high priority to tourism programmes and projects. This priority must be visibly demonstrated in vastly increased allocation of resources for tourism in both the central and state plans. There has to be a clear recognition of the economic benefits of tourism as a creator of wealth, generator of employment and preserver of local traditions, culture and environment. All hindrances and roadblocks in the path of tourism need to be systematically eradicated.

The Department of Tourism should take effective measures to equip manpower to meet the requirements of vastly increased tourism. For this sake, the public and private investment in culinary / tourism training institutes has to be radically increased.

The tourism industry in Courtallam should have a strong focus on the customers. Customer service is important at a thousand separate points during a tourist visit to a particular site. Consequently, each company that interacts with tourists should make itself aware of what is more important to the tourist in terms of quality and comfort as
they relate to its products and services. That means making choices about which segments to serve, and investing in understanding how to ensure that those customers are satisfied. Failing to do so only perpetuates the pattern of over-dependence on inherited factors” Effective tourism development strategy needs to be customer-driven and should revolve around customer knowledge. This involves profiling groups of customers and designing strategies about serving desirable segments. Targeting decisions such as: What types of customer do we want to attract/serve? should be undertaken. All of this information is essential for optimizing tourism benefits. Strategy decisions should be based on market segmentation analysis since each type of tourists has specific needs, demographics and trip patterns and can be reached through specific marketing channels.

In order to disseminate information about tourism in Tamil Nadu, the State Government has opened 19 tourist information centers - 16 at local railway station and airports and 3 in other states. It is very important to make these centers truly available to tourists. Tourist offices should be opened 24 hours - 7 days a week - at airports and possibly railways.

It is a common practice in Courtallam to charge foreigners more for attractions than locals. This price discrimination is done on the basis that locals, earning meagre wages, are too poor to be charged high ticket prices, while international travelers can certainly afford the entrance fee due to the strength of their own currency. Although this explanation seems reasonable, it is important that foreigners should feel that they get some value out of the higher fees.

The Government should develop adequate infrastructure in and around Courtallam. This includes rail transport, rail transport, clean water supply, hygienic surroundings and tourism friendly facilities.

The quality and efficiency of services is the primary concern of tourism industry. In order to achieve this, each of the components of tourism industry requires trained /skilled manpower. The travel and tourism industry is really as good as only its people, and it is the people that make the real product. The right person in
the right job is essential for the success in any business. In travel agencies, tour operations units, hotels, restaurants, motels, resorts and similar businesses, this factor is particularly important. Thus the need to develop the required human resources in various segments of the tourism industry in general and Courtallam in particular has become imperative.

Tourism being essentially hospitality oriented industry and it becomes necessary to inject professionalism in various fields like reception, house-keeping, interior decoration and catering. Tamil Nadu has two Government Catering Institutes. Hotels are places visited by almost all the tourists, either to have food or for accommodation. The hotels require qualified personnel to understand the specific requirements of tourists & fulfill them according to the taste/spending capacity of the tourists. Ill-behaviour or discourtesy by the hotel staff will create an adverse image of the hotel, the people and the State. To train qualified youth in hospitality, there are two Institutions in Tamil Nadu, one functioning under the aegis of Government of India, i.e., Institute of Catering Technology & Applied Nutrition, Taramani, Chennai and the other one, the State Institute of Hotel Management & Catering Technology, Tiruchi, sponsored by the Govt. of Tamil Nadu. Efforts will also be taken to open more such institutions, preferably with private participation.

For an aggressive, powerful and effective marketing of Courtallam, dissemination of tourist information through various media is absolutely essential to motivate the potential tourists. Publication of good quality brochures, posters, pictures, post-cards etc., and their distribution through various outlets of the Tourism Department including Government of India Tourist offices and other means is equally important. Airlines, travel agents, release of advertisements in leading journals within the country and abroad, production of short films and screening at important locations, conduct of press meets and familiarization tours for leading domestic and foreign travel writers, Road shows at important centres, participation in tourist marts within the country and abroad would be strategically used to market various tourist destinations, circuits and other products. A focused, integrated and holistic publicity and marketing campaign would, therefore, be an important element of the strategy for promoting tourism in
Courtallam. Potential entrepreneurs may be identified and encouraged for operating access-friendly taxies and tourist coaches.

Therefore, it will be prudent to provide quality infrastructure, additional facilities, and services of high standard to increase level of spending of the tourists. The basic amenities and facilities at heritage centres are to be provided adequately and to the taste of foreign visitors.

Tourism in Courtallam can yield positive results provided it satisfies the requirements of sustainable Eco-development and is managed scientifically and gainfully; it otherwise poses problems. To contain such problems, tourism should be developed gradually over time so that the society can adapt it, get educated, participate and enjoy the change. Local people should be made to participate in planning and development of tourism so that they can bring new ideas, support and influence the decisions, and in turn be a part of it.

The sustainable development approach implies that the natural, cultural and other resources of tourism in Courtallam are conserved for continuous use in the future, while still bringing benefits to the present society. This approach is actually important because the tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of Courtallam. If these resources are degraded or destroyed, then the tourism areas cannot attract tourists and tourism will not be successful. It is also essential that residents of the Courtallam should not suffer from a deteriorated environment and social problems.

Persons with disabilities have equal right of access to all tourism infrastructure, products and services, including employment opportunities and benefits that the tourism industry can provide. The tourism industry in Courtallam should provide the same choices for all tourists to ensure the full participation of persons with disabilities, and protection of the individual’s right to travel with dignity. With regard to tourism access improvement, it is important for all concerned to take into consideration the rights and needs of diverse user groups, including single disability groups, persons with multiple disabilities, and women and girls with disabilities.
Tourism master plans, policies and programmes in Courtallam should incorporate the principle of universal access to tourism infrastructure, products and services. Furthermore, access improvement in tourism benefits many other groups, including older persons and families with young children. The inclusion of universal design in tourism development can create environments, products and services that are useable by a wide spectrum of tourists, irrespective of their experience, knowledge, skills, age, gender, as well as their physical, sensory, communication and cognitive abilities. Thus the spirit of barrier-free tourism means the reduction of all physical and non-physical barriers and dangers so that they do not adversely affect tourism experiences and activities.

The calendar of festivals/ festivities in the form of an attractive brochure for the benefit of tourists should be printed in large numbers and lavishly circulated to far and wide places across the country as well as the identified market segments abroad so as to enable them decide their itinerary in advance.

Creation of adequate infrastructure for hotel and tourism in Courtallam will be more meaningful only if minimum basic amenities and infrastructure such as roads, electricity, water, transport and communication, which foreign tourists take for granted, are provided.

In addition to augmenting the existing accommodation at Courtallam, the paying guest accommodation can offer an added attraction to the tourist to enjoy the locales etc. by staying in a homely atmosphere. A exhaustive exercise as to identifying all such accommodations at different locations needs carried out and proper information among the tourists circulated. This can also be done by carrying out a separate publication in the form of a brochure. Tarrif rates and grading of all such accommodations should also be done. All interested parties for building this facility may not be selected. An exercise as regards their condition, location, access, etc. needs done before having enlisted them for this service.
The bed and breakfast scheme shall offer warm living conditions to the tourists while providing revenue earning (value addition) opportunities to the local people. These shall also help in national integration and interaction of different cultures etc.

The tourist spots of Courtallam are to be kept trim and tidy, free from unauthorized encroachment and dumping of garbage’s. The public convenience like toilet and clean drinking water should be available for the visitors. The tourists, particularly foreign tourists experience such difficulties in Courtallam. Immediate remedial measures are called for in providing necessary facilities.

Each hotel must have an adequate garbage storage facility or incinerator for the destruction of garbage, respectively, as the case may be. It is essential that garbage disposal is not solved on an individual basis. In order to make sure that disposition of waste is not detrimental to the environment, each local body should undertake to provide waste collection services.

The planners and managers of tourism can influence tourists movement patterns and behaviour with the help of sign posting, information leaflets and broadcasts, visitor centres, zoning of areas, temporary restrictions on entry, marked routes, audio-visual displays, promotion of public transport services and range of similar other measures.

Tourists have to pass through several Government agencies so as to meet the requirements under various laws. These include obtaining visas, undergoing immigration checks, obtaining permits to visit certain areas, payment of fees for certain facilities, etc. The endeavour of the Government should be to improve efficiency in providing such facilitation services and make travel to and within India a pleasant experience. Introduction of issue of Visa on arrival at least for 15 days at all the airports, computerization of the system of issue of Visa, streamlining of luggage handling system at airports improving tourist facilitation services at the airports by adopting technological solutions are some of the important facilitation services proposed in this regard.

Campaigns should be launched through local bodies, non-governmental organizations, youth centres, etc. to create awareness about the traditions of Indian
hospitality and the importance of providing an assurance of safety and security to tourists so as to control touting, extortion and harassment to tourists.

It would also be the endeavour of the Local Government to persuade the State/UT Governments to rationalize taxes and to allocate suitable land for tourism purposes at reasonable prices, harmonize movement of tourist transport across State borders, etc.

The Government should Launch entrepreneurship development and self employment programmes to involve the educated youth in providing various tourist facilities and services.

Physical planning, architectural design and construction of tourist facilities in Courtallam should employ eco-techniques like solar energy, capture and re-utilization of rain water, recycling of garbage, natural cross ventilation instead of air-conditioning, a high level of self-sufficiency in food generation through orchards, ecological farms, aquaculture, etc.

Massive publicity through Electronic / Print Media should be undertaken through release of advertisements in the national and international travel magazines, dailies, satellite TV channels, FM radio as well as printing of folders/ posters for wider circulation etc Innovative marketing strategies like Direct Marketing, Personal Selling and Sales Promotion are to be adopted to reach the tourists directly with minimum intermediation.

As tourism is a highly competitive industry; the traveller has a wide range of choices and looks for good value for money. The lack of quality infra-structure, competitive rates, indifferent or poor product quality, difficulty in getting access to information on travel and tourist destinations, untrained service providers, and above all, the lack of hygiene, have an enormously negative effect on the competitiveness of Courtallam as a tourism product. Professional planning is necessary to prevent haphazard, uncontrolled growth, spatial and land use planning, strict architectural controls, sewerage infrastructure and water treatment plants.
Shopping is recognised as an integral part of tourism. The development of dedicated shopping centres for traditional crafts must be encouraged by the Local Government. Problems related to the seasonality of tourism will be reduced by developing new tourist activities to promote and maintain tourist arrivals all year round;

The tourists visiting Courtallam should conserve the environment of the place by avoiding non-recyclable plastic products

The road network is vital for tourism as almost 70 per cent of passengers in India travel by road. Many tourist circuits are entirely dependent on roads. The current government plan for the road system in the country covering both inter-state highways and improvements to rural roads directly supports tourism development. There is urgent need to construct and improve highways linking the world heritage sites and places of tourist significance. The Ministry of Road Transport and National Highways will collaborate with the Ministry of Tourism in this effort.

Tourism in Courtallam relies on natural resources. However, over-dependence on basic advantages does not suffice to attract tourists because consumers are increasingly demanding infrastructure sophistication, and they have more and more such destinations from which to choose world-wide. The tourism industry therefore should have a strong focus on the customers. “Customer Service is important at a thousand separate points during a tourist visit to a particular site. Consequently, each company that interacts with tourists should make itself aware of what is more important to the tourist in terms of quality and comfort as they relate to its products and services. That means making choices about which segments to serve, and investing in understanding how to ensure that those customers are satisfied. Failing to do so only perpetuates the pattern of over-dependence on inherited factors”

The local governments must ask transnational companies to help development in that area. Transnational companies have to develop the whole area as well as the resort area and give the local people more jobs, more facilities and a more convenient lifestyle.
Conclusion:

Growth in tourism is the reflection of overall prosperity. Tourism cannot flourish in isolation. It requires countenance from all other departments. It acts as a conduit to channelize the resources to various departments and provides scope for revenue generation to the common man. It increases employability, enhances money circulation, improves living conditions, introduces technology and enriches the cultural milieu of the state. The Government and private stakeholders should work it tandem to exploit the immense potential of Courtallam and to create a memorable experience in the minds of tourists.

Observation of tourist attitude shows that more active tourists are more satisfied with Courtallam. The results reflect the fact that tourists desire for experiences at destination. Destination marketing planners should investigate the possibilities of arranging more tourism activities. The regional cooperation needs to be further coordinated and more marketing efforts and investment is required. The tourism resources in the Courtallam have the potential to generate significantly higher levels of demand from the domestic and international markets, which if exploited intelligently in a sustainable manner, can prove to be the proverbial engine of growth for Tamilnadu which in turn will boost the Indian economy. Tourism Officials and strategic planners now need to take a close look at the micro picture of tourism in China and consider how to improve visitors' day-to-day experiences.

Tourism is like a bridge. It connects our countries and it can connect people to each other.

- Karen Chen