CHAPTER VII

SUMMARY, FINDINGS AND SUGGESTIONS

7.1. INTRODUCTION

Tourism enhances the quality of life, preserves the national heritage and encourages the application of diverse cultures both by domestic and foreign visitors. It has become an important segment of Indian economy as it generates employment opportunities and contributes substantially to its foreign exchange earnings. Kanyakumari is a world popular tourist’s centre. This district is situated in the southernmost tip of India. The main attraction of Kanyakumari is its beach. Many other important tourist places like Padmanabhapuram palace, Thirparappu falls, Udayagiri fort, Vattakottai, Chitharal Jain temple etc are also in this district. All these tourist places attract both domestic and foreign tourists to Kanyakumari.

The present study is an attempt to understand the tourists satisfaction and their preferences towards the tourist centers in Kanyakumari district. The study also analyses the growth of tourism industry in Kanyakumari district and its contribution to economic and social development.
The specific objectives of the study are:

- To exhibit the growth of tourism industry in India
- To assess the potential of natural resources in Kanyakumari, to promote tourism as an industry
- To analyse the growth of tourism industry
- To evaluate the perception of tourists regarding tourism industry
- To examine the barriers and threats to tourism industry and
- To find out the economic and social benefits of tourism industry

The present study is based on survey method. A total of 350 samples are selected. Sample of 150 domestic tourists and 50 foreign tourists has been selected for this purpose. Apart from this 150 business people in the tourist area are also selected for this study.

7.2 SUMMARY OF FINDINGS

7.2.1 Significance and Growth of Tourism in India

The growth of tourists arrival in India is amazing. During 2009 to 2010, the country witnessed an increase in foreign tourists arrivals from 5.11 million to 5.58 million, registering a 9.3 percent growth. The tourists visits in case of domestic visitors also grew by 10.7 percent in year 2010 to 740 million as compared to 650.04 million in 2009. Tourist arrivals in the State of Tamilnadu have registered a significant increase, more than 1030 lakhs domestic tourists and over the 28.05 lakhs foreign tourists visited the State in 2010. During the year 2010 the growth rate in foreign exchange from tourism was Rs. 64889 crore as
compared to Rs. 54960 crore in 2009. This worked out to a growth rate of 18.1 percent as compared to 2009.

7.2.2 Demographic Profile of Tourists

The socio economic characteristics of 200 respondents revealed that 33.5 percent of the respondents are in the age group of 20-30, and the education level of the respondents shows that 52.5 percent have college level of education and 18 percent are professionals. On the whole it is important to note that many of them are highly educated. Most of the respondents (53.5 percent) are male. Male visitors are higher in the study area when compared to female. Majority of the tourists arriving at Kanyakumari are Christians followed by Hindus and Muslims. The dominant occupational background among the tourists is private employees (27.5) and government employees (19.5 percent). Maximum respondents cover the middle income group, 32.5 percent comes under the income group of Rs. 10000- 20000. Under privilege income group shows only little interest in visiting Kanyakumari. Majority of the respondents have used air transport followed by train and buses. 28 percent of the domestic visitors belongs to Tamilnadu, 72 percent of the visitors are from other States in India. The result of the studies shows that, majority of the respondents prefer to stay only for a short period of time and only very few visitors prefer to stay more than above 10 days. Maximum of the respondents visited the spots for the first time and very few other respondents visited the spot more than 3 times. Regarding the purpose of visit, majority of the visitors came only for sightseeing (34 percent), next important purpose was pleasure (25.5 percent). Maximum of the respondents feel
that their stay at Kanyakumari had been good and excellent. Most of the respondents came to know about Kanyakumari from friends and relatives followed by advertisement and own curiosity.

**7.2.3 Demographic Profile and Level of Satisfaction of Tourists**

Younger age group have high level of satisfaction. Male tourists have high level of satisfaction compared to female. Higher level of satisfaction is found among Christian and low level of satisfaction is found among Muslims. Educated tourists have higher level of satisfaction compared to the uneducated. Government employees and professionals visiting Kanyakumari have higher level of satisfaction. Low level income group has higher level of satisfaction compared to high income group. Those who stay for short period of time up to 2 days have higher level of satisfaction compared to those who stay for longer period of time.

Demographic factors and level of satisfaction are closely related. To understand the relationship between various demographic factors and level of satisfaction chi-square test has been used. It is found that there is significant relationship between native place and level of satisfaction. But there is no relationship between other demographic factors like age, gender, religion, education, occupation, income, transportation, length of stay, frequency of visit and level of satisfaction.

**7.2.4 Factors Providing Satisfaction to Tourists**

Factor analysis is used to find out the factors considered for the
satisfaction of tourists. Nineteen variables are used for the study. Factor analysis reduced the factors into five factors which are named as, ‘facilities’, services’, ‘availability’, ‘cleanliness’ and ‘attractions’. The important factors leading to satisfaction of tourists are facilities and services, since their eigen values are 8.856 and 1.746 respectively.

7.2.5 Influencing Factors

Similarly factor analysis is also used to find out which factor influence the tourists. Factor analysis reduced the factors in to three factors which are named as, ‘Enjoyment’, Natural sceneries’ and ‘Behaviour of local people’. The important factors that influence the tourists are ‘enjoyment’ and ‘natural sceneries’, since their eigen values are 3.033 and 1.405 respectively. The factor ‘enjoyment’ consist of four variables namely, programmes culture and traditional values, availability of variety of entertainments, cheap and best and low risk element.

7.2.6 Problems faced by Tourists in Tourist Destination

Garrett’s ranking techniques is adopted to find out the important problems faced by the tourists. The main problem faced by the domestic tourists who visit Kanyakumari is “worst condition of Indian roads” which secured first rank and is followed by “lack of adequate information and tourist guides” which scored second rank and third factor is “lack of sanitary, hotel and drinking water facilities”.

However, important problem faced by the foreign tourists is “lack of adequate information and tourist guides” which secured first rank and is followed by the second factor “worst condition of Indian roads” which scored second rank and third factor is “lack of sanitary, hotel and drinking water facilities”.

7.2.7 Preferential Attributes of Tourists

Garrett’s ranking has been used to exhibit the important preference of the tourists. With regard to accommodation majority of the respondents prefer “five star hotel” which has secured the first rank, second rank is “four star hotel” and third rank is “cottages”. The main preference pertaining to recreation is “music” since it is secured first rank followed by the “theme park” which scored second rank and third factor is “night life”. Regarding food, majority of the respondents prefer “tamilian food” which has secured first rank, next rank goes to “north Indian food” and third rank is “western food”. The main preference with regard to attraction is “natural sceneries” as it scored first rank, next factor is “beach” which scored second rank and third rank is “historic places” respectively. The main preference of shopping is “handicrafts” as it scored first rank, next rank goes to “artistic” and third rank goes to “garments”.

7.2.8 Opinion of Tourists Regarding Cost

Foreign tourists as well as Indian tourists opined that the accommodation is costly. However only a few felt that it is cheap. Transportation is considered as nominal by majority of both Indian and foreign tourists and a few foreign and Indian tourist considerd it cheap. Foreign as well
as Indian tourists considered food expenses as costly. Recreation is considered as nominal by majority of the Indian and foreign tourists. Majority of Indian and foreign tourists consider shopping as nominal. Only a few Indian tourists considered as costly and very few foreign tourists considered it as cheap.

7.2.9 Awareness of Tourist Spots

Most of the foreign and domestic tourists are aware of the places like Sothavilai beach, Thirparappu waterfalls, Muttom beach, Sucheendram temple and Mathoor flume. Majority of the tourists are unaware of beautiful places like Thengapattinam beach, Udayagiri fort, and Pechiparai dam.

7.2.10 IT Enabled Services of Tourism Industry

The weighted average technique is used to find out the preference for IT enabled services. The main preference of IT enabled service by the Indian tourists is ‘online booking for hotels, hospitals etc’ as it scored first rank followed by “automated reservation system for railways and airways” which score second rank and third preference is “online information regarding tourist spots”.

However, the foreign tourists prefer “automated reservation system for railways and airways” as it scored first rank, next rank goes to “Online booking for hotels, hospitals etc.” and third rank goes to “online information regarding tourist spots”.

Overall, tourists prefer IT enabled service for ‘online booking for hotels, hospitals,’ as it scored first rank, next rank goes to ‘automated reservation
system for railways and airways’ and third rank goes to ‘online information regarding tourist spots’.

7.2.11 Growth Performance of Tourism Industry in Kanyakumari

Tourist arrivals in the district of Kanyakumari have registered a significant increase, more than 7995260 domestic tourists and over the 165507 foreign tourists visited Kanyakumari in 2010. In recent years there is steady increase in the number of tourists visiting Kanyakumari. The analysis as concerns the compound growth rate of arrivals shows that the growth rate is highest for the arrival of foreign tourist in Kanyakumari is (33.25 percent) and foreign exchange earnings in India is 15.30 percent. The growth rate of travel agencies reveals that it is highest in tour arrangements (15.97 percent) but the bus arrangement to Kanyakumari has a slow growth from 2000 to 2009. The female employees are the highest in the increasing trend in Kanyakumari tourism sector.

The study envisages the growth rate on ticket booking and it is highest for the international travels (16.91 percent). International tourists overtake the domestic tourists certainly it is a paradox.

The compound growth rate worked out for lodges in Kanyakumari reveal that it is highest for the B and C class lodges (24.57 percent). The restaurant and the labours have gradually grown from the year of 2000 to 2009. The compound growth rate of labours is higher than the restaurants. Regarding the petty shops in Kanyakumari, the growth rate of hand embroidery is highest in the tourism sector.
7.2.12 Business Profile of Traders and Businessmen in Kanyakumari

Majority of the business people are having fancy goods business, followed by hotel and restaurant and stationary. Maximum of the business people are having leasehold shops which constitutes 26.66 percent and single proprietorship is 19.33 percent. The Government owned shop are very low compared with others. Regarding the experience, majority of the traders have 6 to 10 years of experience in business which indicates that the tourism industry has been developed in Kanyakumari district only in the recent years. Majority of the traders have invested below Rs. 50000, only few respondents said that they have invested in the business above Rs. 10 lakhs. Maximum of traders invest from the borrowed fund and very few respondents have invested their own fund. Regarding the daily turnover, hotels and restaurant have the highest turnovers.

Hotel and restaurants have the highest net profit during season followed by textile shops. The lowest investment group showed the lowest profit, they are hawkers and peddlers and handicraft. During off season hotel and restaurants have the highest net profit, followed by textile, medical shop and transport. Regarding the utilization of savings in seasonal time, majority of the respondents use their saving for reinvestment in business, followed by repayment of debt. Only few amount of savings were utilized for personal use.

7.2.13 Influence of Demographic Factors on the Socio-Economic Status of Traders

Chi-square test was used to find out whether demographic factors have influence over the socio-economic status of the respondents. Sex, business
experience, initial investment, sources of investment, net profit have significant influence over the socio-economic status of the respondents, while types of business, types of ownership, daily turnover in business have no significant influence over the socio-economic status of the respondents. The tourism industry has contributed tremendously to the improvement of the socio economic conditions. Out of 150 samples, 73 percent opined that their socio economic status was improved and only 27 percent opined that their socio-economic conditions have not been improved.

7.2.14 Socio-Economic Development of Traders in Kanyakumari

Factor analysis is used to find out the socio economic development of the respondents. Fifteen variables are used for the study. Factor analysis reduced the factors into six factors which are named as, ‘business development’, ‘self development’, ‘economic development’, ‘status development’, ‘social development’ and ‘personality development’. The most important socio economic development factor is ‘business development’ and ‘self development’ since their eigen values are 2.502 and 2.113 respectively. The factor ‘business development’ consists of four variables namely, expand the market, help to adopt new technology in business, provide self employment and help to sell good easily. The factor ‘self development’ consists of three variables namely, given a chance to learn more language, helps to know more about various culture and helps in satisfying the basic needs.

Paired sample t test was used to analyse the socio economic impact of tourism industry. T test revealed there is significant change in their
annual income, assets, livestock, savings, home appliances, expenditure and education for children after starting business.

7.2.15 Socio Political Barriers in Tourism Promotion

To analyse the variables considered for socio political barriers in tourism promotion, factor analysis was used. Eleven variables are used in the study. Factor analysis reduced the factors into two factors which are named as, ‘regionalised socio political risk’ and globalised socio political risk. The important socio political risk factor that affect tourism industry is ‘regionalised socio political risk’ since its eigen value is 4.34 and the percent of variation explained is 39.48 respectively. The factor ‘regionalised socio political risk’ consists of seven variables namely, factional conflicts, civil war, nationwide strike, terrorism, guerilla war ethnic / religious turmoil and border conflicts.

7.2.16 Other Perceived Barriers and Threats to Tourism Industry

Weighted Average Ranking method was used to analyse the barriers and threats to tourism industry. The most important service related risk is slow response phones/faxes with 554 points, the second service related risk is unreliable postal service with 551 points and third risk is lack of professionalism by local agents with 549 points.

The most important perception regarding economic related risk is current instability with 576 points, the second economic related risk is high priced ground tour operators with 574 points and third risk is lack of funding for tourist promotion boards with 562 points.
The most important perception regarding health related risk is droughts with 552 points, the second health related risk is over pollution in tourist area with 528 points.

The most important perception regarding infrastructural related risk is inadequate tourism infrastructure with 557 points, the second health related risk is deficient communication facilities with 538 points and third risk is inadequate transportation with 515 points.

7.2.17 Negative Effect of Tourism for Business People

Garrett’s ranking techniques is adopted to find out the negative effects of tourism in Kanyakumari. The important negative effect identified was “increase in value land and goods” since it secured first rank and is followed by the variable “increase in cost of living” which scored second rank and the third variable is ‘infections/diseases’.

7.3 SUGGESTIONS

Based on the findings summarized above the following suggestion are made to improve the present situation:

Domestic and international air capacity will be an added facility to tourism. Hence an airport can be constructed in Kanyakumari which will bring more foreign tourists to Kanyakumari.

Music and theme park are the preferential attribute for recreation by the tourists. Steps can be taken to provide the above preferential attribute which will bring more tourists Kanyakumari.
Majority of the tourists visiting Kanyakumari came to know about the tourists spot only from friends and relatives. Advertisement has not reached those tourists. Advertisement is the most visible and significant part of tourism industry. Sincere efforts should hence be taken by the National Tourism Administration to improve advertisement campaign regarding Kanyakumari. The advertising campaign of NTA should cover the magazines, T.V., Radio and appropriate display loadings to make sure that it has an impact.

The facilitation services in Kanyakumari are quite inadequate. The poor transportation facilities are a major constraint on the development of tourism. The transport infrastructure services need to be improved and modernized. Transport facility may be provided from the market to the district, from the district to the main centres and from the main centres to the satellite centres. The government must try to attract more visitors by upgrading the infrastructure and improving facilities to international. Proper roads should be constructed to facilitate smooth traffic. The state government should arrange the bus service to link all the tourist spots in Kanyakumari district. The maintenance of the national highways is essential in the study area.

Tourists were of the opinion that providing are ‘facilities’ in Kanyakumari will ensure satisfaction to them. Considering the level of insufficiency of facilities and the flow of tourists, steps to have to be taken the improve the availability of facilities to the tourists from different strata. Information centres, entertainment facilities, communications system and transport require urgent attention in Kanyakumari. Facilities like toilets, drinking
water and cloak rooms may be provided sufficiently for the tourists. As it is seen that in most of the centres the tourists have no engagement during night, facilities for indoor games, leisure gambling, dance shows and similar entertainment may be provided.

Trained guides must be appointed by the tourism department. The guides must be in a position to explain the historical importance of the places in the respective foreign languages. Things are better understand and derive satisfaction when they are explained in our own language.

Survey indicates the preference of five star hotels by the tourists. Hence the government should take step to construct ‘Five Star’ hotels in Kanyakumari. Since majority of the respondents prefer Tamilian food, steps can be taken to provide Tamilian food in Five star hotels and other hotels.

Since Kanyakumari district is a beautiful place with natural surrounding eco-tourism can be developed in this district. An eco-tourism development board may be constituted to oversee and monitor the tourism activities in Kanyakumari.

India has wide varieties of traditional arts and crafts. As per the survey most of the tourist visiting Kanyakumari like to purchase handicrafts and handloom work. Centers of artistic values can be started in Kanyakumari which will have a good impact on tourism.
Tourism department must take steps to arrange comfortable accommodation facilities and food expenses to domestic and foreign tourists with normal fair.

Awareness and emergence of a tourism friendly culture, in tune with our old philosophy of, *Vasudhaiva Kutumbakam* can be possible only if people actively participate and share the vision about the multi dimensional role of tourism. Public participation by involving local community in the decision making process through ‘advisory council’ will contribute to the development of tourism industry.

IT enabled services like automated reservation system for railways and airways and online booking for hotels and hospitals are highly needed both by Indian and foreign tourists. The tourism department should provide the online booking facilities like hospital, hotels and automated reservation system for railways and airways to the visitors for their needs. Adequate information should be provided on web site. Information on where to go, how to go, where to stay etc. should be provided.

The district must prepare a master plan for the development of budget accommodation. The destination must develop modern shopping complex of international standard – a place where tourist get all varieties of product. At least one international standard convention centre to be established in the district.
Kanyakumari has a vast tourism potential as compared to any other district. But, with regard to tourism infrastructure, it is still lacking behind. The government must plan to develop the tourist infrastructure, and for this various projects like introduction of special tourist trains, linking the world heritage sites and places of tourist interest with the highways, provision of clean and inexpensive hotel accommodation for the tourist, etc. should be initiated by the government.

The department of tourism must be open good number of information booths at bus terminus, shopping complexes, and busy commercial complexes. Right people with right attitude be employed in order to deal with tourists. The tourist office should be kept open all the 24 hours.

Awareness programmes may be conducted to educate the porters, waiters and taxi drivers who have direct contact with the tourists, so as to ensure their best services to the guests.

As the winds of privatization are already blowing through the different sectors of the economy, it may be tried out in tourism also.

For the convenience of tourists information about accommodation in hotels, lodges, clubs, resort hotels be displayed at railway station, airports, bus station along with the tariff. This will help the tourists to choose accommodation of their choice.

In order to prevent tourists being cheated by unscrupulous people license system may be introduced. The license should be issued by a competent
authority preferable by tourism department, while issuing such license the necessary qualification, experience, attitudes, concern for the tourists and so on should be looked into. Preference shall be given for those who hold a degree diploma in tourism management/administration.

Since arranged tours are very popular in these days, the authorities concerned should come forward to organize convenient arranged tours in Kanyakumari district.

The seashore should be kept clean. The ferry service should be improved very well to Vivekananda rock memorial and Thiruvalluvar statue. Lighting facility should be arranged very well in the beach area.

Small and medium size business will be forced to take a more strategic approach to doing business; new mediators on the market will assist in doing so.

Traders may be strictly directed to exhibit price lists at tourist centers, since such measures would help to prevent discriminate and unethical trading and thereby to clear suspicions likely to arise in the minds of the tourists.

Marketing of the product must accord with the tastes expressed by the tourists from various countries. Appropriate destinations that suit them may be provided.

Tourism sector is playing a very vital role in the employment generation and socio-economic development in Kanyakumari. Realizing the significance of tourism, the government needs to focus its attention on exploring
its existing tourism potential and place tourism sector on the priority agenda of state government.

Through market surveys, information regarding profile of the tourists visiting Kanyakumari may be updated at an interval of at least two years. Tourists reaching Kanyakumari may be made aware of the socio-cultural background of the state, so as to avoid inter-cultural conflicts.

It is seen that the business related to tourism is affected by the seasonal nature of the industry. However, attempts may be made to extend the duration of the ‘seasons’ by attracting more tourists. More hotel and restaurants which are clean, moderately expensive, and assuring the best service, may be provided in the close vicinity of the centres. Higher investments bring higher profits. More establishments under government ownership that deal in textiles, handicrafts, spices, indigenous product, fruits, hot drinks, etc., may be provided. Traders, especially hawkers and peddlers, may be directed to follow fair trade practices.

The government should allocate more funds for the development of tourism department to development of Kanyakumari tourism industry. Reduce accommodation cost, air fares, and marketing support for business people. So avoid the economic related risk. Keep tourist places clean and tidy to prevent pollution which avoid health risk for the tourists.

Proper preventive measure should be taken to control political risk such as civil war, terrorism, factional conflicts and nationwide strike etc.
7.4 Conclusion

Tourism industry is absolutely essential for the socio-economic growth of any country. In Kanyakumari district tourism industry has grown by leaps and bounds over the years due to the locale’s unique environmental and scenic beauty with which it has been endowed, as well as the historic role it has played in the life of the nation. The record of growth and the impact of the tourism industry on the economic background of Kanyakumari district and its social and political environment have been quite impressive. Through Kanyakumari district has a poor track record as far as the industrial growth is concerned, some amends have been made to it by the ever growing tourism industry.

7.5 Scope for further research

The present study is an attempt to analyse the growth of tourism industry and economic and social benefits of business people in tourism are of Kanyakumari district. Yet, several such areas have been identified that warrant for further research. Such areas are summarized below.

Tourism development and involvement of local people at Kanyakumari tourist destination

Tourism management and administrative problem in Kanyakumari

The problem and prospects of Tourism industry in Kanyakumari

The present trend in Tourism Marketing in Kanyakumari

Eco tourism in Kanyakumari

Role of Tourism industry in the changing life style in Kanyakumari.