# Chapter 6

**FINDINGS, CONCLUSIONS, SUGGESTIONS AND RECOMMENDATIONS**

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6.1 Findings and Conclusions

This chapter deals with a summary of the whole study and the conclusions derived there from. It also gives suggestions for the improvement of the working of the employees in the tourism industry to provide better services to the tourists, thereby improving the standard of living of the employees in the tourism industry.

Kerala is one of the States in India which provides large number of employees to cater to the needs of the world. Tourism is an industry where service is marketed. It needs skilled and unskilled labourers. If the personnel associated with tourism are trained properly, the services in the tourism industry can be marketed very easily. Tourism is a service oriented business where the customers enjoy the services they are having.

Most of the employees working in tourism industry are not professionally qualified. The employees’ turnover is very high in tourism industry. The main reasons for the employee turnover are the low wage system, lack of systematic work schedule and the attitude of the society towards the employees in this industry. The remuneration paid in the unorganised tourism sector is very low when compared with their work. This is the main reason for leaving of the highly qualified personnel from this industry. Tourism workers have to be provided with reasonable compensation for their work. They should have a work schedule like other industries. The Govt. should frame a strategy regarding the working conditions and payment of the employees in tourism industry. The workers in the tourism industry must have an opportunity for presenting their problems.

Issues related to human resource development in the tourism sector involve the quality of human resources, their conditions of work, their training and educational programmes, the role of the private sector and the role of the public sector in giving attention and finding solutions to the problems and constraints. If the business has to remain competitive, managers must be skilful
in many diverse areas. As a part of the service industry, tourism is labour-intensive and generally requires well-developed social and language skills in a cross-cultural working environment. The availability of skilled and trained manpower is a crucial element for the successful development and sustainability of a tourist destination. In the ultimate analysis, skilled and trained human resources will ensure the delivery of the efficient, highly qualitative service to visitors, which is a direct and visible element of a successful tourism product.

The major problems and constraints facing human resources development in the tourism sector are shortage of qualified manpower, particularly at the managerial level, shortage of qualified and experienced teaching staff, shortage of training materials and facilities, lack of strategies and policies for human resources development in the tourism sector, difficulty in keeping pace with rapidly changing technological innovations and dynamic changes in the global marketplace, complexity of the multidisciplinary nature of tourism studies, gap between the training capacity of the educational institutes and the actual need of the industry and shortage of higher-level programmes for management development.

Tourism workers need to be equipped with basic competencies regardless of position, rank and salary, to include analytical competencies – consisting of working knowledge in mathematics, basic computer applications and cost analysis, behavioral competencies- customer service, human relations, professional ethics and even history and culture, communication competencies – aside from English working knowledge, Japanese, Chinese, French and other languages also will be advantageous. It also includes ability in report writing and filling-up of company forms. Other Basic competencies –would deal on electricity, geography, environmental practices, hygiene, safety and housekeeping. The facilities or services provided to the tourists were insufficient to meet their requirements.
6.1.1 Major findings

- The trained manpower available in the tourism industry is insufficient to meet their increasing needs.

- There is a wide gap between the requirement and availability of skilled and unskilled manpower in the case of Classified Hotels in the State.

- There is a wide gap between the requirement and availability of skilled and unskilled manpower in the case of Un Classified Hotels in the State.

- An average of 59 per cent of the requirement is available in case of skilled manpower for Classified Hotels in the State. There is shortage of 41 per cent of trained manpower in the case of Classified Hotels.

- An average of 89 per cent of the requirement is available in case of unskilled labours for Classified Hotels in the State and there is a shortage of 11 per cent.

- An average of 59 per cent of the requirement is available in case of trained manpower for Un Classified hotels in the State and the shortage of skilled labours is 41 per cent.

- An average of 89 per cent of the requirement is available for unskilled labours in Un Classified Hotels in the State and the shortage of unskilled employees is 11 per cent.

- The hypothesis that there exist unbridged gap between supply and demand for trained manpower suitable for tourism industry in the State is accepted.

- The total intake for various tourism related courses offered by universities / institutes in the State is 1356 per year, which is less than the requirement of tourism-based industries in the State.

- The hypothesis that the intake of universities / govt. agencies, which offer certificates / diploma / degree imparting practical skill and special knowledge training required for tourism, based industries in Kerala is far less than the requirements are accepted.
The various tourism courses offered by the different universities in the State not include practical training in their syllabus.

Majority of the tourists (50 per cent) belong to the age between 40 and 60 in both the foreign and domestic categories.

Among the foreign tourists who visit Kerala, 35 per cent of them spend two weeks in the State during their visit and among the domestic tourists, 36.50 per cent of them spend two weeks in the State during their visit.

Majority of the tourists (58.50 per cent) visit Kerala for enjoying their leisure time. Among the foreign tourists, 56.50 per cent of them visit Kerala for spending their leisure time. Majority (60.50 per cent) of domestic tourists also visit the State for spending their leisure time.

A higher portion of the tourists visit Kerala for enjoying the natural beauty, especially beach and back waters. In case of foreign tourists, 42.75 per cent visit the State for spending their leisure time in the beaches. A major part of domestic tourists (47.48 per cent) wish to spend their leisure time in beaches.

Among the total tourists visit Kerala for the medical treatment, the lion part of them prefer Ayurvedic treatment (84.21 per cent). The majority of foreign medical tourists (87.50 per cent) need the traditional Ayurvedic treatment. In the case of domestic medical tourists 80.56 per cent of them select Ayurvedic system.

From the foreign tourists, 41.50 per cent of them get information about Kerala through advertisement and 44.50 per cent of domestic tourists are also influenced by advertisement.

Among the total tourists, 93 per cent wish to visit Kerala frequently. In the case of foreign tourists, 92.50 per cent were ready to visit Kerala again and 93.50 per cent of domestic tourists were also willing to include Kerala as one of the destination for their next visit.
Among the respondents, 50.50 per cent have the opinion that the flights are available for their journey in the State. But, 49.50 per cent of the tourists face difficult in getting flights in time.

As per the opinions of tourists the airways ticket available in the State are ‘Difficult’ assumes the first rank (36.31 per cent), followed by ‘Not so easy (28.37 per cent) which assumes the second rank.

Most of the tourists have the opinion that the cleanliness of the airport in the State is ‘Good’ (34.14 per cent) and it assumes the first rank. But some tourists say that the cleanliness in the airport is ‘Bad’ (30.54 per cent) and it assumes the second rank.

A major part of the tourists visiting the state have the opinion that the facilities at the airports are ‘Satisfactory’ (33.36 per cent) and it assumes the first rank, followed by ‘Very good’ (25.10 per cent) assumes the second rank and ‘Good’ (19.78 per cent) assumes the third rank.

From the tourist, 40.75 per cent says that there is no train connectivity towards most of the tourist destinations in the State and 22.75 per cent of the tourists face difficulty in getting train.

Most of the tourists have the opinion that the ticket reservation for train in the State is ‘Difficult’ and it assumes the first rank (33.95 per cent), followed by ‘Very difficult (22.16 per cent) which assumes the second rank.

Among the tourists, half of them have the opinion that the cleanliness in compartments is ‘Bad’ (50.42 per cent) and it assumes the first rank, followed by ‘Poor’ (24.37 per cent) and “very poor” (9.46 per cent) which, assumes the second and third ranks respectively.

As per the opinion of tourists, the facilities at the railway stations are ‘Bad’ (49.21 per cent) and it assumes the first rank. Some tourists ranked the facilities at the railway stations as ‘Poor’ (22.29 per cent0 and ‘Very poor’ (10.52 per cent) which assumes the second and third ranks respectively.
Most of the tourists have the opinion that the rail–road connectivity in the State is ‘Not comfortable’ (34.50 per cent) and it assumes the first rank, followed by ‘Just OK’ (31.26 per cent) and ‘Not available’ (16.04 per cent) which assumes second and third ranks respectively.

Among the tourists, 33.80 per cent have the opinion that the cleanliness on the road is ‘Bad’ and it assumes the first rank, followed by ‘Poor’ (32.66 per cent) and ‘very poor’ (20.00 per cent) which assumes the second and third ranks respectively.

Most of the tourists ranked the maintenance of road as ‘Bad’ (50.26 per cent) and it assumes the first rank, followed by ‘Very poor’ (15.28 per cent) and ‘Poor’ (14.32 per cent) which assumes the second and third ranks respectively.

Most of the tourists visiting the state have the opinion that the facilities at the bus stations are ‘Poor’ (42.87 per cent) and it assumes the first rank, followed by ‘Very poor’ (17.60 per cent) assumes the second rank.

The majority of the tourists visit the State have the opinion that the communication facilities at the destinations are ‘Satisfactory’ (36.31 per cent) and it assumes the first rank, followed by ‘Very good’ (34.86 per cent) and ‘Good’ (18.52 per cent) which assumes the second and third ranks respectively.

Majority of the foreign tourists (45.50 per cent) are not satisfied with the shopping facilities in the State. But majority of domestic tourists (46 per cent) are almost satisfied with the available shopping facilities in the State.

Among the foreign tourists 40 per cent are not satisfied with the present entertainment facilities in the State and 35 per cent of the domestic tourists are also not satisfied with the available entertainment facilities in the State.

From the foreign tourists, 44 per cent of total tourists are not satisfied with the food items available in the State and 39.50 per cent of the domestic tourists are also not satisfied with food facilities available in the State.
Most of the foreign tourists (52.50 per cent) prefer Western foods. But majority of domestic tourists (44 per cent) prefer Indian foods.

In the case of foreign tourists 55 per cent needs star hotels for their stay during their visit where as 52.50 per cent of domestic tourists only prefer star hotels.

Majority (97 per cent) of the total tourists express their opinion that they are safe during their days in Kerala. Among the foreign tourists 96.50 per cent also respond that they are safe during their visit in Kerala and 97.50 per cent of the domestic tourists say that they are secure in the State at the time of their visit.

In case of foreign tourists, 65.50 per cent face difficulty in communicating with people in the State and 62 per cent of the domestic tourists also face problems in communicating with the local people in the State.

From the foreign tourists 94 per cent of them say that the behaviour of local people in the State is good and 96 per cent of domestic tourists also have the same opinion about the behaviour of the people in the State.

Most of the foreign and domestic tourists (89 per cent) recommend Kerala as a tourist destination to others.

The main attraction of tourists in Kerala is its natural beauty. Majority of the foreign tourists (55.29 per cent) and the domestic tourists (58.49 per cent) recommend Kerala as a destination because of its natural beauty.

In the case of foreign tourists, 50.50 per cent face difficulty from the customs department in the State.

Among the tourists, 37.67 per cent evaluate the services of banks in the State as dedicated and encouraging.

Ranking of the opinions of tourists about the services of airport staff indicates that their services are ‘Not so simple’ and it assumes the first rank (37.51 per cent).
From the total tourists, 60 per cent of foreign tourists and 58 per cent of domestic tourists felt good impression on the personnel in the airport. But at the same time 39.50 per cent of the foreign tourists and 41 per cent of the domestic tourists felt bad on the personnel working in the airport.

Ranking of the responses of the tourists indicates that among the factors which impressed them, attitude of the employees of the airport reports them very great extent and it assumes the first rank (28.7 per cent).

Most of the tourists have the opinion that the services of railway people are ‘Neutral’ and it assumes the first rank (35.30 per cent).

As per the opinions of tourists the services of taxi operators, those who have been reported, as ‘Adjustable’ assumes the first rank (30.14 per cent) and ‘Misleading’ (26.61 per cent) assume the second rank.

Among the tourists, 31.48 per cent of the surveyed are of the opinion that the employees in the buses are ‘Not so cooperative’ and it assumes the first rank, followed by those who have been reported as ‘Non cooperative’ (28.96 per cent) and assumes the second rank.

Ranking of the opinions of tourists about the services of auto drivers indicates that the auto drivers who are reported to have involved in ‘Misleading’ the tourists assumes the first rank (29.64 per cent).

From the total tourists, 25.50 per cent of foreign tourists and domestic tourists also have an impression on the services of the personnel associated with the transportation. But 71 per cent of foreign tourists and domestic tourists felt deficient about the service of personnel associated with transportation.

Ranking of the response of the tourists indicate that among the factors which impressed them, Attitude of the employees of transportation influence them to very great extent and it assumes the first rank (29.34 per cent).
Ranking of the response of the tourists about the factors influencing the bad impression of transportation employees indicate that, among the factors, Communication influences them to a great extent and it assumes the first rank (33.42 per cent) and Attitude assumes the second rank (30.03 per cent).

Among the tourists, 34.05 per cent of the surveyed are of the opinion that the services of people associated with accommodation are ‘Just OK’ and it assumes the first rank, followed by those which have been reported as ‘Comfortable’ (32.95 per cent).

As per the opinions of tourists the food and beverages available in the State are ‘Very good’ assumes the first rank (49.09 per cent).

From the tourists, 38.05 per cent of the surveyed are of the opinion that the hospitality in the State are ‘Good’ and it assumes the first rank.

Ranking of the opinions of tourists about the services of receptionists in hotels indicates that, 45.46 per cent of the tourists reported as ‘Fair’ and it assumes the first rank, followed by those who reported as ‘Courteous’ (33.64 per cent).

Among the tourists surveyed, 37.72 per cent are of the opinion that the services of room boys are ‘Fair’ and it assumes the first rank, followed by those which have been reported as ‘Courteous’ (27.41 per cent).

Ranking of the opinions of tourists about the services of waiters in hotels indicates that, 33.68 per cent of the tourists reported as ‘Fair’ and it assumes the first rank, followed by those who reported as ‘Courteous’ (29.82 per cent).

From the respondents, 35.74 per cent are of the opinion that the services of restaurant people are ‘Dedicated service’ and it assumes the first rank, followed by those which have been reported as ‘Fair’ (29.61 per cent).
Ranking of the opinions of tourists about the services of housekeeping people indicates that, 47.96 per cent of the tourists reported as ‘Dedicated service’ and it assumes the first rank, followed by those who reported as ‘Fair’ (20.80 per cent).

Ranking of the opinions of tourists about the services of security people indicates that the security people who are ‘Responsible’ assumes the first rank (41.37 per cent), followed by those who are ‘Fair’ (25.77 per cent).

Ranking of the responses of the tourists indicates that among the factors which impressed those, “Response” of the employees of the accommodation influence them to very great extent and it assumes the first rank (29.63 per cent) followed by Attitude (29.57 per cent).

Ranking of responses of tourists about the factors of bad impression in accommodation indicates that Communication of employees impressed badly them to a very great extent and it assumes the first rank (32.51 per cent) and Attitude assumes the second rank (28.94 per cent).

Among the tourists surveyed, 32.70 per cent are of the opinion that the tourist guides and escorts are ‘Dedicated and courteous’ and it assumes the first rank, followed by those who have been reported as ‘Unqualified and ill trained’ (26.73 per cent) and it assumes the second rank.

As per the opinions of the tourists the Tourist police who are ‘Authoritative and responsible’ assume the first rank (45.92 per cent).

Ranking of the opinions of tourists about the services of shop keepers indicates that the shop keepers who are ‘Motivating’ them assume the first rank (36.27 per cent), followed by those who are ‘Helpful’ (34.91 per cent).

As per the opinions of the tourists, the destination management people who are ‘Protective’ assume the first rank (34.13 per cent) and ‘Adjustable’ (26.67 per cent) assumes the second rank.
- Ranking of the opinions of tourists about the services of local people indicates that the local people who are ‘Cooperative’ assumes the first rank (27.70 per cent), followed by those who are reported as ‘Not so bad’ (26.32 per cent).

- Majority of the foreign tourists (63.50 per cent) felt deficient about services of the people related with destination and 60 per cent of the domestic tourists also felt deficient about their functioning related with destination.

- Ranking of the responses of the tourists indicates that among the factors responsible for bad impression of the destination people, Communication affected adversely to a very great extent and assume the first rank (30.97 per cent) followed by Attitude (30.65 per cent).

- Among the tourists, 32.27 per cent are of the opinion that the facilities available in the tourist destinations are ‘Good’ and it assumes the first rank, followed by those which have been reported as ‘Satisfactory’ (29.52 per cent).

- Ranking of the opinions of tourists about the answers of employees towards their queries indicates that the answers of employees are accurate and it assumes the first rank (46.38 per cent).

- Among the respondents, 41.88 per cent are of the opinion that the behavior of employees is ‘Good’ and it assumes the first rank.

- From the tourists surveyed, 37.68 per cent are of the opinion that they get ‘Satisfactory’ personal attention and it assumes the first rank.

- Ranking of the opinions of tourists about the cleanliness of employees in the State indicates that the employees who are ‘Just OK’, assumes the first rank (35.27 per cent).

- In the case of foreign tourists 46 per cent were influenced by the natural beauty and 40 per cent like the cultural & historical monuments of the State. Among the domestic tourists 46.50 per cent were attracted by the natural beauty and 37 per cent were only attracted by the cultural & historical monuments in the State.
The major issues raised by the foreign and domestic tourists in the State are delay in service delivery, congestion and traffic blocks and insufficient facilities at the destinations.

Among the tourists surveyed, 47.40 per cent are of the opinion that the level of satisfaction in the State is ‘Good’ and it assumes the first rank.

The hypothesis that the infrastructural facilities and skilled manpower at destinations are far below the tourist’s expectations is accepted.

Majority of the employees working in travel agencies in the State are not professionally qualified. Only 44 per cent of the travel agents have professional degree / diploma in tourism.

Most of the employees in travel agencies (52 per cent) do not have any degree or diploma in travel or tourism management.

Most of the persons (44 per cent) in the travel industry are of the opinion that the remuneration availed in this field is insufficient to meet their requirements.

Majority of the travel agents (44 per cent) provide air and bus ticketing services to the tourists.

Majority of the travel agents (40 per cent) provide specific package, requested package and full package facilities for the tourists as per their requirements.

Almost all the travel agents (84 per cent) arrange boarding and lodging services to the tourists.

Majority of the travel agents (84 per cent) select the employees on the basis of merit or qualification.

Majority of the travel agents (56 per cent) report that the absenteeism of employees in their organisation is medium.

Majority of the travel agents (44 per cent) report that the employee turnover in their organisation is high.
The main reasons reported by the travel agents (84 per cent) for employee turnover in the tourism industry are low wages when compared with the work load and other better chances.

The travel agents (44 per cent) say that the communication between the employees is fair.

The travel agents (44 per cent) get a good cooperation from the employees in their routine work.

Majority of the travel agents (44 per cent) say that the communication of employees with their superiors is fair.

The main steps taken by the travel agents to retain their employees are fair wages and incentives. But majority of the travel agents (48 per cent) do not take any steps to retain the employees.

Majority of the travel agents (84 per cent) expect that their employees should be sincere and punctual.

Most of the travel agents gave opportunities (92 per cent) to listen the opinion of their employees.

Among the employees working in the HR department of hotel industry, 72 per cent have professional degree in tourism.

Some of the employees in the HR department of hotel industry (28 per cent) have no professional degree or diploma in the field of tourism.

Majority of the people working in the HR department of hotel industry (72 per cent) are not satisfied with their remuneration.

The main professional services provided by the institutions in hotel industry are laundry, health club and beauty parlour. Other services provided by the hotel industry in the State are dry cleaning and hair dressing.
Most of the organizations in the hotel industry (34 per cent) provide induction training for the newly appointed employees. But another major part of the organizations in the industry (29 per cent) do not provide any type of training to their employees. The remaining organizations provide daily briefing, weekly briefing, monthly briefing and yearly training to their employees.

Majority of the HR department in hotel industry (42 per cent) report that the absenteeism of employees in the industry is medium.

More than half of the HR departments in the hotel industry (52 per cent) say that the employee turnover in the industry is high.

The main reason for the employee turnover in hotel industry (66 per cent) are low wages, other better chances and attitude of the society towards the jobs in this industry.

Majority of the employees in HR department of hotel industry (55 per cent) report that the communication with the subordinates is good.

Majority of the employees in HR department of hotel industry (58 per cent) report that the cooperation from the subordinates is good.

Most of the employees in HR department of hotel industry (54 per cent) report that the communication with the superiors is good.

The major step taken to retain the employees in hotel industry is better wages (76 per cent) and 10 per cent of the HR department does not any step to retain their employees.

More employees are working in the sections of Maintenance (25.50 per cent), Front office (21 per cent) and Security (21 per cent) in the hotel industry.

Among the employees working in the hotels, 58 per cent are professionally qualified and 42 per cent are not professionally qualified.
Among the professionally qualified employees who are working in the hotel industry, most of them (55.17 per cent) have only Diploma in Tourism and 19.83 per cent have PG Diploma or Degree.

Among the employees working in the hotel industry, majority of them (65.50 per cent) receive the guests by greeting them in English.

Majority of the employees with professional qualifications working in the hotel industry (62.07 per cent) have undergone one year course in the field of tourism.

Among the employees working in the hotel industry having professional training, most of them (70.69 per cent) get training from govt. institutions.

Majority of the employees working in the hotel industry (60.50 per cent) demands more training in their field of operations.

Most of the employees in hotel industry (31.50 per cent) demand more training facilities in the field of tourism management.

From the employees working in the hotel industry, 72 per cent select the present job as a livelihood and only 24 per cent select their job with special interest in tourism.

Most of the employees working in the hotel industry (45 per cent) are found in this field for a period of 1 to 4 years.

Among the dissatisfied employees in hotel industry, majority of them (92.68 per cent) are dissatisfied because of the low wages system prevailing in the industry.

Majority of the employees in hotel industry (53 per cent) expect promotion chances in their present job. But 47 per cent think that there is no promotion chance in their present job.

Almost all the employees in hotel industry (94.50 per cent) say that the job in tourism sector requires special knowledge and skill.
Among the employees in hotel industry, 63 per cent have special knowledge or skill in this field and 37 per cent have no special skill or knowledge.

Among the employees having special training, most of them (36.11 per cent) got training from unclassified hotels and only 27.78 per cent got training from the star hotels.

Majority of the employees in hotel industry (49 per cent) are unaware of the various courses available in the field of tourism management.

Most of the employees in hotel industry (69.50 per cent) does not get training from their present management.

Among the employees who got training from the present management, got training only for a period of 2 months or 3 months.

Among the employees in hotel industry, 62.50 per cent facing some difficulty in using languages for conversing with tourists.

Majority of the employees in hotel industry (50 per cent) are not satisfied with the remuneration they are having from the industry.

Among the employees working in the hotel industry, 52 per cent of them recommend the involvement of trade union in the industry.

From the employees working in the hotel industry, 61 per cent are facing difficulty in communicating with the tourists.

Most of the top management in the hotel industry (54.50 per cent) is ready to make conversation with their subordinates weekly.

Majority of the employees in the hotel industry (43.50 per cent) considered that the present incentive schemes available in the industry are only average.

Among the employees in the hotel industry, 57.50 per cent have the opinion that the incentive schemes will motivate the employees.
Most of the employees in hotel industry (66.50 per cent) have not much freedom in taking decisions in their daily work without consulting the top management.

Majority of the employees in hotel industry (90 per cent) demands more training institutes with more professional courses in the field of tourism to improve the quality of services in this industry.

The human resources in tourism industry are not well equipped to meet the demand of the customers. There is shortage of professionally qualified workers in this field.

There are no separate strategies and policies for human resource development in the tourism sector in the State.

Since the Calculated value, in case of both Unclassified Hotels and Classified Hotels, is higher than the Table value, (Fcal.= 502.67454 >Ftab.= 493.006171 (at .0002 level) the hypothesis that ‘the Number of Tourist Arrivals have no positive influence on Income from Tourists’ is rejected.

As the Calculated value, in case of both Unclassified and Classified Hotels, is higher than the table value, (Fcal.= 4878.27518>Ftab =784.007280 (at .0000 level), the hypothesis that ‘the Remuneration offered to Employees has no positive influence on Income from Tourists’ is rejected.

The Calculated value, in case of both Unclassified and Classified Hotels, is higher than the table value, (Fcal.= 1161.84264 >Ftab.= 784.007280 (at .0001 level)), so the hypothesis that ‘the Marketing Expenditure per Day has no positive influence on Income from Tourists’ is rejected.

Since the Calculated value, in case of both Unclassified and Classified Hotels, is higher than the table value , (Fcal.=14.09229 >Ftab.= 10.127964 ( at 0.05 level)), the hypothesis that ‘the Hotel Occupancy Rate have no positive influence on Income from Tourists’ is rejected.

As the Calculated value in case of both Unclassified and Classified Hotels, is higher than the table value, (Fcal.= 91.20927 >Ftab.= 10.127964 (at
0.05 level), the hypothesis that ‘the Length of Residence has no positive influence on Income from Tourists’ is rejected.

- In case of Unclassified Hotels, the hypothesis that ‘the Number of Tourist Arrivals have no positive influence on Income from Tourists’ is rejected, because the calculated value, is higher than the Table value, (Fcal. = 131.48 > Ftab. = 34.11622(at 0.01 level).

- The hypothesis that ‘the Remuneration offered to Employees has no positive influence on Income from Tourists’ is rejected in the case of Unclassified Hotels as the Calculated value, is higher than the table value, (Fcal. = 2380 > Ftab. 784.007 (at 0.0001 level).

- Since the Calculated value, in case of Unclassified Hotels, is higher than the table value, (Fcal. = 4752.895 > Ftab. = 784.007(at 0.0001 level)), the hypothesis that ‘the Marketing Expenditure per Day has no positive influence on Income from Tourists’ is rejected.

- As the Calculated value, in case of Unclassified Hotels, is higher than the table value, (Fcal. = 2.67939 > Ftab. = 2.6622(at 0.2002 level)), the hypothesis that ‘the Hotel Occupancy Rates have no positive influence on Income from Tourists’ is rejected.

- The Calculated value, in case of Unclassified Hotels, is higher than the table value, (Fcal. = 3.44564 > Ftab. = 3.2332(at 0.1604 level)). So, the hypothesis that ‘the Length of Residence has no positive influence on Income from Tourists’ is rejected.

- Since the Calculated value, in case of Classified Hotels, is higher than the Table value, (Fcal. = 21.05666 > Ftab. = 20.617982(at 0.0194 level) the hypothesis that ‘the Number of Tourist Arrivals have no positive influence on Income from Tourists’ is rejected.

- As the Calculated value, in case of Classified Hotels, is higher than the table value, (Fcal. = 2133.88698 > Ftab. 784.007(at 0.0000 level), the
hypothesis that ‘the Remuneration offered to Employees has no positive influence on Income from Tourists’ is rejected.

- The Calculated value, in case of Classified Hotels, is higher than the table value, (Fcal. = 694.07392 > Ftab. = 167.0292 (at 0.001 level)). So, the hypothesis that ‘the Marketing Expenditure per Day has no positive influence on Income from Tourists’ is rejected.

- Since the Calculated value is higher than the table value, (Fcal. = 3.7567 > Ftab. = 3.703006 (at 0.1583 level)), the hypothesis that ‘the Hotel Occupancy Rates have no positive influence on Income from Tourists.’ is rejected.

- As the Calculated value, in case of Classified Hotels, is higher than the table value, (Fcal. = 1.28304 > Ftab. = 1.5619 (at 0.3397 level),) the hypothesis that ‘the Length of Residence has no positive influence on Income from Tourists’ is rejected

6.2 Limitations of the Study

The study mainly depends on primary data collected from samples and the inferences are derived on the basis of response from the sample taken for the study. The tourism courses offered by private institutes in the State are not considered in this study because they have no uniform syllabus or curriculum. This study covers the problems of tourists and employees in tourism industry. The concerns of the general public, local bodies etc are not taken into account. The employees of hotels and travel agencies functioning at cities near to the tourists destinations are interviewed for purpose of the study. The study also not include the uncontrollable factors like natural calamities, change in world economy, etc which may affect the inflow of tourists in the State.

6.3 Suggestions and Recommendations

- It is found that there is a dearth of trained manpower in the tourism sector in the State of Kerala to cater to the ever increasing needs of both the domestic and foreign tourists. Considering these aspects various short term
open courses should be started at the college and University levels to equip the students to involve in various tourism related activities like tourist guidance, development of websites highlighting the prominence of each locality, hospitality management, etc. to make earnings while they are learning. It will also help to reduce the unemployment problems among the educated youths in the State of Kerala as a whole.

- Many of the tourists visit Kerala are found to be staying for a short duration in both unclassified and classified hotels due to the lack of awareness with regard to the potential tourist resorts and avenues in each locality. Hence efforts should be made at the Grama Panchayat levels to make more avenues of entertainments by organizing local level cultural festivals, art forms, etc., with a view to retain such tourists at the tourist destinations for a fairly long period of time.

- Village level heritage museums should be set up all over the State and should also be made known to the tourists through beautifully and well designed websites.

- ‘Foreign Language Proficiency Class’ should be set up at the potential tourist destinations to equip the local people who are desirous of learning such languages for easy communication with the foreign tourists for the effective marketing of the local products and services to them.

- Village level tourist maps and brochures should be developed with the participation of the students, teachers, researchers and local administrative authorities in association with the Department of Tourism to aid the tourists to visit a particular location to have a synoptic view of the potential avenues of enjoyment in Kerala.

- ‘Mini emporia’ exhibiting various value added products made out of indigenous materials like eco friendly caps, medicated drinking water, local fruits (both dried and fresh), etc. with the participation of various Kudumbasree units.
‘Hygienic Mobile Mini Restaurants’ be set up at selected tourist destinations on an experimental basis providing various local level food items and beverages.

More approved ayurvedic treatment centres should be established with the sophisticated facilities to attract more tourists. This will create more employment opportunities.

The flight services in the State connecting the airports should be increased to meet the demands of the tourists.

More facilities should be provided at the airports to meet the requirements of the tourists visiting the State.

The govt. should take necessary steps to connect the major destinations in the State by train services.

The railway authorities should take immediate steps to maintain the compartments and railway stations in clean.

More high tech facilities like internet café, chatting centre, etc at the retiring rooms and at the railway stations should be provided to the tourists to spent the waiting time at the station.

The railway should provide more train services especially in the tourist seasons to avoid the congestion in train.

The rail – road connectivity in the State should be improved to connect the major destinations from the nearby railway stations.

The road system in the State should be maintained properly by repairing in time and widening the road connecting to the destinations to avoid traffic block.

The roads in the State must be maintained in clean with the help of local self government and non – govt. agencies.
\[\text{Chapter 6} \]

Findings, Conclusions, Suggestions and Recommendations

- The Govt. should develop new roads if necessary to connect the destinations in the State.
- The shopping facilities in the tourist destination in the State must be increased by opening new shopping malls, super markets, etc near the destinations.
- The hotels and restaurants in the State should arrange more facilities for western and Indian food items to meet the requirements of the foreign and domestic tourists.
- More hotels with star facilities should be started in the State to cater to the needs of foreign and domestic tourists.
- The institutions working in the tourism industry should try to give more attention to satisfy the personal need of the tourists.
- The institutions in the tourism industry should develop certain training programmes with the help of the management institutes to improve the communication skills of their employees.
- The prevailing customs rules in the State should be reformed to make it more simple and easy to the tourists, especially foreign tourist.
- The services of the airport staff should be improved to assist the tourists. For this purpose some special training with regard to human relations should be given to the airport staff.
- The attitude of the staff working in the airport towards the tourists should be changed positively to attract more tourists to the State. The airport authorities should develop some in service training to their employees in communication.
- The employees working in the railway should be given certain special training in the field of customer care, human relations approach, personality development, etc to improve their attitude towards the tourists.
The workers in the buses near to the tourist destinations should also be given some training in human resource management, personality development, guest management, communication, etc.

The auto operators working near to the tourist destination should be given some training with regard to traffic rules, fare rate, tourism policy of the Govt., guest relations, customer behaviour, etc.

The personnel associated with the transportation connected with tourist destinations should be given special training in communication, guest host relations, human behaviour, personality development, spoken English, etc.

The Govt. should take necessary steps to develop training programmes in connection with tourism to the employees related with transport.

The service of the accommodation people should be improved to satisfy the needs of the tourists.

The hotels and restaurants in the State should make necessary arrangements to supply the variety of food items as per the requirements of the tourists.

The receptionists working in the hotels of the State should be given some training related to hospitality management. Here the Govt. and the hotel management can arrange training programmes to their employees.

The room boys working in the State should be given certain training related to hospitality management, spoken English, guest host relations, etc.

The waiters working in the State should be given skill development programmes in different styles of food and beverages supply of the different countries.

The house keeping people working in the State should be given special training in different styles of house keeping work prevailing in different parts of the world.

The security people working in the tourism industry should be given training in spoken English, customer relations, inter personal relationship, etc.
The attitude of the people in accommodation towards the tourists should be changed into positive. The management of the institutions related to accommodation should arrange necessary training programmes to improve the communication skill among the employees.

The Govt. and the universities should develop training courses for the tourist guides and escorts working in the State.

The service of the tourist police should be extended to the entire tourist destinations in the State.

The shop keepers near the tourist destinations should be given some special training in hospitality, guest host relations, customer relations, interpersonal relations, etc.

The Govt. can develop a positive attitude among the people in the State by conducting tourism awareness programmes with the help of tourism department, training institutes, local self govt. and other non – governmental agencies.

The Govt. and the tourism department can develop management programmes in various areas of tourism management to the destination management people in the State.

The Govt. with the help of other agencies should take necessary steps to improve the facilities in the destinations of the State.

The employees working in the hotels should try to response to the queries of the tourists in time. The management of the institutions working in the tourism industry should take special care in giving immediate response to the queries of the tourists.

The employees working in the hotels should try to give a satisfactory answer to the tourists whether it is positive or negative.

The management of the hotels should frame some special programmes to satisfy the personal services of the tourists.
The Govt. and other institutions working in the tourism sector should develop all their activities by taking into consideration of the natural beauty and cultural heritage of the State, as majority of the tourists are attracted by the natural beauty and cultural heritage of the State.

The management of the institutions working in the tourism industry should take necessary steps to provide prompt services to the tourists in time as per their requirements.

The Govt. and other agencies should frame an in-service training programme to tour operators with regards to tourism management.

The travel agencies should also arrange the train ticketing services and taxi services to the tourists.

The travel agencies should try to give better remuneration to the employees to prevent absenteeism and employee turnover in the field as the main reason of employee turnover and absenteeism is low wages.

The travel agents should take necessary steps to retain the experienced people in the field by giving attractive wages and incentive schemes.

The travel agents can arrange training programmes in different aspects of management with the help of the Govt. and other agencies like KITTS working in the field.

The travel agents should consider the opinion of the employees while taking decisions in major issues in the field.

The management of the institutions in the hotel industry should arrange training programmes to the employees working in the HR department of tourism industry in relation to human resource management of tourism industry as tourism is a labour intensive industry.

In all training programmes to the employees in the hotel industry should include the human resource aspects of tourism industry.
The Govt. should take necessary steps to develop a minimum wage guarantee scheme to employees of the hotel industry and travel agencies in consultation with the representatives of all organizations working in the industry and leading political parties in the State.

The Govt. and other agencies like DTPC can arrange orientation training programmes to the employees of the hotel industry in the subjects like customer satisfaction, human relations, communication skill, spoken English, interpersonal relations, consumer protection Act, hospitality management, etc. with the help training institutes working in the field.

The syllabus of induction training programmes should include interpersonal relations, hospitality management, communication, human relations, personality development, guest host relations, etc.

The Govt. and the management of the organizations in the tourism industry should take necessary steps to provide all facilities to the employees in tourism industry which are prevailing in the other industries in the State.

The Govt. should take necessary steps to frame a minimum wage policy and work schedule to the employees working in the tourism industry.

The management should select and appoint professionally qualified people in their organization by giving better wages and good working conditions.

The employees working in the tourism industry should be given refresher courses to make them updated with changes in the field.

The Govt. should take necessary steps to start new institutes with variety of courses for tourism management in the State.

The Govt. and the Universities in the State should take necessary steps to begin new courses in the field of tourism to meet the changing needs of the modern society.
The syllabus of the present courses available in the State should be changed according to the changes in technologies, taste of the tourists, attitude of the people, etc.

The Tourism Department can conduct certain workshops and seminars about the importance and possibilities of tourism industries in the State so as to attract the youth of the State to tourism industry.

The management of the institutions in tourism industry should try to satisfy their employees by providing reasonable remuneration, incentives, better working conditions, etc.

The employees in the hotel industry should be given promotion according to their qualification.

Separate training programmes should be arranged to those employees who require special knowledge and skill.

The training institutes working in the State should try to provide practical training facilities to their students in star hotels and standard hotels.

The Govt. with the help of Tourism Department can give career guidance classes to the students in the State about the scopes of various courses of tourism management available in and outside the State.

The management of the institutions in tourism sector should give training in foreign languages to their employees, especially to the front office people.

The training institutes in tourism sector should develop courses in communication of foreign languages.

The trade unions should try to coordinate the scattered employees working in the tourism sector so as to protect their job and interest.

The incentive schemes in the tourism industry should be improved to attract more employees in this field and to retain the present employees in the industry.
The management of the institutions in the tourism sector should give importance to delegation of authority and decentralization to make the functioning of the organization smoothly.

The Govt. and private organizations must take necessary steps to provide in-service course to the personnel associated with tourism industry in the State to compete with the changes in the global market.

The syllabus and curriculum of the training institutes should be amended after considering the human relation aspect of tourism industry in the State.

The Govt. should give directions to the universities and other departments to sanction new institutes with new syllabus and training facilities for human resource management in tourism industry both in Govt. and private sector.

The Govt. should consider taking a legislative action to guarantee a minimum wages to the employees in tourism industry as the main reason for employee turnout in this field is less attractive wage system.

The training institutes should constitute specialized higher level training programmes for the management development in the tourism sector in the global perspective.

The Govt. and other agencies should arrange programmes to make the people aware of the importance of tourism industry in the economy of the country.

The Govt. should take necessary steps to start more training institutes related with tourism industry.

The Govt. and private organizations must take necessary steps to provide in-service course to the personnel associated with tourism industry in the State in order to compete with the changes in the global market.

Political parties and others should take necessary steps to coordinate the employees in tourism industry to have a collective bargaining power.