CHAPTER - VI

FINDINGS, SUGGESTIONS AND CONCLUSION OF THE STUDY

6.1 INTRODUCTION

This study “Role of Tourism in Economic Development of Kanyakumari District” is undertaken to evaluate tourism progress and its financial force in Kanyakumari District. Based on the accumulated primary and secondary data, the researcher has unveiled certain findings and has also proposed suggestions which are essential and in urgent need for further development in all areas in Kanyakumari district as a tourist centre. The researcher has also specified the scope for further research.

Development of tourism is now considered as the prime technique for developing the economy of the country. Both academic and practical studies and researches on tourism development and its manifold testify the significance of tourism industry in the developed as well as in the developing nations. Kanyakumari district, which is very densely populated and also a place which doesn’t entertain industrial development is a very ideal promoter of tourism industry. Over the decade, tourism commerce has had a remarkable impact on the Indian economy and resulted in a good amount of foreign exchange inflow, a large generation of employment opportunities, preservation of natural resources and whatsoever. Numerous factors are responsible for such a cosmic growth and some major ones are increased number of tourists, increase in the proportion of high
spending tourists, accelerated spread in the volume of tourists geographically, pro-
active government policies and growing interest and participation from investors.
Appreciable growth in all three forms of tourism – domestic, outbound and inbound
have been demonstratively unique in their role as agents of positive contribution in
the socio-economic development of the country. Taking into consideration the
expansion and magnitude of the tourism impact, domestic tourists are way ahead
compared to foreign tourists and contribute nearly to three-fourths of the tourism
income generation of the country.

Tourism enhances the quality of living, preserves the national heritage and
encourages national integration and foreign relations. It has occupied an important
segment in the Indian economy as it generates employment opportunities and
contributes substantially to foreign exchange earnings. Kanyakumari is a well-
known tourist centre. This district is situated in the southernmost tip of the Indian
peninsula. The chief attraction of Kanyakumari is its beach where the Arabin sea,
Bay of Bengal and the Indian ocean meet. Many other important tourist places like
Padmanabhapuram palace, Thirparappu falls, Udayagiri fort, Vattakottai and many
more are also alluring spots in this district. All these tourist places draw both
domestic and foreign tourists.

This thesis has its focal point on the tourism development in India, Tamilnadu
and Kanyakumari district in general. It also binds the opinion of tourists, people
surviving around the tourist spots and business people thriving there to scrutinize
the role of tourism in the economic development of the district.
6.2 FINDINGS

The sole purpose of the study is to discover the contribution of tourism sector to the economic development of the district. By examining the key factors such as employment growth, income generation, infrastructure facilities, local industry traits, standard of living and overall regional development, the researcher can achieve her goal of the dissertation.

6.2.1 Profile and Analysis of Demographic Factors of Respondents

The researcher conducted a survey which includes 400 respondents to obtain a precise picture of the goal. The survey included all queries regarding all features necessary for the study. The analysis of the surveillance profile reveals the following facts.

Out of the chosen 600 respondents, 400 were selected for the survey and the method employed for selection is the restricted random sampling method. The 400 respondents comprising 62.5 percent are 250 people who reside near the tourist spots. They survive by making a living over there. The remaining 37.5 percent or the 150 respondents are tourists visiting the place. Out of these 150 respondents, 100 are foreign tourists and 50 are domestic tourists. The demographic findings are given below:

1. **Based on age:** 32.8 percent are 26-35 years old, 25.3 percent are in between 36-45 years of age, 21.8 percent people are below 25 years and 20.3 percent of people are above 45 years old. More respondents are in age group around 25-35.

2. **Based on gender:** 66 percent are males and the rest are females.
3. **Based on marital status:** 68.3 percent are married and 31.7 percent are unmarried.

4. **Based on the educational qualification:** The educational qualification of the people in this district is much better than any other district. In this study 30.3 percent are Under Graduates, 26 percent are HSC holders, 22.5 percent are SSLC holders and 21.3 percent are Post Graduates. All the respondents are literates.

5. **Based on the occupation:** 43.8 percent are business people, 17 percent are professionals, 15.5 percent are private employees, 15 percent have other occupations and 8.8 percent are government employees. The major part of the respondents deal with business.

6. **Based on Monthly income:** 27 percent of respondents earn around INR 20000-30000/month, 26.5 percent earn INR 10000-20000/month, 23.5 percent make below INR10000/month and 23 percent earn above INR 30000/month.

7. **Based on nationality:** The major part of about 87.5 percent is Indians and the rest 12.5 percent are foreigners. The study is mainly related to the economic development of Indians.

8. **Based on zonal divisions:** The south zone respondents occupy the lion’s share of 91 percent, 4.3 percent are from the west, 3.7 percent are from the north and only 0.9 percent come from the east. The study area is in southern part of India and so more respondents are selected from south.

9. **Based from States:** On the whole, 319 respondents selected from south India. Out of this 71.2 percent are from Tamil Nadu, 19.4 percent from Kerala, 5 percent from Karnataka and 4.4 percent people are from Andhra Pradesh. The
study area is in Tamil Nadu which forced the researcher to choose more respondents from Tamil Nadu.

10. **Based on purpose:** When probing the 150 respondents who are tourists, 52 percent tourists come to this district for pleasure, 24 percent on pilgrimage, 9.3 percent come as researchers, 6 percent to business purposes and 8.7 percent come for other purposes. Majority come for this district for enjoying their holiday trip.

11. **Based on companions:** 29.3 percent of the tourists are accompanied with their friends, 28 percent with their families, 17.3 percent with their spouses, 11.3 percent come with their co-workers, 8 percent with others and 6 percent come alone.

### 6.2.2 Analysis of Individual and Local Development

This investigation relates to the business people and the local people located near tourist centres. The findings are in observation to their occupation or business, generation of income, support from governmental organizations and nongovernmental organizations, factors affecting tourism business, seasonality of tourism business, alternative facilities available in the locality, and so on.

1. **Based on occupation:** Taking 150 respondents into consideration, 10 percent are involved in automobile business, 9.3 percent are concerned with studios, 8.7 percent own handicraft shops, STD and internet booths, 8 percent are bankers, 7.3 percent are tourist guides, 6 percent own Ayurvedic shops and other occupations, 5.3 percent own hotels of all sorts, stationery shops, spices shops and work in government offices and 2.7 percent are providers of guest house facilities.
2. **Based on seasonal income generation:** The monthly income of the respondents during seasons of high tourists pour ranges from INR 10000-30000/month. 36.7 percent of the respondents make INR 10000-30000/month, 27.3 percent get below INR 10000/month, 17.3 percent draw around INR 30000-50000/month and 18.7 percent make above INR 50000/month.

3. **Based on off-seasonal income generation:** 31.3 percent respondents make a meager sum of below INR 5000/month, 30 percent make in between INR 5000-15000/month, 22.7 percent draw in between INR 15000-30000/month and 16 percent make above 30000.

4. **Based on average monthly income:** This includes both seasonal and off seasonal earnings of the people living around the tourist spots. 40.7 percent make below INR 25000/month, 29.3 percent make around INR 25000-50000/month, 12.7 percent earn INR 50000-100000/month and 17.3 percent get above INR 100000/month.

5. **Based on the kind of business:** Out of the 150 business respondents, (68%) thriving on business connected with tourism and 42 percent on business not connected with tourism. Majority are connected with tourism, because these business respondents are selected from nearby tourist centres.

6. **Based on government support:** 56 percent of the business respondents are not getting any support from the government and 44 percent are getting support from the government. Majority are not getting any support from the government because some respondents do not know the formalities or procedure and some are not willing to get financial support from the government.
6.2.3 Economic Development Assessment

There are so many factors that evaluate the economic development of any region. This shows the part played by tourism in the development of Kanyakumari district. The findings are elaborated below.

1. Employment

The tourism department has opened new avenues for employment in Kanyakumari district. 71.6 percent of the respondents say that tourism contribution for employment opportunities are moderate, 22.4 percent acknowledge that it is high, 4.8 percent presume that it is low, 0.8 percent suppose it to be very high and 0.04 percent say that it is very low.

2. Generation of Income to the Local People

The survey makes known that the generation of income through tourism to the local people around the tourist centre are moderate for 75.2 percent, high for 19.2 percent, low for 5.6 percent.

3. Infrastructural Facilities

In connection with the infrastructure amenities, 67 percent of the respondents say that it is moderate, 28 percent say that it is high, 4 percent say that it is low, 1 percent say that it is very high. Infrastructural facilities attract more tourists.

4. Local Industry

Development of the local industry gives employment opportunities to the local people. The survey reveals that tourism’s influence on the local development
is moderate with 71.6 percent, high with 19.2 percent, low with 7.6 percent, very high with 1.2 percent and very low with 0.4 percent.

5. Standard of Living

Standard of living is one of the important factors to evaluate the economic development. The findings of the study reveals that standard of living of the local people are moderate with 73.6 percent, high with 19.2 percent, low with 5.2 percent, very high with 1.2 percent, very low with 0.8 percent.

6. Regional Development

Regional development is one of the important outcomes of the tourism development. The study reveals that 63.2 percent of the respondents say that tourism in regional development is moderate, 26.8 percent declare that it is good, 9.6 percent state that it is satisfactory and 0.4 percent feel that it is excellent.

6.2.4 General Information

The findings about the general informations are given below

i). Private Sector Involvement

The involvement of the private sector is very important in the tourist spots. In Kanyakumari district, 60 percent of the respondents declare that private sector involvement is more in the tourist centre and 40 percent state that there is no such private involvement in the tourist centres.

ii) Face Problems in getting Licenses

Generally businessmen face certain problems for getting licenses to start businesses. In the tourist spots of Kanyakumari district, 53.3 percent of the
respondents affirm that they are not facing such problems and 46.7 percent state that they are facing problems for getting licenses to start a new business.

iii) Possibility of Paying Guest Facility

Paying Guest facility like boarding and lodging facilities also play an essential role for the development of the tourism sector. 61 percent of the respondents hold an opinion that there is a possibility for paying guest facility in the tourist centres and 39 percent feel that there are no such facilities possible in the area.

iv) Area Development

The opinion of respondents about the area development is moderate with 74.4 percent, high with 18.4 percent, low with 5.6 percent, very high with 1.2 percent and very low with 0.3 percent.

6.2.5 Economic Development Assessment Scales

Tourism helps in developing the customary standards of the region around it. The development should be assessed with the help of some scales. These scales help the researcher to find some realistic facts about economic development. Primary and secondary data are collected. Primary data are collected through questionnaire and it should be prepared in an efficient manner to obtain information from the respondents. The data are collected through direct interview, indirect oral interview, information from correspondents and schedule sent through enumerators in the study area. The assessment scales of economic development are employment generation, financial inflow, infrastructure amenities, local industry survival, standard of living and regional development. The findings about these scales are given below:
1. Employment

Employment generation is one of the most important scales that measures economic development. With the help of tourism, the researcher finds that employment opportunities have enlarged in a momentous way. Arrival of tourists is increasing year by year in the study area. In order to meet the needs of tourists, the government and the private sectors have taken necessary steps to build cosy accommodation facilities, hygienic hotels, drinking water facility, abundant handicraft products, proper road facility etc. In such a way tourism creates employment opportunities and it helps for the economic development of the study area. The researcher has found that the employment generation in the study area is in a moderate level.

2. Income

The income inflow of the people living near the tourist spots is also a vital scale that evaluates the area development. The research study scales the income of all categories of respondents. The businessmen living around the tourist spots can make a successful business only if there are a good number of visitors. The local industries cry out for the want of man power and this creates opportunities for the local people to find jobs. The tourists too are in need of strong financial support in order to enjoy their holidays lavishly. The researcher found that the income of the respondents in the study area is better than many other places.

3. Infrastructure

Infrastructure is another scale of economic development. Infrastructure amenities include the facilities which are necessary for the tourists who come to visit this study area to have a comfortable stay. The researcher has found that the
infrastructure facilities are not much satisfactory to the needs of the tourists. Only a few hotels supply quality food and the accommodation facilities are also inadequate. Sanitary facilities are insufficient and are not maintained in hygienic manner.

4. Local Industry

Local industries are started to satisfy the needs of tourists who visit the tourist centers. Local industries manufacture products that can be attained only from such tourist spots for the visitors. It gives employment opportunities to the local people so that they can have a better living. It is also one of the assessment scales for the economic development.

5. Standard of Living

Standard of Living is another economic development scale, which is based on employment and the income of the local people. When the income of the respondents is increased, then automatically the standard of their living would rise. The findings of the researcher concerning the standard of living area are directly in correlation with the factors of employment and income.

6. Regional Development

Regional development is the combination of all other assessment scales. It is the development of the whole environment around the tourist spots. If the arrival of the tourist flow is more in number, then the region around that tourist spots will develop. The regional development is seen to have a moderate advancement by the researcher.
6.2.6 Hypothesis and General Findings

There are so many hypothesis framed and these hypothesis are tested with the help of various statistical tools which are relevant for the study.

There is a significant difference of opinion between both the genders with respect to the Infrastructural factors of Economic Development at 1 percent level. Female respondents have better opinion than males. There is no significant opinion regarding male and female with respect to Economic development factors like Employment, Income, Local Industry, Standard of living and Regional and Area development. There is no much difference in the opinion of the males and females as tourism helps in the expansion of all these features.

There is no significant difference of opinion between married and unmarried respondents with regard to the factors of economic development. Marital status doesn’t influence the view about economic development factors.

There is a considerable difference between the Educational Qualification of respondents and their opinion about factors of economic development on infrastructure at 5 percent level. Expectation of respondents with different qualification regarding infrastructure varies in diverse ways. There is no significant difference of opinion between the respondents of dissimilar qualification and factors of economic development like employment, income, local industry, standard of living, regional development and area development. The effects of these factors on the society are known to all the respondents.

There is a noteworthy difference of judgment between age group of respondents and infrastructure factor of economic development at 5 percent level. Young people thirst for a change in the infrastructure with modern equipments.
There is no significant difference of opinion between age group of respondents and the financial feature other than infrastructure.

There is a significant divergence of opinion concerning profession and infrastructure factor of the economic development at 5 percent level. The respondents with different occupations have different suggestions about the factor of infrastructure. Some feel that specific modern advancement is necessary whereas some feel quite contrary. There is no difference of opinion between different occupations of respondents and factors of economic development like employment, income, local industry, standard of living, regional development and area development. The respondents have the same beliefs that tourism develops these factors.

There is a momentous variation of opinion between the monthly income of respondents and the economic development factor of income at 1 percent level. The opinion about income differs from one another; some people give prime importance to the income factor and some don’t. There is a significant difference of opinion between monthly income and employment at 5 percent level. There is no significant difference among the monthly income groups in other economic development factors like infrastructure, local industry, standard of living, regional development and area development.

There is an association between the age groups and a category of respondents at 1 percent level of significance. People of ages between 26 and 35 are interested to either start new business or interested to go on a tour.

There is a significant difference between the married and the unmarried respondents with the category of respondents at 1 percent level. Married people are
more responsible in running their business and they spend their leisure time with their family members.

There is a connection between educational qualification and category of respondents at 1 percent level of significance. The respondents with the qualification of up to SSLC and HSC are engaged more in business whereas UG and PG graduates engage themselves more in tourism.

There is an association between occupation and category of respondents at 1 percent level of significance. Category of respondents in relation with business and local industry indulge more in their business and the other category of domestic and foreign respondents in the occupation of the private employee.

There is a major variation between the nativity and the category of respondents at 1 percent level. Most respondents are Indians as they constitute the businessmen, local residents and domestic tourists. The foreign tourists alone constitute the foreign category respondents.

There is an association between monthly income and category of respondents at 1 percent level of significance. In both the category of respondents, monthly income plays an important role. Without proper income, people can neither run their business nor can visit any tourist spots.

There is a relation between tourism involvement in the category of respondents and their standard of living at 5 percent level of significance. Tourism develops their standard of living in a moderate level.

There is a kind of relation prevailing between area development and tourism involvement at 1 percent level of significance. Tourism improves the area in a moderate level.
There is an association between private sector involvement and tourism development at 1 percent level of significance. Private sectors invest more than the government for the development of the tourism sector.

There is a possibility of paying guest facility in the area at 1 percent level of significance. It leads to the endless promotion of the tourism sector in this district. Proper accommodation facility induces the tourist to stay for more days than they have planned.

There is an important dissimilarity between mean ranks towards improved facilities in tourism sector. Of the eight ranks, the roadways bag the first rank (3.08) for its wonderful linking of all tourist spots.

There is a relation between mean ranks towards the main hindrances for the growth of tourism. High tax (4.25) ranks first as the tourists feel that they are forced to pay heavy taxes to the government in tourist spots than in other places.

There is a significant difference between mean ranks towards the factors in the order of priority to improve tourism sector. Therefore, establishing of amusement parks (2.67) gets the first rank as it is the dire need of the hour in Kanyakumari tourism.

There is a significant difference between mean ranks towards the tourism factors of economic development. Among the seven economic development factors, infrastructure facilities (4.29) gets the first rank in Kanyakumari tourism which through has very poor infrastructural facilities.

The research study finds the relationship between the factors of economic development by using Pearson’s Correlation Coefficient. The correlation coefficient between employment and income factor is 0.562 which indicates 56
percent positive relationship between employment and income factor which is significant at 1 percent level. The correlation coefficient between income and infrastructure is 0.339 which designates 34 percent positive relationship between income and infrastructure and is significant at 1 percent level. The correlation coefficient between infrastructure and local industry is 0.182 which shows 18 percent positive relationship between infrastructure and local industry and is significant at 1 percent level. The correlation coefficient between local industry and standard of living is 0.502 which denotes 50 percent positive relationship between local industry and the standard of living and is significant at 1 percent level. The correlation coefficient between the standard of living and regional development is 0.564 which gives 56 percent positive relationship between standard of living and regional development and is significant at 1 percent level.

The correlation coefficient between regional development and area development is 0.364 which indicates 36 percent positive relationship between regional development and area development due to tourism and is significant at 1 percent level.

The research study also discovers the relationship between the dependent variable Area development and six independent variables of Employment, Income, Infrastructure, Local Industry, Standard of living and Regional Development with the help of Multiple Regression Analysis. The multiple correlation coefficient of 0.649 measures that the extent of relationship between Area development and the six independent variables is quite strong and positive. The Coefficient of Determination R-square is 0.422 which means about 42.2 percent of the variation in area development. It is estimated SRP(Sample Regression Plane) that uses Employment (X1), Income (X2), Infrastructure (X3), Local Industry (X4),
Standard of Living (X5) and Regional Development (X6) as the independent variables and R-square value is significant at 1 percent level.

The research study found that Standard of Living (X5), Regional Development (X6), Income (X2) are the only three variables eligible to be entered and the other variables are not eligible for entry. The correlation coefficient in the first model is 0.618 and its R-square is 0.381. This value is significant at 1 percent level. The correlation coefficient in the second model is 0.637 and its R-square value is 0.406 and this value is significant at 1 percent level. The correlation coefficient in the third model is 0.647 and its R-square value is 0.412 and this value is also significant at 1 percent level.

The researcher uses Structural Equation Model to evaluate the association between variables in the model. The findings of the research shows that, absolute fit indices fit the sample data and reveals that the proposed model has the acceptable fit by way of satisfying the recommended values. The calculated P value is 0.158 which is greater than 0.05 and the model fit indices also suggest that the P value is more than 0.05 (Hair et al., 1998). The suggested value of GFI (Goodness of Fit Index) and AGFI (Adjusted Goodness of Fit Index) is greater than 0.90 which proves to be a good fit. The calculated CFI (Comparative Fit Index) is 0.997 which means that it is a perfectly fit and also it is found that RMR (Root Mean Square Residuals) and RMSEA (Root Mean Square Error of Approximation) values are 0.039 and 0.051 respectively, which is less than 0.08 and indicates that it is perfectly fit.
6.3 SUGGESTIONS

Kanyakumari District is a district of unique culture and traditions having a vast and varied history. There are many unidentified tourism areas in the district which are very attractive prospective tourist hubs. Efforts can be taken to develop tourism in these already highlighted ‘lesser known places’ or ‘less established locations’. If these places are also developed, the district may establish itself as a worthwhile destination for millions of tourists and bring forth a lot of income and also improve the local economy. The state government must initiate drastic steps to create a haven of pleasure out of Kanyakumari.

The major problems faced by the present tourists are unhygienic accommodations in the tourist centres. Construction of excellent hotels, cosy restaurants and homely guest houses are the urgent needs for the development of tourism in Kanyakumari. Providing of all sorts of facilities like electricity, drinking water, air conditioners, internet, television, fridges, computers and many more basic amenities are also necessary. Meanwhile priority may be given to the betterment of transport facilities.

More number of trained guides has to be appointed by projecting the cultural and historic heritage of the tourist destinations. Safety of the tourists has to be ensured for their pleasure stay. Good accommodation motivates the tourists for them to stay longer.

Kanyakumari District is a haven of natural resources. Hence there is a possibility of promoting innovative tourism practices like rural tourism, eco tourism, and medical tourism and so on.
Generally tourism has close connection with shopping priorities at the tourist centres because the government levies heavy taxes on tourists for purchases things at tourist spots. Therefore, the government has to make a relaxation in the amount of tax in tourist centres. Tourism is a multidimensional activity and this industry is inter-connected with a number of other sectors of the economy. Hence the Government has a prominent role in enacting tourism-friendly legislations. The existing legislations like Rent Control Act, Labor Act, Building Act, Excise Law etc are to be rationalized and these laws should synchronize with the growth of tourism in the state. For instance, one of the urgent requests of the foreign tourists and the business men is to make beer available. There should be more liberalized distribution of liquor in tourism destinations. Further rationalization of taxes and liberalization of Tourist Trade Registration Bill etc, will give a green signal for the in pour of tourists.

In order to have a sustainable development of tourism, the fragile ecology of the area has to be preserved. The government should undertake research on how to preserve the natural resources and the greenery of the place as they are very vital for Kanyakumari being a tourist spot.

Theme based tour packages will have a massive and advantageous effect. Some types are beach-based, hill-based, heritage-based, religion-based or history-based.

Music and theme parks are the preferential attribute for recreation by the tourists. Steps may be taken to provide preferential attribute which will bring more tourists to Kanyakumari.
Information Technology enabled services like automatic reservation systems provision of hot water facilities, parking places, medical facilities, and Identity cards to guides

India’s tourism infrastructure is not at all evolved or growing due to non-aligned growth of different segments. Quality accommodation units are available in India at a premium price, when compared to other countries. The internal connectivity for tourist destinations in India is only by air or rail. Road connectivity is very poor. Apart from airports at the metro cities, other airports in the country do not have the facilities to handle many visitors. Uninterrupted power and safe water supply, sewage, drainage and sanitation are essential elements of basic utilities and services to be ensured in order to make a tourist destination attractive. Besides, civic services like health clinic, telecommunication, post-offices and banking facilities are also considered essential parts of tourist infrastructure.

Like accommodation, adequate provision of recreational elements at tourist centres can lengthen the tourist season as a whole. These aspects of development are vitally important for relaxation and diversion. Recreation, in the context of tourism, has many manifestations and includes all forms of commercial recreation apart from organized outdoor active and passive recreation. This problem is simplified in metropolitan and major cities to some extent, as the tourists can draw upon such recreational facilities, both indoors and outdoors which form legitimate requirements of the local population. However, in case of smaller places, which may be of even larger tourist interest and attraction, exclusive recreational
amenities are to be provided for the tourists. This induces the growth of traditional and indigenous arts and crafts, and cottage industries of tourist interest along with ancillary facilities. The recreational facilities are completely absent in many of the tourist spots in the district which needs more concern and concrete effort.

Information and Dissemination is not much developed in India like other countries. A comprehensive website which provides all kinds of information to a traveler of any origin has to be created. Technology must be used to provide information and increase awareness about India among tourists.

The Indian VISA process is very complicated and time consuming. Therefore, the government has to take necessary steps to make it trouble-free and effortless. The availability of group VISA should also be brought into existence.

The frequent terrorist attacks in India are a big drawback for Indian tourism. Due to poor security measures in India, foreigners are forced to cancel their planned trips to India. Apart from terrorist attacks, safety of women is another problem. Such insecure atmosphere and incidents are threats to Indian tourism.

Absence of local parks or places of interest which can be near to public places like airports, railway station or bus stations serves as yet another disadvantage.

Successful tourism promotion and development requires good leadership by open minded and enthusiastic persons from local government, community groups, the business community and non-profit organizations such as chamber of commerce and convention and visitor bureaus. Such kind of unity can strengthen the tourism department.
Tourism is basically a private sector activity and hence for the development of infrastructure, private sectors’ participation must be encouraged. The role of the government may be that of a facilitator and there may be private as well as government participation in the field of infrastructure development.

Another basic need is safe and secure cloak rooms where the tourists can leave their luggage in custody.

A tourism consultancy firm has to be established with the objective of taking the tourism department to greater heights.

Pilgrim tourism has great scope in Kanyakumari District. Renowned pilgrim centres like Kanyakumari, Suchindram, Mondaicaud, St-Xaviers Church, Thiruvattar Adikesavan Temple, etc., may be developed and necessary facilities may be provided for the pilgrims. An integrated pilgrim circuit connecting all pilgrim centres in Kanyakumari district may be formulated.

6.4 KANYAKUMARI TOURISM- A SWOT ANALYSIS

The analysis of strengths, weaknesses, opportunities and threats is referred to as SWOT analysis. It is very much necessary for us to know the strengths of tourism in the study area and how can the area exploit the opportunities it has. SWOT analysis also helps us in knowing the weakness and threats to Kanyakumari tourism.
### Strengths
- District of unique culture and traditions with a vast and varied history
- Pleasant climate and scenic beauty
- Attractive beaches
- One of the popular tourist centres of the world
- Sunrise and Sunset point, Vivekanandha Rock, Thiruvallur statue
- Confluence of three oceans
- Exotic flora and fauna like Maruthuvazmalai, Marunthukottai, Udhayagiri fort, Muncherai
- Possesses the western ghats
- Shivalaya Ottam at Shivarathri-12 shiva temples are situated in this District
- Waterfalls in Thirparappu, Kalikesam, Ulakkaivaruni, Aruvikarai

### Opportunities
- Government of India is giving more attention in developing the tourism of Kanyakumari.
- Asian Development Bank is preparing a Sub-Regional plan for Development of tourism in India
- Potential for private sector’s investment in tourism projects
- Availability of high quality human resource
- Rapid growth of middle class families
- Possibility of paying guest facility promotion in this area
- Skilled artisans and workers are plenty in this area and so there is a possibility of promoting handicraft industries in this area.

### Weaknesses
- Inadequate infrastructure to match the expectations of the tourists
- Restrictive airline policy of Government of India
- Lack of basic amenities
- Lack of professionalism in tourism management
- Lack of co-ordination among department and agencies connected with tourism
- Overcrowding of popular Tourist centres
- Inadequate marketing and Information Channels
- Inadequate Standard hotels, leading to the problem of accommodation for the visiting tourists
- Lack of hygiene and the lack of proper sanitation among majority of people especially in the rural parts of the District

### Threats
- Robbery and ruthless character by the local people harassing the tourists is the major setback of the region
- Strong competition between States of India and abroad
- Disorganized tourism development
- Environmental factor also imposes a threat
- Recession
- Inflation or Deflation
- Diseases in recent years such as Dengue, Chickengunia and swine flu are causing the tourists to stay away from visiting different parts of the District

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