CHAPTER VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Tourism is one of the most powerful and time-honoured industries which is inextricably linked with the all-round growth of an economy. This characteristic feature of the tourism industry has been found to be quite true from the remarkable role played by it in accelerating the pace of growth of the Indian economy over the years. The present study has been undertaken to show how the developmental role of the tourism industry starts from the grass root level.

The study, as it is evident from the title and the foregoing discussions, was confined to Madurai region. Its objectives as it could be seen from the first chapter were seven in number. A summary of the discussions held on the basis of these objectives and the conclusions arrived at constitutes the content of this chapter.

As a prelude to the study, a comprehensive account has been given about the various kinds of tourism known to mankind, and the origin and growth of the tourism in the Indian sub-continent has been given in the first and the second chapters.
The statutory measures taken by the Central and State Governments over the years to facilitate the growth of tourism were subjected to a thread bare analysis in the third chapter.

7.1 SUMMARY OF FINDINGS

In keeping with the first objective an elaborate study was undertaken in Chapter three about the select tourism centres namely Madurai, Palani, Kodaikanal, Rameswaram and Kanyakumari in Madurai region. No pain was spared in giving a vivid portrayal of the environmental significance tourist attractions such as Meenakshi temple, Alagarkoil, Palani Murugan temple, forests, waterfalls, landscapes, monuments of ancient civilization like Green Valley, Kurinji Andavar Temple, Rameswaram Temple, Kumari Amman Temple, Bhagavathi Amman Temple, Vivekananda Memorial, Gandhi Memorial, Suchindram Temple, Udayagiri Port, Padmanabhapuram Palace, Mathor Thotti Palam and the like. This chapter shows how the natural cultural, and social environments of regions constitute a major lure for both national and international tourism.

The second and third objectives of the study were to examine the trend of the growth of tourist arrivals in Tamil Nadu in general and Madurai region in particular over the years. Based on this objective an exhaustive study was undertaken on the trends in tourist arrivals in Chapter four. Table 4.1 to 4.14
provide answers for the trends of tourist arrivals and demand and supply of hotel accommodation for tourists in Madurai region.

The fourth objective of the study was to bring out in detail the expenditure portfolio and its basic determinants with respect to sample tourists in Madurai region. Chapter five and the discussions contained in it are based on this objective. The patterns of expenditure of domestic and international tourists were subjected to a detailed statistical study. While dealing with the expenditure pattern of the tourists, care was taken to show how money was spent on food, accommodation, health, shopping, transport, food, entertainment, handicrafts, textiles and so on by the tourists of national and foreign origins. The multiple log linear regression model was used to identify factors which determine the expenditure of tourists in low and high income brackets. The estimated regression values of the determinants of tourist expenditure such as income, age, education and duration of stay have been given in Table 5.17.

The investigator in the course of the survey undertaken tried to find out the opinions of tourists regarding the natural environment of Madurai region and the facilities of hotel accommodation available therein because it was the fifth objective of the present project.

Towards the close of the fifth chapter a statistical study regarding percentage distribution of tourists who feel irritated amongst both domestic and
foreign nationals, with regard to unclean public places, poor roads, lack of sign boards, want of discipline among drivers, baggery, cheating in shop, impure drinking water, guidance and, lack of entertainment was made. A similar study was done by the present investigator regarding also the opinion of foreign and local tourists on the types of accommodation available, customs and tradition, food, literacy, transport communication, and hygiene. The results have been presented in Table 5.18. Similarly, the views of foreign and local tourists on factors such as size and maintenance of lodges, room service, car park, bar, intercom, CCTV, bed linen and toilet were also noted down by the investigator. The values assigned to the views could be seen from Table 5.19.

Regarding the analysis of the attitude of tourists towards tourist facilities available in and around Madurai region, Chi-square test was applied. In case of domestic tourists, it was found that there was significant relationship between the factors such as age and occupation of the tourists with level of attitude. The other personal variables such as sex, marital status, education, tendency of tourists and planning of tour were not influencing the level of attitude. In case of foreign tourists, it was found that no variables have significant relationship with level of attitude towards tourists facilities available in and around Madurai region.

The researcher could infer from the data about the opinions of environment and hotel accommodation that most of the foreign tourists have nothing but
dissatisfaction regarding the second set of factors investigated also, except the natural cultural and social environment around the places of tourist attraction. The employment generation potentials of the tourism industry have been studied at length in chapter six. As this is the sixth objective of the present investigation, the investigator has collected a huge mass of primary data to show how tourism has been responsible for the growth of micro and macro employers all over the district. From the analysis of such data, it becomes evident that these two categories of employers are centered around the hotel industry, the handicrafts industry, tourist promotion industry, transport industry and telecommunication services. These employers who have registered a mushroom growth over the years have been responsible for generating employment opportunities for both men and women in various age groups as shown in tables. At the close of the present study the investigator contends that in Madurai region in all five selected centres, tourism industry has in fact shaped along the lines of production oriented industries, in opening new vistas of employment opportunities to all categories of skilled and under skilled and educated and uneducated men and women. The conclusions drawn from the investigation and analysis of the massive details relating to the sphere of tourism industry could be elucidated in the following terms:
1. Tourism industry is absolutely essential for the socio-economic growth of any country.

2. In Madurai region 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, through its association with lives of saints, savants, poets, freedom fighters and above all symbolic connection with the Divine.

3. The record of growth and the impact of the tourism industry on the economic background of Madurai region and its social natural and political environment has been quite impressive.

4. The hotels and lodges necessary to lure tourists have not yet registered satisfactory rates of growth over the years.

5. There has been a dearth of worth-buying and attractive manufactures from the sphere of handicrafts industry.

7.2 CONCLUSION

Madurai region is a fascinating destination with an outstanding mix of ancient monuments, heritage, sunrise and sunset, light house, Kumari Amman Temple, Vivekananda Memorial Rock, Thiruvalluvar Statue, Boat Jetty,
Suchindram Temple, Padmanabhapuram Palace and above all, hospitable people. Since the recent trends of global tourism indicates a shift towards experimental, ethnic, cultural and eco-tourism, the Madurai region has an opportunity to capitalise on its rich product composition and attract a higher proportion of international tourist. The tourism motto should be “Welcome a tourist warmly and send him back as a friend with happy memories of his visit in Tamil Nadu”.

7.3 RECOMMENDATIONS

The researcher recommends the following programmes for a still greater growth of the tourism industry in the years ahead:

1. Attractive lodges and hotels with eastern architecture and western convenience should come up very fast along sea shores and places of scenic beauty.
2. An environmental study of places of tourist attraction should be held quite systematically as a prelude to bringing into existence more and more places of tourist centres.
3. Banks with ATM facilities should be started in centers of tourist attraction.
4. Police outposts should be set up in more tourist spots to ensure the safety of foreign tourists.
5. A special website should be started for the centres of tourist attraction in the internet regarding Kanyakumari.

6. The government should come forward to facilitate the growth of travel convenience in the district to assist the foreign and domestic tourists thus enabling them to gain easy access to the tourist spots here.

7. An airstrip with facilities for landing and take off, of mini planes and helicopters of private travel agencies at least should be established at Cape Comorin. It will put the entire district on the international and national tourist map.

7.4 SCOPE FOR FURTHER RESEARCH AND CONCLUSION

- A Study of Tourism Promotion in Tamil Nadu.
- A Study of Promoting Environment-friendly Tourism
- A Study of Society Perception of Eco-Tourism in Madurai Region.
- A Study of Buying Behaviour of Domestic Tourists and Foreign Tourists in Tamil Nadu Tourist Centres.
- A Study of Medical Tourism in Tamil Nadu.
- A Study of Educational Tourism among College Students in Madurai Region.
A Study of Problems and Prospects of International Tourism with Reference to Business People of Tamil Nadu.

If this study in any way helps in motivating such studies in future, the researcher would feel well rewarded. The researcher will feel satisfied if the tourism policy-makers consider the findings useful for decision-making in future.

Though, the study is very simple and informative in nature, the investigator is quite confident that it will pave the way for numerous studies on tourism in the years ahead.