CHAPTER – VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

INTRODUCTION

The study conducted on problems and prospects of tourism in Salem Region with 600 respondents in Salem District shows that there are various factors affecting the tour decision making process. In this chapter the findings, suggestions and conclusions are given over the problems and prospects of tourism in Salem Region.

7.1 FINDINGS

*The following are the findings from the analysis*

- Majority of the tourists are male and 52.8 percent came from Tamil Nadu, 23 percent came from Karnataka, 7.7 percent from Kerala 7 percent from Andhra Pradesh 1.7 percent from Uttar Pradesh and 7.8 percent from Pondicherry. The majority of their education level is 51 percent UG and 25.7 percent PG.

- Majority of the tourists-31.2 percent belong to employee class. The majority age group of tourist was between 36 and 45 years.

- Majority of the tourists-62.7 percent of are single and 54.2 percent of the respondents belong to `9.60 Lakhs- `12.00 lakhs income group, 21.8 percent belong to `2.40 lakhs and `4.80 lakhs income group.

- The major source-52.7 percent of tourism information was from friends and relatives and the next major source-47 percent was own knowledge.

- The majority -87.5 percent of the tourists visited for mere pleasure.

- It shows that 62.5 percent major portion of respondents visit once in a year; 30.2 percent visit 3-6 months. It also shows that major portion-80.2 percent of respondents came with friends and 19.5 percent came with family.
• The lengths of stay by the majority of the respondents -84.8 percent belong to less than 3 nights category.

• The Major attraction-24 percent was related to Sightseeing and falls; the next major-21.5 percent related to hill station.

• The majority -56.2 percent of the respondents came by own vehicle. The next 40.3 percent came by hired vehicle.

• 60.7 percent of the respondents opined that the parking facility was poor; 28.8 percent stated that the parking facility was moderate.

• 65.3 percent of respondents who used public transport were dissatisfied with the travel.

• 69.7 percent of the respondent opined that the journey was risky and they were dissatisfied.

• The majority 52 percent of the respondent preferred to stay at cottages; the next major 29.8 percent preferred lodges. The majority 61.7 percent of the respondent preferred to stay in A.C. Deluxe. The next major 20.5 percent opted for Non A.C.-Standards.

• The majority 77.3 percent of the respondents were dissatisfied about the public convenience at the tourist spot.

• The majority 75.7 percent of the respondent stated that the local response and interaction was in a “Good Manner”.

• 16.3 percent of the respondents preferred to shop Spices,13.8 percent preferred Textiles and Spices,15.8 percent preferred-Textiles and the majority 22.8 percent preferred to shop other products.

• The majority 37.7 percent of respondents complained about the absence of Guide-Menace of miscreants-Beggar Menace, the next major 35.8 percent is related to absence of Guide-Auto driver Exploitation.
The majority 77.0 percent of the respondents faced the problems of Cheating in shops-misguidance-Lack of Entertainment and the next major 18.5 percent experienced the problems of Unclean Public Places-Impure Drink Water.

The majority 46 percent of the respondents from Tamil Nadu and 20 percent from Karnataka stated that they came for a pleasure trip. On an overall basis 87.5 percent of respondent made the visit for pleasure.

Out of own vehicle users, the major portion 96 percent stayed for less than 3 days; Out of hired vehicle users, the major portion 68 percent stayed for less than 3 days and 32 percent stayed for 3-5 days. All of the public transport users stayed for less than 3 days.

Out of the respondents who used own knowledge as a tourism information, 24 percent came with family as companion, 76 percent came with friends as companion and none came with guide as companion.

Out of the respondents who got tourism information from friends and relatives - 15 percent came with family as companion, 84 percent came with friends as companion and 1 percent came with guide as companion.

Out of the respondents who got tourism information from trade fairs, none came with family as companion. All of them came with friends as companion; and none came with guide as companion.

87.5 percent of the respondents stated that the main purpose of their visit was for pleasure. The majority 24 percent of the respondent’s prime attraction was Sightseeing- Hill Station, the next major 22 percent of the respondent’s prime attraction was Hill Station and 11 percent of the respondent’s prime attraction was sightseeing.

With regard to local response and interaction 6 percent of Salem tourist stated that the local response was helpful, 94 percent stated that the local people showed good manners. In Namakkal it was 10 percent -90 percent, in Dharmapuri it was 16 percent
-84 percent, in Krishnagiri it was 65 percent -35 percent respectively. On an overall basis the helpfulness and Good manners was 24 percent and 76 percent respectively.

- As far as shopping preference was concerned, the Chi-Square test shows that there was a significant association between the tourist places and shopping preference at 1 percent level of significance.

- As far as the problems faced by the respondents in a tourist places was concerned ,the Chi-Square test shows that there was a significant association between the tourist places and problems faced by the tourists at 1 percent level of significance.

- As far as the complains of the respondent were concerned the Chi-Square test shows that there was a close association between the tourist places and tourist complaints at 1 percent level of significance.

- About 42 percent of the respondents complained about the Poor Toilet -Poor Climate - Unclean Public Places. The next major complaint 22 percent was related to lack of Information-No Tourism Advertisement -Poor Guidance 17 percent complaint was related to Drinking Water -No Good Restaurant - Lack of Entertainment.

- To find whether is there any association between the recommendations and tourist places chi-square test is employed. As the P value is less than 0.01 there is a close association between the tourist places and recommendations for improving tourism at 1 percent level of significance.

- All the hospitality variables-Road Journey, Location and Appearance of Hotel, Staff service, Food and beverages, Bar and restaurant cleanliness and Hygiene, entertainment, Other services and guide services has very close association with the tourist places at 1 percent level of significance.

- The chi-square test showed that there is a close association between all the promotional service variables-Tourist Information, conducted tours, Shopping Facilities, Basic amenities, Recreation, security, transport, accommodation, food and beverages, bar, hotel bill and working hours of Tamil Nadu Tourism Development Corporation (TTDC) and tourist places at 1 percent level of significance.
The chi-square test showed that there is a close association between all the facility level variables-ATM, Tourist Cab, Auto charges, Well connected by road and rail, Guide facilities, Lodging, Boarding, Entertainment, Medical facilities, shopping, communication, Opinion on tourist facilities, Vehicle parking and tourist places at 1 percent level of significance.

The factor analysis employed to find the most influencing factor for tourism improvement shows that Security and transport plays major role at Salem tourist spot. The inter correlation matrix of Salem Tourist spot shows that security and accommodation repeatedly occurs with varying loading with positive signs in the factors extracted and therefore this should be considered as a mechanism to encourage the tourism.

The factor analysis showed that the major influencing factor for tourism improvement was recreation and amenities at Namakkal tourist spot. The inter correlation matrix of Namakkal Tourist spot shows that Basic Amenities-Security – accommodation repeatedly occurs with varying loading with positive signs in the factors extracted and hence these should be considered as a mechanism to encourage the tourism.

The factor analysis showed that the most influencing factor for tourism improvement was Food, Beverages and Accommodation at Dharmapuri tourist spot. The inter correlation matrix of Dharmapuri Tourist spot shows that basic accommodation, Food and beverages repeatedly occurs with varying loading with positive signs in the factors extracted and hence they should be considered as a mechanism to improve tourism.

The factor analysis showed that the most influencing factor for tourism improvement was Hotel Bill-Bar at Krishnagiri tourist spot. The inter correlation matrix of Krishnagiri Tourist spot shows that Food and beverages repeatedly occurs with varying loading with positive signs in the factors extracted and hence they should be considered as a mechanism to improve tourism.

The factor analysis showed that the most influencing factor for tourism improvement by taking all places together was Tourist Information and Amenities. The inter correlation matrix of all the four places showed that Accommodation,Food and
beverages and security repeatedly occurs with varying loading with positive signs in the factors extracted and hence they should be considered as a mechanism to improve tourism.

7.2 SUGGESTIONS

The complaints and recommendations of the tourists are very important for improving the activities of tourism industry. The following suggestions may be considered for the improvement of tourism.

Tourist information

It is the vital and basic element in tourism. The tourist should know the existence of the tourist spot, then alone he can decide either to visit or not. The decision of tour depends upon the familiarity of the tourist places, its accessibility, accommodation and entertainment available. Hence, all these tourist information should be made easily available to even an ordinary man.

Accessibility

The tourist spot should be easily accessible. The tourist should reach the spot without much strain and pain. The tourist spot must be well connected by Air, Rail and Road transports. If the accessibility is tedious tourist would not prefer to visit. The roads must be well laid and maintained properly. Frequent bus facilities must be provided. The train facilities must be ensured. Air transport facility will be an added advantage.

Accommodation

It is another essential factor in tourism promotion. The tourist must be comfort with the accommodation. It must be a home away from their home. The accommodation decides the duration of stay. The accessibility to the accommodation, the style of construction, the hygiene condition and the rent charged are the deciding factors in tourism development.

Food

Tourist must be happy and satisfied with the food served. The variety they prefer, the deliciousness they expect, the price and the service are the significant factors in deciding the visit to a places.
Security

It is a crucial element in tourism promotion. There should not be any danger to the life and belongings of the tourists.

Parking facilities

Another essential factor in tourism promotion is provision of sufficient parking facilities. Now-a-days most of the tourist travel in their own vehicles or hire a car, they need comfortable parking facilities. They cannot park their vehicle in one place and go by walk to a tourist spot. This will frustrate them.

Frequent bus service

The lower middle income group make the tour by bus .Hence, sufficient number of buses must be run at the right frequent intervals.

Sign boards

Sign boards must be kept and maintained at appropriate places. Tourists from other states should not be let into the trouble of searching the right way to the tourist spot.

Shopping

Shopping should be a pleasant experience and should not be a bitter experience. It reflects the memory of the tour. The tourist should not be cheated in the shops.

Absence of guide

Most of the tourists from other states face this problem. The history and specialty of the tourist spot must be explained to the tourist. Hence, sufficient number of qualified and honest guides must be made available.

Drinking water facility

We cannot expect the tourist to go with a water bottle wherever they go. Hence pure drinking water must be made available at all important tourists spots.

Toilet facility

Lack of toilet facility is the greatest hurdle for the promotion of tourism. Sufficient public toilets must be built and maintained at the tourist spots.
Beggar menace

Beggars easily identify the tourists from other states and the foreign tourists. They torture the tourists until they are given alms. The police and volunteers should see that the tourists are not troubled by the beggars.

Animal menace

In Yercaud, Kolli Hills and Hogenakkal animal menace is another problem. The dogs, pigs and monkeys cause more problems to the tourists. The tourist cannot take their food or any eatables because of the problems. They should be take care by the local authorities.

Challenges and Opportunities of Tourism in Salem Region: From Experts Point of View

Apart from the suggestions made from the study, the researcher collected opinions, ideas and suggestions from a number of groups. The researcher had interactions with various groups of people like tour operators, hotel owners, resort owners, travellers, wanderers, members walkers club and members of trekking club. Since all these people are interested in tourism, the suggestions collected from them also are valuable. They pointed out the problems of tourism in Salem region without any fear or favour. Here they are given:

Challenges or Problems of Tourism

➢ Lack of Information

The most needed information for a tour program are lacking. The conveyance facility available, it can be road transport or rail transport but to reach the tourist spot it is the basic information. Even, the very existence of the tourist places and spots are not known to a common tourist.

➢ Poor Conveyance

It is comfortable journey that everyone of the tourist would like to enjoy. But unfortunately Salem region tourist spots are familiar for poor conveyance. The popular tourist spots within the district are not properly connected. Frequently bus facilities are not provided. During seasonal period the heavy rush was and is still a problem to be solved. The number buses operated are insufficient.
➢ **Intolerable Road Condition**

Rolls Royce car is very comfortable; we can drink coffee during the travel without spilling even on Indian roads – OSHO. Osho has made such a comment on the poor conditions of Indian roads. It is not an exaggeration, whenever a road is laid; the life of the road is hardly 6 months and not more than that. Especially roads in Kolli hills, Yercaud and Hogenakkal are very poor. One has to really think twice before he makes his travel in his own car. Road must be laid and maintained, then and there repairs or corrections must be made wherever needed.

➢ **Poor and Insufficient Accommodation**

In spite of the increase in the number of resorts and lodge in the tourist spots, yet the accommodation facility remains very poor and insufficient. During season the tourist could not get desired accommodation and they become same day visitors. The tariff on accommodation also is intolerable for salaried class people.

➢ **Mean minded Restaurant Owners and Hoteliers**

“Make the hay while the sun shines” is the key word of the restaurant owners and hoteliers. During the season they want to make money. Not only they charge exorbitant prices, but also the quality of the food is very poor. They never think about the health of the tourists.

➢ **Unhygienic Drinking Water**

All the tourist places in Salem region are characterized with poor drinking water facility. To say more correctly water facility is not provided in most of the tourist spots. The tourists carry water bottles wherever they go. Even when they buy water bottles in the tourist spots, the hygiene of the water cannot be assured. The tourists who visit there with their families suffer very much in this regard.

➢ **Poor Toilet Facilities**

Toilet facilities are not at all provided in most of the tourist spots. Even if there is a toilet cannot be used by a civilized tourist. The toilets are never maintained.
➢ **Nasty Tourist Spots**

Already the tourist spots are unclean. The tourists add a little more to this issue. The tourist spots have become dust bins. The authority concerned never considered this as an issue. Even if cleaning is done, it will be a name sake job.

➢ **Indifferent Tourism Personnel**

It is a surprise that the personnel in tourism department do not have initiative. Not all of them, but the majorities are very reluctant and indifferent. They do not help voluntarily the tourists. They do when it is warranted. Most of the tourism department personnel do not willingly serve the tourists.

➢ **Passive Role of Officials**

Officials of other department also play a very passive role. The tourism industry cannot survive and flourish without the much needed help from the hospitality industries. But when a complaint is made by a tourist, the officials don’t take things seriously. It is one more incident for them. But what about the suffering person?

➢ **Poor Shopping Facilities**

The tourists would like to buy something in memory of the places they visited. The tourists do not have an idea of where to buy and how? The Shop owners also take advantage of the unawareness of the tourists. They sell adulterer goods at exorbitant prices.

➢ **Poor Medical Facilities**

The medical facility is very poor in tourist spots. The tourists should take care of themselves. Of course they bring all medicines and emergency items they need. But whenever a real treatment is needed it is difficult to avail such one.

➢ **No Sign Boards**

No sign boards are kept. They are not maintained if any such. The drivers and tourists suffer very much for want of sign boards. Even when there is a sign board it is written in vernacular language. Tourist from other states cannot understand the sign boards.
➢ **No Improvements**

The existing tourist spots are maintained, but no developments are made. To attract new tourists and make them repeat tourists’ developments are needed. The tourist should not get bored; they must be entertained with new developments.

**Opportunities**

➢ **Well Connected Transport Facility**

All the four districts, Salem, Dharmapuri, Krishnagiri and Namakkal are well connected by National Highways roads. From any part of this country, the approach is very easier and more comfortable. Salem has got a big Railway Junction. Trains are coming from all parts of the nation. Salem has an airport at Kamalapuram, the king fisher airlines provided service and now it is stopped for want of sufficient traffic. The air services can be renewed. The approach to Salem region by road, rail and air is made easier, quicker and comfortable. Trichy and Coimbatore are having airport which are only around two hundred kilometers near Salem. The basic need of any tourist spot is its approachability. Salem region has got the facility.

➢ **Ideal Atmosphere for Medit Tourism**

Tamil Nadu Government should immediately start this Medit tourism and popularize this. Northern states have already started this medit tourism and it was a grand success. The pilgrims are very happy in spending time there. Medit tourism is providing an opportunity to the tourists and other people to sit and meditate for few minutes. All we need is a big hall and small rooms. The small rooms must be carpeted, comfortable chairs must be there and slogans or divine songs must be chanted. Having entered inside the hall the tourist or anyone, the person must be brought to the meditative mind. The tourists and visitors can be allowed to meditate. They can even be charged a reasonable sum. In spite of the tight schedule the tourists will really love to spend a little time in the meditation centers. It rejuvenates their strength. Yercaud, Kolli hills are the places where the tourist go and stay for entertainment. When medit tourism is provided, surely it will get a very good reception from all sections of people. Even some section will go there for medit purpose only. Before southern states start this medit tourism, that Tamil Nadu should create and popularize this tourism. It should be the pioneer in this tourism. Hogenakkal and Krishnagiri too have ideal places for medit tourism.
**Magic Architectural Beauty**

- **Abundance of Manmade and Natural Beauty**

  Salem region is endowed with abundant man made and natural beauty. Yercaud is having such a climate where irrespective of winter and summer tourists can enjoy. Kolli hills provide unpolluted air to breath. The tourist spots in Yercaud and Kolli hills are really breath taking. The architectural beauty of Taramangalam and Rama’s temple at Ayyothiyapattanam are to be seen in person. One should see to it to believe it. The different music sounds coming from the pillars in Rama’s temple at Ayothiyapattanam, the statue at Rathi and Manmadhan at Taramangalam temple are the standing examples of architectural beauty. The UNESCO has declared Taramangalam as a heritage places.

- **Wonderful Waterfalls**

  Wonderful water- falls are another tourist attraction in Salem region. Kolli hills have number of water-falls. The AKASA GANGAI water-falls is a panoramic view, but climbing down and climbing up more than 1000 steps is a tedious endeavor. The youngster alone can enjoy this falls. Apart from that, other water-falls are there, where the tourist enjoy, relax and feel fresh. In Yercaud Kiliyur falls is there, but the falls is not provided with approachable road facility. The tourists can enjoy the falls from distance. Hogenakkal is having a popular waterfalls. People do come from nearby states, bathe, enjoy and taste the fish curry and fish fry.

- **Energy Vibrating Temples for Yugas, best places for Pilgrimage**

  Salem region is having a good number of energy vibrating temples. The popular temples in Salem region are Sugavaneswar temple at Salem, Rama’s temple at Ayyothiyapattanam, Kailasanathar temple at Taramangalam, Hanuman temple at Namakkal, Arthanareeswarar temple at Tiruchengodu, Arapalleswarar temple at Kolli hills, Murugan temple at Kumaragiri in Salem, Oothukadu Siva’s temple and Siddhar koil. All these temples attract people from other districts and states. The energy flow in certain temples are to be experienced than explained.

- **Opportunities for Adventure Tourism**

  There are ample of opportunities for adventure tourism in Salem region. Yercaud and Kolli hills provide trekking facilities. Boating at Yercaud, Kolli hills and Hogenakkal lakes are to be improved. Water sports can be introduced in Jaderpalayam at Namakkal and
Poolampatti at Salem are ideal places for water sports. Since the check dams at both the places have water for almost throughout the year, water sports can be conveniently undertaken. Rope car can be introduced in Yercaud, Kolli hills and Hogenakkal.

- **Saral Festival**

  Apart from flower shows during summer, a Saral festival should be conducted in all hill places during the months of October and November. Rainy season is the ideal for a stay in hill places. There would not be much crowd. The mist and drizzle will enchant the tourists. Cultural festivals can be conducted to entertain the tourists. When Nilgris celebrate tea tourism, why not Yercaud celebrate COFFEE TOURISM. In Tamil Nadu Yercaud is the only places where coffee plant is grown. Coffee tourism can attract and entertain the tourists.

- **Jeeva Samadhi Tourism**

  There are some people who are interested in visiting Jeeva Samadhis than visiting temples. To attract these people a separate Jeeva Samadhis tourism should be started. Tamil Nadu is having 532 Jeeva Samadhis. Salem region is also having a good number of Jeeva Samadhis. The visitors are also increasing in numbers.

- **Mango Tourism**

  Mango tourism at Krishnagiri is celebrated. It has to be popularized. More advertisements are to be given. Krishnagiri is not having sufficient accommodation facility. The lodging and hotel facilities are to be improved.

- **Appointment of Popular Tourism Brand Ambassador**

  The Gujarat Government has appointed actor Amita Bachan as their tourism ambassador. The advertisements are very attractive and far reaching. Tamil Nadu Government also should appoint a powerful brand ambassador. We can get real result from this move.

- **Result oriented Hospitality Tourism**

  Hospitality tourism is effective in producing results. This should not be done for name sake. The impact of this tourism is very effective.
- **Eco Tourism**
  
  Eco tourism must be conducted to the students. They only carry the message to all people. They are the right people to understand the ecology. Yercaud and Kolli hills provide fantastic opportunity for eco tourism.

- **Week End Package Tourism**
  
  Week end package tourism must be arranged from Salem to Yercaud, Salem to Kolli hills and Salem to Hogenakkal. There will be very good response from the tourists.

- **Establishment of more Youth Hostels**
  
  Since accommodation is very costlier and difficult to avail; in times of need, more youth hostels must be established with dormitory facility.

- **A Separate University for Tourism Studies**
  
  A separate university for tourism must be started. To cater the need of this moment, foreign languages must be taught and training must be given to the guides and they only allowed to act as guides.

- **Periyar University to start Tourism Department**
  
  The Periyar University, which takes care of collegiate education in Salem, Namakkal, Dharmapuri and Krishnagiri should immediately start UG as well as PG courses and a department for tourism. This can provide a better scope for research in tourism.

- **MICE Centre**
  
  Environment plays a vital role in decision making. A pleasant and peaceful climate and environment help people to keep themselves at ease. When the mind is free and relaxed people can settle for a better negotiation. They become very flexible. Many summits are held at hill resorts and beach resorts to have better understanding and better results between the participants. Yercaud and Kolli hills are the ideal places for a MICE centre. Indian Medical Association is conducting a meeting at least once in a year at Yercaud. Kolli hills and Yercaud must be popularized as MICE centers.

- **Niche Tourism**
  
  This tourism is meant for a particular section of people. It cannot attract all tourists. It suits only a class of people. Golf tourism and Polo tourism are the examples. Yercaud and
Kolli hills are two great places where Golf tourism and Polo tourism can be introduced and popularized. A good number of business people are there in Salem and Namakkal districts, Golf tourism can feed their ego.

➢ **Change of Working Hours of TTDC**

Boat house is under the control of TTDC. The office opens at 9.30 A.M. But, the tourists who stay there wake up in the early morning they have to wait till the office opens. So, at least during the season the office must be opened by 7.00 A.M.

**SCOPE FOR FURTHER RESEARCH**

*The following may be taken as a scope for further research:*

The study is confined to the four places only and with 600 respondents to find the general problems and prospectus of tourism in Salem region. The further study may be focused over medit tourism, Jeevasamadhi tourism and eco-tourism and adventure tourism. Tamil Nadu will be the pioneer in medit tourism among the southern states. The medit tourism will help to heal the body, mind and soul of everyone. The Jeevasamadhi tourism will help those who would like to follow the Guru’s path. The eco-tourism will help to protect the ecology by inculcating awareness in the young minds. The adventure tourism help to exhibit the extra ordinary talents and becomes an outlet for the mind stress.

If more tourist spots are surveyed to find the behavior of tourists with more than 600 respondents it would give a clear picture for making major improvement in tourism.. This study may also be applied to other districts and also by including foreigners to find the change in touring behavior and also to find the exact problems and solutions .It may be extended to pilgrimage and other important tourist places to analyses and bring solutions for improving tourism. The in-depth study on tourists would give good results to the various parities including the policy makers to improve tourism.
7.3 CONCLUSION

Tourism industry is one of the largest industries world-wide. It brings enormous foreign exchange to the host nation. When the researcher collected information from the tourists, he understood that, in spite of the short comings faced, they are ready to travel. They are interested very much and they need to tour. It rejuvenates their body, mind and soul. The Hon’ble Chief Minister has declared that the vision of tourism industry in Tamil Nadu is to make Tamil Nadu the number one state in the recipient of both domestic and foreign tourists. This can easily be achieved by implementing the recommendations from the study. Clean public places, provision of recognized guide, government monitored tourist taxis /autos would enhance the confidence of the tourist and help planning for increasing the frequency of visits along with their companions.

Especially when the travel is made easier, when the accommodation is comfort and the food is delicious more tourists will be attracted. Safety and security to the life and the belongings of the tourists must be ensured. Above all eye-catching advertisements should be made and appropriate media must be chosen so that the advertisements reach all. This mission will make the vision easily possible.