7.1 Introduction

World tourism industry is an industry which is flourishing all over the world and contributing more to economy. The scenario of world tourism industry is a state of flux, ever changing. More than 1000 million people are travelling to international places annually. It contributes to economic development, employment and revival of art and culture. Indian tourism offers most diverse products globally. The country’s rich history, cultural heritage, beauty, diversity of religion attract tourists from all over the world. Rising incomes, increasing affordability, growing aspirations, increasing globalisation, and a growing airline industry along with improvement in travel-related infrastructure supported industry growth in India. Tourism holds immense potential for the Indian economy. Kerala ‘the Gods Own Country’ is full of energies of different types providing opportunities to Tourism development. It is still under development. It is in this context the study is concentrated on tourism scenario at international, national and state level.

There are many pilgrim destinations in Kerala related to different castes. The study is limited to pilgrim tourism in temples or temple tourism. In relation to the subject pilgrim tourism, the areas basically covered are DBs as administering authorities and its staff, nine major temples and pilgrims and temple staff of nine major temples in detail.

The main objective of the study is to evaluate the pilgrim tourism in Kerala. The specific objectives are to examine the tourism scenario in the international and national level, to examine the nature and functioning of Dewaswom Boards and Temples in Kerala, to examine the revenue and expenditure of Devaswom Boards and temples in Kerala, to identify the staff pattern in both Devaswom Boards and
Temples, to examine the socio-economic status of pilgrims and their expenditure pattern and to assess the perception and level of satisfaction of pilgrim tourists.

For the study, Kerala has been divided into three zones. Three temples from each zone have been selected on the basis of highest revenue. Thus Sabarimala, Aattukal, Padmanabha swamy temples in the South zone, Vadakkunnatha, Kodungalloor, Chottanikkara temples in the central zone; and Guruvayur, Parassinikkadavu and Kottiyur temples in the Northern Zone constitute the samples for the present study. Temples in South, Central and North are managed by Travancore Devaswom Board (TDB), Cochin Devaswom Board (CDB) and Malabar Devaswom Board (MDB) respectively. Apart from these, Guruvayur Devaswom Board (GDB) is also part of the study. Hence all these 4 Devaswom Boards are taken for the study. In order to identify the staff pattern, fifteen employees from each Devaswom Board and sample temples have been selected by convenient sampling method. To analyse the pilgrim’s perception and level of satisfaction, pilgrims have also been included in the present study. 50 pilgrims from each of the selected temples have been selected by non-probability sampling method.

7.2 Major Findings of the study

The findings of the study are arranged under three broad heads, viz, performance of tourism, administration of temples in Kerala; and the findings related to pilgrims. Under performance of tourism major findings related to international, national and state level are given. Devaswom Board and temple staff are included in Administration of temples authorities. Perception of pilgrims are included under the head ‘pilgrims’.

7.2.1 Performance of Tourism:

Statistics for pilgrim tourism separately is not available at international, national and state level. So the first part of the study covers tourism scenario especially World tourism, Indian tourism and Kerala tourism and the economic aspects related to it. International Tourist Arrival, Topers in international tourist arrival and International tourism receipts are the main variables studied under world
tourism scenario. Foreign tourist arrival, Month wise arrival, India’s rank in World tourism receipts, top states in Tourists arrival both in terms of foreign and domestic and growth rate of tourism receipts in relation to world growth rate are the core areas studied under Indian tourism scenario. Total tourist arrival, foreign tourist inflow, domestic tourist arrival, quarter wise arrival and season wise inflow are studied under Kerala tourism. The major findings on these aspects are:

1. The statistics on world tourist traffic seems to be quite dramatic that is, 689 million in 2003 getting to 1035 million in the year 2012. During the 10 year period, international tourists’ arrival shows a fluctuating trend.

2. The most visited region in the world is Europe with 51% of the total International Tourist Arrival. Asia and Pacific is in the second position with 23 percent followed by America with 16 percent. Africa and Middle East are in the fourth and fifth place respectively.

3. With regard to International Tourism Arrival, the analysis reveals dominance of Europe in the world tourism scenario. France in Europe is the top country throughout the period of study. US is in the second position in relation to tourist with 41.2 billion in 2003 to 67 billion in 2012. Spain, except in the last two years, is in the third place.

4. International Tourism receipts reached an estimated (Euro 837 billion) 1076 billion US $in 2012. Europe holds about half of the total receipts. This is mainly because, it tops in the international tourism arrivals and earns nearly 43% of worlds’ total tourism earnings.

5. US stands top with a huge range of receipts from 101.5 billion $ in 2003 to 126.2 billion $ in 2012. During the last eight years Spain reached the second position. In the last three years, China is elevated to the 4th place with 44.1 billion $ receipts in 2009 to 50 billion $ in 2012.

6. The growth in FTAs in India during the 2003-2012 did not follow any consistent pattern. During 2003-2007 and 2010 shows double-digit positive growth. But during 2009, the growth rate was negative.
7. FTA is greater from Western Europe to India from 2003 to 2012. The second greatest flow of tourists is from South Asia from 2003 to 2006 and in 2008 and the third is from North America has the third place.

8. December is the good month or peak season for attracting tourists’ especially foreign tourists to India with average arrival 566192.40 numbers of foreign tourists and of 11.65%. November to February is considered as the best season for foreign tourists arrival to India.

9. In India, FEEs from tourism, in rupee terms, during 2011 was Rs.77,591 crore, with a percentage increase of 19.57, as compared to the FEEs of Rs.64,889 crore during 2010. During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered an increase of 21.78% compared to FEEs during 2011.

10. FEEs from tourism in India, in $ terms, during 2011 was $16564 million, with an increase of 16.71%, as compared to the FEEs 2010. During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered an increase of 7.08% compared to 2011.

11. December is the month during which FEE are high as compared to other months with average of Rs. 5660.20 crores and 11.41%. November is the second place as regards FEE is concerned with average of Rs 5056.50 crores (10.17%). FEE is very low during May with Rs 3036.60 in crores (6.02%).

12. FEE in $ million is more in December with average of 1200.10 $ million and 11.37%, except in 2008. In 2008 FEE in $ million terms is very high in the month of February. It may be because of world financial crisis. May itself is the lowest earning month with average of 657.60 $ million (6.05%).

13. In the world tourism receipts, India improved from 37th to 16th rank. As such India should try to maintain the improvement in the ranking and the earnings.

14. By comparing, the Foreign Tourist Arrivals in the world and India, even the India’s share is less than one percentage of the world foreign tourist arrival. But the share of India has improved from 0.39% to 0.64%.

15. India’s Rank in FTAs shows an improvement. India’ Rank in FTAs has improved from 51 in 2003 to 41 in 2012.
16. Among the top ten states, in terms of foreign tourists’ visits, Maharashtra has the highest position (24.7%) followed by Tamilnadu, Delhi, Utter Pradesh, Rajasthan, West Bengal, Bihar, Kerala, Karnataka and Himachal Pradesh. These 10 states have shared 90.1% of foreign tourists’ arrival in India.

17. Domestic tourist arrival is highest in Andhra Pradesh with 20 percent of total domestic tourists’ arrival. Tamilnadu is the second mostly attracted domestic tourist state in India. Kerala find no place in the top ten states of domestic tourist arrival in India.

18. While comparing the growth rate of tourism receipts, India’s growth rate is far better than the World growth rate up to 2007. But thereafter, that is, from 2008 onwards growth rate difference has reduced considerably. Even though the share of India’s receipts is high (from 0.84 to 1.65) percentage of increase in the share is decreasing.

19. During the year 2003 the tourist arrival to Kerala was only 61,65,849. In 2012, the total tourist inflow to Kerala have been increased to 1,08,70,550. During the 10 years from 2003 to 2012, the total tourist arrivals in Kerala have been increased at an average annual rate of 6.58 percent.

20. Foreign tourists’ arrival in Kerala shows a fluctuating trend. Foreign tourist arrival during 2012 showed an increase of 8.26 percent compared to 2011. The average annual growth rate during the period 2003-2012 is 12.06 percent.

21. Domestic Tourist arrival in Kerala during 2012 indicated an increase of 7.41% percent. Even though there is a high decrease in the number of arrivals in the year 2009, the average annual rate is 6.26 percent during the period from 2003 to 2012.

22. The highest percentage of foreign tourists arrived in Kerala is during the 1st quarter of a calendar year (36.30%) followed by IVth quarter (30.36%) and 3rd quarter constituting (18.23 %). The lowest arrival of foreign tourist is in the second quarter (15.11%).

23. The highest percentage of domestic tourists also arrived in Kerala during the 4th quarter of a calendar (28.93%) followed by 2nd quarter (24.71%) and 1st
quarter (23.31%). The lowest arrival of domestic tourists is recorded in the 3rd quarter constituting 23.04 percent.

24. January and February attract the highest number foreign tourists to Kerala. Average tourists’ arrival is more in the month of January (71419) followed by February, December, November, March, October, August, April, September, July, May and June respectively. June is the month with least number of foreign tourists.

25. The number of domestic tourists’ arrival in Kerala, is very high in December with average arrival of 764200. November and October have the same trend with average arrival of 695293 and 689090 respectively. During the months October to May tourists flow is high. It is the tourism season in Kerala. Domestic tourists’ visits are comparatively less during June and July.

26. The maximum flow of domestic tourists in the last 4 years is to Ernakulam District. Thrissur District attracted the highest number of domestic tourists up to 2008. Thiruvananthapuram, Kozhikode and Idukki are the other districts which contribute maximum tourist flow in Kerala. The ten year analysis shows that, Thrissur and Ernakulam districts are the most preferred districts by the domestic tourists.

27. Ernakulum is most attractive for foreign tourists followed by Thiruvananthapuram. Pathanamthitta, Palakkad, Kasaragod, Thrissur and Kannur districts were the least contributors. The analysis shows that, the flow of foreign tourists to northern side of Kerala was meager during the last ten years.

28. A comparative analysis of the foreign and domestic tourist flow in Kerala for the last ten years shows that only three districts, viz., Thrissur, Ernakulam and Thiruvananthapuram, are in a position to get more than 10 percent of the tourist flows. So there arises necessity of increasing the tourist flows in other 11 districts of Kerala.

29. Region wise arrival of foreign tourists in Kerala distinctly marks central region as the most impressive followed by the southern region. In the case of
domestic tourists the central region gets the maximum followed by the north region.

30. The total foreign tourist flow to Kerala in 2012 was 12.01% of the total foreign tourists visited India.

31. Foreign exchange earnings from tourism in Kerala showed a fluctuating trend. It is on increase up to 2005. In 2009, 2011 and 2012 earnings declined. In the year 2010 it contributed up to 33.09 % of the earnings of Kerala.

32. The rate of growth is higher in the tourists’ arrival is highest in Kerala (11.94%) compared to international(4.69%) and national level(1057%). Rate of growth at national level is below the growth rate of international level.

7.2.2 Administration of temples in Kerala

DBs and temple authorities are comes under the purview of this area. Administration of temples, income and expenditure, and staff pattern of both temples and DBs are analysed. The findings on these aspects are:

1. Temples under the TDB are categorised under four heads namely Grade I, Grade II, Grade III and PD temples. In Grade I temples there is more than three poojas daily and the temples are opened in the morning and evening. Grade II temples are opened in the morning and evening and Grade III temples are opened only once in a day. PD(personal Deposit) Temples are those where accounting is done seperately as per Rules.

2. Out of 1249 temples under the administration of the TDB, 237 temples are Grade I temples. Grade III temples are more under the TDB, that is, 39%. Grade II Temples are in the second place (38%). PD temples are very less and it constitutes only 4% of total.

3. Temples under the management of TDB is classified under twenty one administrative offices for the effective supervision of the temples.

4. There are five divisions of temples under CDB, viz., Special Devaswom-Chottanikkara, and four Groups, viz., Thrissur, Thiruvillamamla, Thiruvanchikulam and Trippunithura. The Thrissur Division is the biggest group among these and Thrippunithura is the smallest. Thrissur group
consists of 31.3% of total temples under the Board and Thrippunithura has only 15.7% of the temples.

5. Temples having Grade A posts, Grade B posts, Grade C posts and others under Grade D are the categories of temples under CDB. Majority of the temples under Cochin Devaswom Board belong to Grade C (63.43%) followed by Grade B (18.71%), Grade A (10.45%) and Grade D (7.21%). This grade wise list was approved in 16-9-2008 by the CDB.

6. In addition to temples under the management of the CDB, there are certain institutions as control institutions under the CDB spread over seven Taluks viz. Chittur, Thalappilly, Thrissur, Kodungalloor, Mukundapuram, Kanayannur and Cochin. The highest percentage of these control institutions are in the Thalappilly Taluk and the least in Kodungallur Taluk (2.7%).

7. Temples under the management of MDB is classified under five divisions, viz., Kasarakode, Thalassery, Kozhikode, Malappuram and Palakkadu for effective supervision the temples. Fifteen to twenty seven percent of temples belong to each division. Malappuram division (26.37%) has the highest percentage of the temples and Thalassery the least.

8. The temples under the MDB are categorized according to annual earnings of the temples. ‘Special Grade’ Temples are those whose annual earnings is Rs 75 lakhs or more. Those whose earnings range between Rs 25 lakhs to Rs 75 lakhs come under ‘Grade A’ Temples, those with Rs 10 lakhs to Rs 25 lakhs earning under ‘Grade B’ Temples, those with 3 lakhs to 10 lakhs under ‘C Grade’ and those up to 3 lakhs earnings under ‘Grade D’. Most of the temples under MDB are ‘Grade D’ temple (77.22%). Only 3 % are ‘Grade A’ temples.

9. As DBs are related with temples and are supposed to supervise and administer the temple affairs, nearly 70% of the staff of DBs are males.

10. Selection and appointment of staff in DBs are generally by Kerala Public Service Commission. Some appointments are on deputation basis or by Devaswom Boards itself. Some are employed on temporary basis through employment exchange.
11. 51.67% of DB staff are appointed by the Board itself. KPSC is involved only in the selection of employees of MDB. In MDB 73.33% are appointed by KPSC. Only 8.33% are appointed on deputation basis. 15% got employment under Dying in harness ground. In all Devaswom Boards, except MDB, the highest percentage is appointed by Devaswom Boards.

12. Analysis reveals that only 35% of staff under DBs attended pre-service training. 40% of employees each in MDB, GDB and CDB attended pre-service training programme.

13. Only 41.67% of staff under DBs attended in-service training programme. The highest percentage of employees attended in service training belongs to GDB followed by MDB and TDB. CDB provided in-service training only to 26.67% of employees.

14. Highest percentage of respondents who indicates high level of satisfaction belong to CDB and TDB and lowest to MDB. Discussions with respondents reveal that majority of staff are staff of earst while HR and CE and the Board is functioning from the budget allocation of Kerala Government basically. They feel that they are not permanent in DBs.

15. Different pattern of remuneration exists on DBs, viz., pay scale, consolidated pay and daily wages. 93.33% of the respondents get payment on pay scale. Remuneration of all the employees of Malabar Devaswom Board and 93.33% of employees of GDB and TDB receive their monthly payment on the basis of scale. It indicates that most of the DB staff are permanent.

16. Incomes and expenditures of TDB is the highest and MDB the least.

17. The result of ANOVA shows that there is significant difference in earnings, expenditures and surplus/deficiency among DBs.

18. Among the temples Sabarimala temple is the top earner followed by Guruvayur temple.

19. Nadavaravu, Bhandharam, 1D Palavaka and IIC Mattuvaka are the four heads of income of temples under CDB. Analysis shows that IIC Mattuvaka is the main source of earnings for all the three temples. Bhandharam constitute second highest source of income. Head wise analysis of earnings
of CDB temples reveals that Chottanikkara temple is in the first place as regards Nadavaravu and Bhandaram are concerned. Palavaka earnings are more at Kodungalloor and Mattuvaka at Vadakkunnatha.

20. Most of the temple staff (87.41%) are males. Female staff are very less in temples. This may be because females are not allowed to do some of the major activities in the temple.

21. There is no uniformity regarding nature of pay among temple staff. Some are paid on scale while certain others have pay+ a fixed percentage of vazhipadu. Some have consolidated pay. Daily wage earners are also working in temples. Majority of the temple staff ie., 71.85% (62.96% scale sc + 8.89% scale + kooru) are paid remuneration as scale as they are permanent. 6.67% get consolidated pay. 13.33% of the respondents are paid as a percentage of the earnings of supervisors.

22. Only 15.56% of temple staff are members of welfare schemes. This is mainly because this scheme is available only to the staff of Attukal, Parassinikadavu and Kottiyur. 66.67% of the staff of Kottiyur have membership in the kshemanidhi.

23. In the case of Chottanikkara and Vadakkunnatha temples, all staff are appointed by Devaswom Board directly. All staff in Attukal and Padmanabha temple are appointed by the Board of Trust. Traditional staff are more at Parassinikadavu (46.67%).

24. Only 37.78% of temple staff had attended pre-service training. Among the temples, Attukaal and Chottanikkara provide pre-service training to the highest percentage of staff (60%). Parassinikkadavu provides pre-service training only to 6.67% of employees.

25. 90.37% of temple staff did not attend any type of in-service training after getting appointment. Only 9.63% staff of the temple got training after appointment. In the case of Guruvayur, Parassinikkadavu and Kottiyur, none attended training after appointment in the temples. Of the staff of Sabarimala temple, 33.33% got training after appointment.
26. Majority of the temple staff (82.22%) is highly satisfied with their jobs. For 17.78% the level of satisfaction is moderate.

27. Discussions with the temple staff reveals that accounting of revenue is effective only in the case of Attukkal temple. Majority of the temple staff (66.67%) in Sabarimala opine that the is accounting is improper and ineffective.

28. Majority of the temple staff, except the staff of Guruvayur, opines that waste management in the temples are effective. 33.33% of the staff of Guruvayur opines that waste management in the temple is poor.

29. 100% of the temple staff in Attukkal, Padmanabha, Chottanikkara, Kodungalloor and Kottiyur opine that high quality is maintained in the preparation of prasadam. One third of the staff at Guruvayurr and Parassinikadavukkadavu are not satisfied with the quality control system for prasadam preparation.

7. 2.3 Pilgrims

Pilgrims are the core element of pilgrimage. Findings on the socio-economic indicators of pilgrims, their purpose of visit, accommodation, opinion about infrastructure, etc are enumerated as follows:

1. Hindus constitute the highest proportion of pilgrims population in every spot. All the sample respondents from Sabarimala, Chottanikkara and Kottiyur are Hindus. This indicates that these three pilgrim centres attract mainly Hindus. In all other pilgrim centres, some non-Hindus can also be found. Discussions with them reveal that they mainly visited the temples to enjoy festivals and rituals.

2. 52.67% of sample respondents are males. 96% of pilgrims of Sabarimala are males. This is because only kids and old aged women are allowed to enter Sabarimala. But in Attukal 97% are females. Attukal is said to be the Sabarimala of women.

3. 77.11% of sample respondents are married.
4. About 43% of the respondents belongs to the age group of 31-45. 26% are from the age group of 46-60. The proportion of children and aged people are low as they constitute 2.22% and 1.33% of the total pilgrims respectively. This may be because of the practical difficulties that they have in visiting temples.

5. The main purpose of visiting the temple is the ‘darsan’ of the shrine and 46.44% of the total pilgrims, have this purpose. The second highest percentage of respondents 22.44% visits temples is and this constitutes 22.44%. Only 14% of the pilgrims stated that they visit the temples as part of their tour programme. Only 11% of total respondents visit the temples due to reasons like business visit, educational visit, medical treatment, visiting friends and relatives, etc.

6. The highest proportion of respondents (29.11%) belongs to housewives. 23.56% are professionals. Self employed respondents constitute only 5.11%.

7. The highest proportion of pilgrims have a monthly income of Rs 20000 – Rs 30000.

8. Analysis reveals with most of the respondents visited the temples either with friends (28.67%) or with family (28.66%). 12% visited the pilgrim centre alone.

9. The highest percentages of the pilgrims travel independently. Only 8.44% of the total pilgrims used package tour for visiting temples.

10. Most of the pilgrims stated that their trip was self-arranged (84.67%). 8% opines that their trip had been arranged or facilitated by some others like friends, relatives, companies, etc. Tour operators are the facilitators for 6.67%. KTDC/ITDC/ Tourism Department supported only 0.67%.

11. 89% (49/450) of pilgrims used rail to reach Kerala. 10.67% (48/450) used the transport air to reach Kerala. 60% of Sabarimala pilgrims are from outside states. In Kodungalloor and Kottiyur only 4% (2/450) are from outside states.

12. Highest proportion of pilgrims (39.33%) used bus as means of transport to reach the pilgrim spot. 21% used mini vehicles.
13. Majority of the pilgrims (61.11%) state that they have no preference of accommodation during the visit. 17.33% of respondents prefer private accommodation and 12.44% prefer government accommodation. Only 4.89% of the pilgrims prefers tourist Bungalows and only 1.78% prefers paying guest facility.

14. Majority of the pilgrims, ie, 54% opines that hotel accommodation is costly and 22.44% opines that it is moderate.

15. Regarding the host population in Kerala, most of the pilgrims, ie, 69.11% opine that they had been warmly treated. Only a small margin says that the attitude of host population is bad or very bad (0.67%). Pilgrims of Kottiyur temple opine that the attitude of host population is good. 72% of pilgrims of Kodungalloor temple ranked the attitude of host population as excellent.

16. The analysis clearly indicates that tourism potential of Kerala is very high. The highest proportion (60.89%) opted it. According to 30.67% of pilgrims, tourism potential of Kerala is high and only 2.44% says it is moderate.

17. 93.33% of respondents opined that they would recommend pilgrimage trip to Kerala. It shows that there is great opportunity for pilgrim tourism in Kerala.

18. The analysis clearly shows that 94.22% of the pilgrims are satisfied with the pilgrimage trip and they like to visit the various temples again.

19. Only 1.11% of total pilgrims face harassment in pilgrim spots and such cases are reported only in three temple.

20. 34.67% of sample respondents didn’t stay anywhere in the course of their visit to the temples. 30.22% of pilgrims stayed for 2-3 days. 80% of the pilgrims in Sabarimala stayed there for 2-3 days.

21. 30.22% of pilgrims visited the temple more than 20 times. 18.22% are visiting the temple for the first time.

22. Nearly 50% of the pilgrims are self motivated to visit the temples. 46.44% are motivated by friends and relatives.

23. Pilgrims spent more for stay than shopping, conveyance, in temple (vazhipadu, nercha) and food. Each and every element multiplies as it pass through the various hands and government earns tax on it. An interesting fact
noticeable is that the pilgrims’ temple expenditure in vazhipaadu, etc is very less as compared to other elements.

24. Pilgrims are satisfied with the tourism supporting facilities, hotel facilities and facilities in the temples. But there is significant difference in the satisfaction level of pilgrims with regards to tourism supporting facilities.

25. Pilgrim tourism like other tourisms also has three levels of impact in the economy, viz, direct impact, indirect impact and induced impact. Even direct impact passes through a number of people in relation to one pilgrims spending in relations to a pilgrimage trip. Likewise indirect and induced impact also multiplies as the number / level of persons through that the money flows.

7.3 Summary of hypothesis testing

The summary of hypothesis testing is shown in Table 7.1

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Hypothesis (H1)</th>
<th>Tools used (value)</th>
<th>P value</th>
<th>Decision about research hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There is significant difference in the growth rate of tourists’ arrivals in the international, national and state level</td>
<td>F(2.493)</td>
<td>0.104</td>
<td>Reject</td>
</tr>
<tr>
<td>2</td>
<td>There is significant difference in the earnings of Devaswom Boards</td>
<td>F(51.188)</td>
<td>&lt; 0.001</td>
<td>Accept</td>
</tr>
<tr>
<td>3</td>
<td>There is significant difference in the expenditure of Devaswom Boards</td>
<td>F(53.069)</td>
<td>&lt; 0.001</td>
<td>Accept</td>
</tr>
<tr>
<td>4</td>
<td>There is significant difference in the surplus/deficiency of Devaswom Boards</td>
<td>F(9.610)</td>
<td>&lt; 0.001</td>
<td>Accept</td>
</tr>
<tr>
<td>5</td>
<td>There is significant difference in the satisfaction level of pilgrims in relation to tourism supporting facilities in Temples</td>
<td>F(10.76)</td>
<td>&lt; 0.001</td>
<td>Accept</td>
</tr>
<tr>
<td></td>
<td>Statement</td>
<td>Test Statistic</td>
<td>p-value</td>
<td>Decision</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>6</td>
<td>There is significant difference in the satisfaction level of pilgrims in relation to hotel facilities in the spot. F(7.48) &lt; 0.001</td>
<td></td>
<td></td>
<td>Accept</td>
</tr>
<tr>
<td>7</td>
<td>There is significant difference in the satisfaction level of pilgrims in relation to facilities in the Temples. F(18.96) &lt; 0.001</td>
<td></td>
<td></td>
<td>Accept</td>
</tr>
</tbody>
</table>

### 7.4 Suggestions

1. Economic analysis of different aspects and elements of tourism related to tourism opportunities, comparing related tourism industries including, hotels, transport, etc. should be carried out at international, national and state levels by concerned departments’ in order to stabilize the growth rate of tourism.

2. International, national and state level tourism departments should make use of more professional leadership in tourism policy and strategic planning in order to overcome the problems in the tourism sector, viz, safety, security, and travel stress.

3. Enhance tourism potential of India by integrated development of tourism infrastructure by tapping tourism potential along with key tourism circuits.

4. Leverage the tourism sector through a Public, Private and Participation (PPP) to achieve sustainable development.

5. Increase in the world tourism activities leads to more consumption of energy and natural resources. So, alternative sources of energy are being worked out.

6. Provide better scope for DBs in Kerala for undertaking projects for the temples.

7. Enhance the term of office of the DB from two to five years at least, so that they can plan and execute projects effectively before or within the period of the DB.

8. Staff shortage should be solved within a short span of time by appointing sufficient number of staffs in various areas and divisions of the Devaswom Boards’.

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9. Computerisation should be effectively carried out and training should be imparted to staff of DBs.

10. Smart, young, educated people should also be given a chance to be members of the Board, so that their expertise can also be used for the DBs and temples.

11. Professionals should also be appointed as members of DBs.

12. Number of members of the CDB and TDB is two. Number of members should be increased and as such their talents also used for the DBs.

13. Effective utilization of unused lands and buildings under the DBs would enhance the revenue of DBs.

14. Rules are to be modified to improve the supervision and administration of temples under DBs.

15. Setting up of Devaswom recruitment Board would ensure the appointment of suitable staff in DBs.

16. In the case of MDB most of the staff are anxious about their position/job status as they are basically staff of erstwhile HR and CE department. Either they should be given optional facility to re-appoint or give deputation and recruit new staff to the MDB.

17. Training should be imparted to staff of both DBs and Temples

18. Revision of earnings/salaries in accordance with standard of living is essential for temple staff as most of the temple staff`s salary and scales are not revised.

19. Effective supervision and administration of DBs in temples affairs is essential for smooth and efficient performance of temples.

20. Training and recruitment should be effectively imparted to all staffs of both DB and temple.

21. Self-locker facilities in cloak rooms should be provided to pilgrims in temples like Guruvayur.

22. Vazhipadu facilities in queue/ or token vazhipadu facility should be provided in temples like Guruvayur, where pilgrims have to stand hours in queues for Darsan.
23. Some harassments and theft are reported by pilgrims in temples. So, queue system should be made effective and supervised by the authorities.

24. Police/ Security intervention in queues should be in such a way that it should not hurt people. They should help them to see the shrine for a while and pray. Some of them are pulling and even attacking the pilgrims while in queues.

25. Free open resting places should be provided for pilgrim in every temple.

26. Free places for Bajana and the like should also be provided to pilgrims in every temple.

27. Separate queue for males and females is essential in temples so as to reduce the over flow of people.

28. Drinking water facilities in temples should be increased and facility of water in queues should be ensured.

29. Quality of prasadam should be ensured by effective supervisory control over preparation.

30. Forcing the people to take vazhipadu/ tickets, etc should be avoided. Some of the pilgrims sarcastically say “should we pay donation for seeing Bagyan directly?”

31. Annadanam and such facilities and related information should be made available to all pilgrims in different languages.

32. Guiding facility should be provided free in temples. Unauthorised guides should be restricted in temples.

33. Wastage of things received as vazhipadu and nercha should be controlled. Rice and even currency notes are unnecessarily seen in some rooms without any security and many of them are in wet form in the open places.

34. Cleanliness in the premises of the temples should be ensured by the authorities.
7.5 Policy recommendation

1. Tourism infrastructural facilities should be improved, so as to invite more tourists to Kerala.

2. All DBs in Kerala should have uniform Laws and Rules. Administration Committee and the membership pattern of all DBs should be similar.

3. Develop a common categorization rule for all temples in Kerala by considering and evaluating all the related aspects like size, earnings, importance, flow of pilgrims.

4. Fund pooling temple and non-fund pooling temples should be the main categorization of temples. Under these there should be categories like Major/Grade I/A Mahakeshthram, ValiyaKshethram/B, etc.

5. DBs’ areas of functioning should be separated into spiritualistic or temple related, and non-spiritualistic. Separate accounts should be maintained for these.

6. Constitution of Devaswom Recruitment Board should be essential for appointing qualified staffs. The Government of Kerala has already taken initiative for this.

7. There should be separate recruitment for each area of activities of the DBs, viz, spiritualistic or temple related and non-spiritualistic.

8. Token vazhipaadu should be introduced in temples where lengthy queue exists. So that pilgrims will be satisfied with the visit. They have to spend hours in queues for darshan as well as for taking vazhipadu. Token vazhipadu should not necessarily include all types of vazhipadu but at least to two or three common types. Employees may be appointed for giving this while pilgrims are in queues at either the entrance of the queue or in between the queue.

9. Complaint box for pilgrims should be established in every temple. A Complaint Monitoring Cell should also be maintained for this purpose.

10. Contracting different tasks should be avoided in temples. Toilet, cloak room, prasadam preparation and distribution, etc., should be done through the staff of the temple themselves.
11. As far as possible packed prasadam distribution should be avoided. Both plastic and other wastes and problem of expiry and decay etc can be avoided. If it cannot be avoided, dating and expiry could be printed on the packet.

12. Wheel chair facility for old age pilgrims and those who cannot walk due to some disease, accidents etc should be provided. They should be given preference to pray and see the shrine. For this, wheel chair counter should be opened.

13. Temples should participate in more social activities like old-age housing, supporting the poor, medical aids, hospital aid, marriage aids, etc. For this, open forums should be formed and supported at least once a year.

14. Visa on Arrival is good for attracting tourist, but security is a problem. There should be sufficient monitoring.

15. Finally the infrastructural facilities, hotel facilities and facilities provided in temples should be improved. So as to attract more pilgrims and inspiring pilgrims to visit again.

7.6 Topics for Further Research

The following areas provide ample scope for further research:

1. A study for developing new base for classifying temples under DBs in Kerala.
2. Devaswom Recruitment Board- problems and prospects.
3. Pilgrim tourism management of Guruvayur/ Sabarimala/ Padmanbhaswamy temple /etc.
4. Craft tourism in pilgrim centres.
5. Local fund auditing and temples: Effectiveness analysis.
6. Festival management in temples.
7. Energy sources- in shrines and stones and temples
8. Waste management programmes for temples.
10. Sabarimala master plan and problems and prospects
11. Accounting for temple transactions and scope for developing an accounting package for temples in common.
13. HR Management among temple staff.
14. Temples as treatment centre of certain Diseases.

7.7 Consummation

The study is an attempt to evaluate the performance of tourism in with the main focus on pilgrimage tourism in Kerala especially temples. The study has fulfilled all the objectives. It has revealed that there is no significant difference between growth rate of tourism arrival at international, national and state levels, we should focus on certain measures to improve the tourists’ arrival, at all these three levels. In the changing scenario, we should reframe and restructure travel and tourism policies and every efforts is being made to protect the heritage of historically significant places and should try to ensure the involvement of all stakeholders and should try to develop the infrastructural facilities and make use of all potentialities.

Pilgrimage tourism is administered and supervised by Devaswom Boards and Temples’ administration committees in the Kerala. DBs in Kerala manage temples throughout Kerala. The nature of DB and its functions and areas of activities differ significantly. The analysis of four years annual accounts of DBs reveals that there is significant difference in the earnings, expenditure and surplus/deficiency of DBs and temples in Kerala. As majority of DB staffs are middle level officers and temple staff are supporting staff, setting up of Devaswom Recruitment Board and linking it with training institutions is a great challenge for the Government.

There exists significant difference in the level of satisfaction in tourism support facilities, hotel facilities and facilities in the temples. It is a challenge before the authorities ie, Government especially tourism department, DBs and temple administration committees. These authorities should try to improve all the facilities and evaluate its impact regularly to ensure consistant flow of pilgrims to various destinations in Kerala. Temples are now going to be the more supreme institutions in
the world with variety of items and assets. Temples are not only treated as purification agencies of men but also, major economic multiplier in society. This study through the staff of both temples and DBs and pilgrims surely impact the promotion of pilgrimage tourism in Kerala.

The world is highly dynamic. Insignificant and disregarded markets are now booming replacing the former successful ones as wornout. Tourism is no exception to this. Tourism, both domestic and international not only flourishing, but is growing faster than any other sector. Beginning at a slow pace the Indian tourism industry has got momentum and has been performing well in the last ten years. World financial crisis does not affect this industry much. The World Travel and Tourism Council have named India as one of the fastest growing tourism centre where tourism industry will flourish for the next 10 to 15 years. But this does not mean that this industry is free from bottlenecks. Inorder to sustain the growth and to meet the expectations, the government should invest in infrastructure. There are large areas which are untapped from the tourist point of view. Kerala,’God’s Own Country’, despite its temples, beaches, backwaters, etc. attracts only a meager percentage of tourists, especially from the northern part of Kerala. So the task before the government is to ensure a favourable climate for growth of tourism industry in Kerala.