Chapter VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 Introduction

This chapter deals with the findings on the basis of analysis and interpretation of the data. Valuable suggestions based on the findings are presented in the chapter along with the concrete conclusion. The chapter will help the reader of this research thesis to get a clear-cut overview of the work that is done by the researcher during the study period.

6.2 Major Findings of the Study

1. Out of 600 respondents 80.7 per cent tourists are males and the remaining 19.3 per cent are in the category of female tourists. Most of the tourists (24.7 per cent) belong to the age group of 45 to 54 years, while the next 20 per cent tourists were in the age group of 18 to 24 years.

2. Out of 600 respondents 79.3 per cent tourists are married. The remaining fewer 20.7 per cent of tourists are unmarried. The maximum (32 per cent) of the selected respondents are found to have secondary school level education. 28 per cent of the selected respondents are found to have graduate, 20.7 per cent of the selected respondents are found to have post graduate educational qualification.

3. The income of 47.3 per cent tourists is in the range of Rs.25,001 to 50,000. The earnings of 21.3 per cent range between Rs.50,001 and 75,000. About 13.3 per cent of the tourists attain the income above Rs. 75,000 level.
4. Out of 600 tourists, 16 per cent belonged to the elite class of employees, 22 per cent trade person, 14 per cent professionals. About 12 per cent belonged to the student class while 16.7 per cent of them were retired employees. Agricultural and services constituted 10.7 per cent. Nearly 8.7 per cent belong to the home duties and others.

5. Majority of the respondents (50 per cent) reside at semi-urban area and 32.7 per cent reside at urban area and only 17.3 per cent are living in rural area.

6. Out of 600 respondents 32 per cent of the respondents of the present study has comes from Tamilnadu, 45.3 per cent of the respondent had come from other states and 22.7 per cent from foreign countries.

7. Out of 600 selected tourists 8 per cent preferred religious places, 11.3 per cent preferred historical places, 6 per cent preferred Pilgrimage centres, 16 per cent preferred Hill stations, 25.3 per cent preferred backwaters places, 13.3 per cent preferred beaches and sea shores, 7.3 per cent preferred health centres and 12.7 per cent preferred entertainment places.

8. Out of 600 respondents 23.3 per cent of selected tourists, advertisement is the main source of information, friends and relatives is next important source for 20 per cent. 58 per cent had arranged tour through group of peoples and 26 per cent of the tourists preferred package tour.

9. Out of 600 respondents 47.3 per cent preferred to arrange only lodging facilities and 37.3 per cent of the tourists preferred to arrange both boarding and lodging package tour. 14.7 per cent of the total tourists coming to had their main tourist activity as scenery/site seeing.

10. Out of 600 respondents 58.7 per cent of the tourist preferred to visit a place only once, 43.3 per cent of the tourist preferred to visit a place two times. 58.7 per cent of the tourist preferred summer season to visit the Tamilnadu, 18.7 per cent of the tourist preferred rainy season.
11. Out of 600 respondents 38.7 per cent of the tourists traveled together with their family members. 23.3 per cent of the tourist visited with the accompany of their travel groups.

12. Out of 600 respondents, 38 per cent of the tourist wished to avail them to avail hired vehicles, 14 per cent prefers train transport facility. 10.7 per cent like sailing by tourist bus for visiting Tamilnadu. 28 per cent used their own vehicles for their tour.

13. Out of 600 respondents, 22 per cent had chosen mode of transport according to time. 46 per cent consider the mode of the transports based on cost of economy. 56 per cent of the tourist preferred first grade lodges. 50 per cent of the tourists have booked their lodge or accommodation through friends and relatives.

14. Out of 600 respondents, 30 per cent preferred 2 days trip with one night stay. 27.3 per cent to the total tourists stay for 2 night for three day tour. 15.3 per cent of the participating tourist expected cultural programmers. Swimming Pool and Rest place are expected by 23.3 and 18.7 per cent respectively.

15. Out of 600 respondents, 42.7 per cent of tourists preferred non-vegetarian dishes. 30 per cent of tourists preferred vegetarian dishes. Only 45.3 per cent of tourists were ready to merit the services of guides. 50 per cent of the total tourists visited the Tamilnadu the first time, 44 per cent have visited 2-5 times.

16. Out of 600 respondents, 48 per cent of the tourist had may be intention of paying revisit to Tamilnadu once again. Nearly 40.7 per cent intended visiting Tamilnadu further more. Totally 50 per cent of them were ready to recommend others to visit various tourism places of Tamilnadu. A total of 40 per cent of the tourist has intention to may be recommended others to visit various tourism places of Tamilnadu.
17. Out of 600 respondents, 27.3 per cent of the tourists express their opinion as pleasant in respect of the climate condition of Tamilnadu. Totally 56 per cent of them rated it as good and 16.7 per cent viewed it as hot.

18. It is concluded that all the demographic variables i.e., Gender, Age, Marital Status, Educational Qualification, Monthly Family Income, Occupation and Area of Residence have significant association tourist preferred tourist location. Hence, the null hypothesis “There is no significant association between demographic variables of the tourist and their preferred tourist location” is rejected.

19. It is found that the accompanying person of the tourists have on category of lodges selection, length of stay, facilities expected for comfortable stay, mode of transport preferred and reasons for liking specific modes of transport. Hence, the null hypothesis is rejected. It is also found that there is significant association between climatic conditions in Tamilnadu and nativity of the tourist.

20. Financial attributes is the most important factor. It explains 21.66 per cent of total variance in motivating tourist. This factor consists of five important attributes out of which the dominating attributes as specified by the respondents were Income of the family and free of cost.

21. Family factors are the second factor which explains 18.86 per cent of total variance. It consists of four important attributes. The nature and size of family and pollution free environment are the dominating attributes their mean score were 2.66 and 2.26 respectively.

22. Psychological factor is the third most important factor. It can explain 16.16 per cent of total variance and consists of seven important attributes. The dominating attributes as specified by the respondents were mental freeness and refreshment since their mean score were 3.08 and 2.68 respectively.
23. Advertisement is the fourth factor that explains 11.468 per cent of total variance and consists of three important attributes. Dominating attributes as specified by the respondents were friends & relatives and advertisements since their mean score were 2.62 and 2.47 respectively.

24. It is found from the results of t test that all the factors considered in the present study under the four dimensions, no one factor have significant difference accordingly gender and marital status of the respondents towards influencing them in to tour.

25. It is found from the results of ANOVA that factors considered in the present study only advertisements alone does not differ but all other three factors namely financial, family and psychological factors were significantly differ according to age of the respondents.

26. It is found from the results of ANOVA that different factors considered in the present study under the four dimensions, all the four groups of factors have significant difference in the level of influence the tourists according their educational qualifications.

27. It is found from the results of ANOVA that different factors considered in the present study under the four dimensions, three factors i.e. family, psychological and advertisements were not significantly differ according to respondents’ monthly family income.

28. It is found from the results of ANOVA that different factors considered in the present study under the four dimensions, three factors i.e., financial, family and psychological were significantly differ according to occupation of the respondents.

29. It is found from the results of ANOVA that different factors consider in the present study under the four dimensions, all the factors were significantly differ according to nativity of the tourists.
Expectation towards Tourism Services

30. Expectation of tourists from other countries were high in the following services i.e., availability of variety of accommodation (4.03), quality of accommodation (4.41), cleanliness of accommodation (4.79), friendly and competent staff at reception and room services (3.68), easy accessibility of accommodation locations (3.98), availability of car parking (3.71), cleanliness of tourist spot (4.76), well maintenance of tourist spot (4.08), hygiene amenities near tourist spot (3.92), safety of tourist destination (4.06), safety in accommodation (3.44), willingness of local people to help (3.94), courtesy of local people (3.85) availability of variety of food (3.44), quality of food items (3.32), price of food items (3.56), hygiene of food (3.44), quality of food in street restaurants (3.60), availability and quality of good drinking water (3.55), availability and quality of confectionary items for children (3.78), availability of money changer facilities (3.92), availability of sport facilities and recreational activities (3.82), entertainments and cultural programmers (3.62), availability of shops (3.74), possibilities for shopping (3.85), book stores (3.76), barber shops (3.94), mountains /hills stations (4.03), ayurveda and yoga (3.94), handicraft (3.94), activities for children (4.12), special events (boat race, animal race and festivals (3.65), night life (3.97), live theaters (3.53)

31. Expectations of the tourists from other states were high in the following services i.e. Room tariff (3.49), clean and neat of toilet (3.24), details of important tourist place to visit (3.57), availability of signboards to find way around (3.60), knowledge of staffs at information points (3.47) availability of information materials (3.87), speed of service (3.71), helpfulness for information provided (3.50),
safety in hills place (3.78), safety in travel (3.74), safety in beach and water resources (3.63), warm and friendly locals (3.65), friendly help at emergency (3.53), facilities at bus/train/airports stations (3.90), easy of communication in local language (3.75), services of government of India tourist offices (3.72), police force (3.46), train/bus/taxi services for internal travel (3.84), availability cloak room (3.32), availability of guide (3.96), knowledge of guide (3.94), courtesy towards tourists (3.62), hospitals and medical shops (3.54), beach (3.62), sunbath (3.56), city walks (3.81), wildlife (3.85), participating in musical shows (3.76), sightseeing (4.00), scenic resources (3.66).

32. Expectations of the tourists from Tamilnadu were high in the following services i.e. Tour operators’ knowledge of foreign languages (3.58), safety in transport stations (3.69), diversity of locals cultural (3.48) parking at tourist place (3.74), entry/exit procedure (3.76), willingness to aid tourists (3.65), prices of shopping items & souvenirs (3.67), choice of products for shopping (3.65), choice of souvenirs (3.85), weather condition (3.98), water resources (3.79), heritage and art (3.58), adventure water sports (3.81), yachting, cruising, fishing (3.67), road drives (3.98), traditional ceremonies (3.58), historical buildings (3.65), monumental symbols (3.56), religious shrines and ceremonies (3.52).

Tourist Satisfaction

Availability of Accommodation

33. Tamilnadu tourists were highly satisfied on the availability of variety of accommodation, room tariff, easy accessibility of accommodation locations and availability of car parking where as tourists from other states were highly satisfied on quality of accommodation, cleanliness
of accommodation. Tourists from other countries were highly satisfied on friendly and competent staff at reception and room services. Highest gap was found in Tamilnadu tourists’ expectations

34. On availability of variety of accommodation (-0.79). Tourists from other states were on availability of variety of accommodation (-0.89). In case of foreign tourist’ perceptions did not meet their expectations on availability of variety of accommodation (-1.21), quality of accommodation (-1.17), and cleanliness (-1.26).

Cleanliness and Hygiene of Tourist Spots

35. Tamilnadu tourists were highly satisfied about the well maintenance of tourist spots and the hygienic amenities near the tourist spots. Tourists from other states were highly satisfied on cleanliness of tourist spot, clean and neat of toilet. Tourists from other countries were not satisfied on all aspects of cleanliness and hygiene of tourist spots.

36. Highest gap was found in Tamilnadu and other state tourists’ expectations relating to cleanliness and hygiene of tourist spot were met perfectly. Foreign tourists’ expectations were not met regarding to cleanliness of tourist spot, well maintenance of tourist spot and hygiene amenities near tourist spot.

Availability of Information

37. Tamilnadu tourists were highly satisfied about the knowledge of staffs at information points and helpfulness for information provided. Tourists from other states were highly satisfied on details of important tourist place to visit, availability of signboards to find way around, availability of information materials, speed of service and tour operators’ knowledge of foreign languages. Tourists from other countries were not satisfied as much as Tamilnadu and other states tourist on all aspects of availability of information.
38. Highest gap was found that all the three groups of tourists’ expectations relating to availability of information materials -0.21, -0.37 and -0.91 respectively. Secondly in speed of service shows gap -0.39 and -0.41 for tourist from other states and other countries.

**Personal Safety and Security**

39. Tamilnadu tourists were highly satisfied about the safety measures, safety in hills place, safety in travel and safety in beach and water resources. Tourists from other countries were highly satisfied safety of tourist destination and safety in transport stations. Tourists from other states were not satisfied as much as Tamilnadu and other countries tourist on all aspects of personal safety and security. Tourists from other states and other countries were not satisfied on safety in tourist place, gap shows -0.44, -0.12 respectively.

**Local People Behaviour**

40. Tamilnadu tourists were highly satisfied on the warm and friendly behaviours of the locals and willingness of local people to help. Tourists from other states were highly satisfied on diversity of locals cultural, courtesy of local people and friendly help at emergency. Expectation of tourists from Tamilnadu tourists and other countries shows highest gap in willingness of local people to help.

**Availability of Food and Water**

41. Tamilnadu tourists were highly satisfied on the availability of variety of food, availability and quality of good drinking water, availability and quality of confectionary items for children. Tourists from other states were highly satisfied on hygiene of food. Tourists from other countries were highly satisfied on quality of food items, price of food items and quality of food in street restaurants.
42. Highest gap was found in expectation of Tamilnadu tourists and other states on quality of food in street restaurants (-0.19) Tourists from other countries were availability of variety of food (-0.29), availability and quality of good drinking water (-0.20), and availability and quality of confectionary items for children (-0.37).

**Convenience Facilities**

43. Tamilnadu tourists were highly satisfied about the availability of money changer facilities, general hospitality, services of government of India tourist offices, police force, train /bus /taxi services for internal travel, banking facility and ATMs, easy of communication in local language and availability cloak room. Tourists from other states were highly satisfied on night life and entertainment, entertainments and cultural programmers, parking at tourist place and recreational spots. Tourists from other countries were highly satisfied on facilities at bus/train/airports stations, quality of local transports, availability of sport facilities and recreational activities and entry/exit procedure.

44. Highest gap was found in Tamilnadu tourists expectation about availability of local tour operators (-0.75), availability of sport facilities and recreational activities (-0.62). Highest gap were found in other state tourists expectation were facilities at bus/train/airports stations (-.83), communication in local language (-0.78). Tourists from other countries were on availability of money changer facilities (-0.58), availability of local tour operators (-0.67), communication in local language (-0.33).

**Attitude of Tourist Guides**

45. Tamilnadu tourists were highly satisfied about availability of guide. Tourists from other states were highly satisfied on knowledge of guide and willingness to aid tourists. Tourists from other countries were highly satisfied on Courtesy towards tourists.
46. Highest gap was found in all the three groups of tourists expectation of guide have highest gap -.60, -0.69 and -0.73 respectively. Second highest gap were found in availability of guide were -.52, -1.12 and -0.50 respectively.

**Shopping Facilities**

47. Tamilnadu tourists were highly satisfied about the Hospitals and medical shops and choice of products for shopping. Tourists from other states were highly satisfied on book stores and Barber shops. Tourists from other countries were highly satisfied on availability of shops, possibilities for shopping and prices of shopping items and souvenirs.

48. Highest gap was found in Tamilnadu tourists expectation possibilities for shopping (-0.83), prices of shopping items & souvenirs (-0.71), and choice of souvenirs (-0.95). Tourists from other states were highest in possibilities for shopping (-0.79), choice of products for shopping (-0.70) and choice of souvenirs (-0.60). Tourists from other countries were highest in dissatisfied with choice of products for shopping (-1.06), choice of souvenirs (-0.92) availability of shops (-0.77) and Book stores (-0.70).

**Visitor Attractions**

49. Tamilnadu tourists were highly satisfied about Beach, Heritage and art, activities for children, road drives, special events (boat race, animal race and festivals, wildlife, live theaters, sightseeing, scenic resources and historical buildings. Tourists from other states were highly satisfied on water resources mountains /hills stations, ayurveda and yoga, handicraft, adventure water sports, yachting, cruising, fishing, city walks, night life, traditional ceremonies, monumental symbols, religious shrines and ceremonies and traditional and modern
architectural structures. Tourists from other countries were highly satisfied on weather condition sunbath and participating in musical shows.

50. Highest gap was found in Tamilnadu tourists’ expectation weather condition (-1.10), water resources (-1.29), and night life (-1.09), in tourists from other states weather condition (-0.92), Beach (-1.12), participating in musical shows (-0.82), sightseeing (-1.28). Tourists from other countries were weather condition (-0.65), beach (-0.85), mountains /hills stations (-1.15), ayurveda and yoga (-0.91), handicraft (-1.26), adventure water sports (-0.62), night life (-1.12), live theaters (-0.79), sightseeing (-0.92).

Problems of the Visitors

51. Of the many problems affecting the tourists, the unreasonable prices food and others at tourist centres was ranked first followed by poor sanitary condition and spoiled nature, third rank was goes to insufficient health care facilities, police enquiry and lodge – raiding was ranked fourth and beggars nuisance and indecent behavior of taxi, auto drivers and guidance was ranked fifth.

52. Moderate level of problems were from sixth to tenth ranked to poor maintenance and infrastructure in tourist spots, cheating by traders and brokers, inadequate information and poor accessibility, non-availability of rooms during season and un-safety atmosphere and theft of belongings respectively.

53. The problems that ranked at low level were poor quality of food and drinking water, poor services of Government of India Tourist Offices, lack of transport and banking facility, less availability of activities for children and ATM/Banking facility at tourist spot and poor parking facilities with high charges.
54. With regard to unreasonable prices for food and others at tourist centres, the mean value is high in Ooty (3.32) but which was less in Rameswaram and Mahabalipuram (mean 3.18 each).

55. Problem of Poor sanitary condition and spoiled nature was high in Kanyakumari (mean 3.33) followed by Mahabalipuram (mean 3.22) sanitary condition problem was less in Ooty (Mean 2.98). It is found that there is significant difference in sanitary condition and spoiled nature of tourism places in Tamilnadu.

56. Problem of insufficient health care facilities at the tourist place were high in Mahabalipuram (mean 3.65) followed by Rameswaram (mean 3.42) and it was least in Kanyakumari (mean 2.83). It is found that there is significant difference in insufficient health care facilities at tourism places in Tamilnadu.

57. Tourists viewed that the problems of police enquiry and lodge raiding as very high at Rameswaram and Kanyakumari but the same was less in Ooty and Madurai. It is found that there is significant difference in insufficient health care facilities at tourism places in Tamilnadu.

58. Beggars nuisance and indecent behavior of taxi, auto drivers and guidance was high in Rameswaram (mean 3.08) and it was least in Kanyakumari (mean 2.86). It is found that there is no significant difference in Beggars nuisance and indecent behaviour of taxi, auto drivers and guidance at tourism places in Tamilnadu.

59. Problem of poor maintenance and infrastructure of the tourist spots was very high at Kanyakumari (mean 3.33) and least mean was found at Madurai. There is significant difference was found in poor maintenance and infrastructure of tourism places in Tamilnadu.
60. The opinion of the tourists towards the problems of traders and brokers cheating is high at Ooty (mean 3.93) and least at Mahabalipuram (mean 3.01). There is no significant difference was found on traders and brokers cheating at tourism places in Tamilnadu.

61. Non-availability of rooms during season was high in Ooty (mean 3.98) and it was least in Madurai (mean 3.00). It is found that there is significant difference in non-availability of rooms during season at tourism places in Tamilnadu.

62. Problem of un-safety atmosphere and theft of belongings was high at Kanyakumari and least at Mahabalipuram. It is found that there is no significant difference in un-safety atmosphere and theft of belongings at tourism places in Tamilnadu.

63. The opinion of the tourists towards the problems of high entrance fees was high at Ooty (mean 3.49) and least at Mahabalipuram (mean 3.01). Hence, it is concluded that entrance fees was high at all the selected places because the mean more than three and there is no significant difference was found on high entrance fees at tourism places in Tamilnadu.

64. Problem of non-availability of drinking water facilities was high at Kanyakumari (mean 3.40) and it was least at Madurai (mean 2.67). It is found that there is no significant difference in non-availability of drinking water facilities at tourism places in Tamilnadu.

65. Problem of poor quality of food and drinking water at tourist place were high in Rameswaram (mean 3.51) the same was least in Mahabalipuram (mean 2.93). It is found that there is no significant difference in problem poor quality of food and drinking water at tourism places in Tamilnadu.
Poor services of the Government of India tourist offices is not significantly different, hence it is could be concluded as services of Government of India tourist offices at tourism places in Tamilnadu were not significantly differ.

With regard to lack of transport facility, it was high at Ooty and Rameswaram their mean values were 3.65 and 3.51 respectively and this problem was less at Madurai. This problem was not significantly differ.

The problem related to less availability of activities for children and ATM/Banking facility at the tourist spot was more or less equal in all selected tourism places in Tamilnadu.

Chi-square test result based on demographic factors indicates that there is significant association with respect to tour problems based on the educational qualification and the monthly family income. Gender, age, marital status, occupation and area of residence of the respondents have association with problems faced at tourist spots in Tamilnadu.

Overall 28.80 per cent of tourist stated that Tamilnadu tourism services much better than what they expected and 33.70 per cent of them said that tourism services better than what they expected. 15 %, 12.50% and 10 % were neutral, worse than what they expected and much worse than what they expected respectively about Tamilnadu tourism services.

Totally 30 per cent of tourists from Kanyakumari, 23.30 per cent of tourists from Ooty, 30 per cent of tourists from Rameswaram, 25 per cent of tourists from Mahabalipuram, 35.80 per cent of tourists from Madurai were stated that tourism places Tamilnadu were much better than what they expected.
A total of 33.30 per cent of tourists from Kanyakumari, 34.20 per cent of tourists from Ooty, 30.80 per cent of tourists from Rameswaram, 42.50 per cent of tourists from Mahabalipuram, 27.50 per cent of tourists from Madurai were stated that tourism places Tamilnadu were better than what they expected.

The F-value is found to be 69.351 and significant at 1% level. It implies that there is a significant effect of these tour problems on tour opinion (satisfaction) level on tourism service in Tamilnasu. Adjusted R square value is 0.816 which indicates that these problems predict 81.60% of the satisfaction level of the tour. But, the effects are negative.

The F-value is found to be 72.649 and significant at 1% level. It implies that there is a significant effect of these service dimensions on tour opinion (satisfaction) level on tourism service in Tamilnasu. Adjusted R square value is 0.800 which indicates that these service dimensions predict 80% of the satisfaction level of the tour positively.

6.3 Suggestions

In the context of above findings the researcher gives the following suggestions to improve tourism and overcome the problems involved in the field of tourism in Tamilnadu.

1. Most of the spiritual tourism centres in the Tamilnadu have not gained enough publicity. It is suggested that to attract the visitors from other states, tourism department should take necessary steps to promote and popular a special intensive publicity is to be given.

2. The infrastructural facilities such as transportations, sanitation and drinking water facilities are not enough in tourism centres of the study area. Lack of cleanliness and beggars’ nuisance are the most
important problems faced by the tourists in the study area. Therefore, the government authorities especially the local authorities should pay the special attention on their inconveniences and make necessary arrangements to correct them.

3. Tourists are exploited by the local transport operators and guide in many places. It was found that one of the most important problem; hence it is suggested to RTO and other local government authorities to enforce special rules and license mechanism to control to avoid the exploitation by the local transport operators.

4. It is found that non-availability of rooms and accommodation in peak seasons is one of the major problems. Accommodation is a key component which influences the destination choice of a traveller. Hence it is suggested that central and state governments should provide more budget to be established traveler accommodation, hotels and restaurants guest houses with full time electricity, drinking water, television and internet facilities should construct at all potential places.

5. In order to facility to travel from lodging, boarding and accommodation State government should give priority to provide the better transport facilities and good frequency with reasonable rates in the main tourist places

6. In many tourist place, there is no entertainment facilities To make more prosperous and developed such areas, the state govt. with the help of central govt. various types of tourisms should be established like to construct amusement parks, golf course, rope car and boat houses, keeping in mind, the geographical, socio-economic and environmental conditions of these tourist places.
7. Business of all industry depends either directly or indirectly on tourism industry. It was found that banking facility at the some of the hill and sea sore destinations was lacking and it discourages and adversely affects the tourists. So it is suggested that the government must take initiatives to set up ATMs and Foreign Exchange centres with the help of major banks functioning in the state.

8. In order to strengthen the road connectivity the Govt. of India and the concerned States Govt. should provide the maximum additional funds to improve the road connectivity like National Highways mainly in and around at importance tourist places.

9. It is suggested that the government authorities should take necessary steps to enhance the quality of the hospitality services provided at the tourism places in Tamilnadu.

10. More emphasis should be given to the publicity to bring out the special feature and popularize some selected tourism places of Tamilnadu through media, leading print publications, T.V. Channels, Information Technology and Internet.

11. In order to satisfy the tourists, the state governments need to fix reasonable prices for the products and accommodation facilities at tourist place

12. Proper signboards are not available so these should be kept on priority by tourism officials. Various projects related to escalators, traffic lights, ropeway projects, water ATMs, beautification of the town must be accomplished on time.

13. In order to satisfy the foreign tourist the authorities of Tamilnadu Tourism Development Corporation should concentrate to create the availability of Money changer facilities nearer to the tourist centres.
6.4 Conclusion

The tourism sector is now playing a major role in the economic development of many countries and it is one sector that has shown consistently high global growth in recent years. India, too, achieved spectacular success in tourism with a constant growth rate. Tourist satisfaction is the important factor for that success. The ever changing customer preferences and shorter breaks make it essential for the tourism industry to constantly innovate its products and services in line with changing trends and customer requirements. The present study measured the satisfaction level of tourists who arrived at tourist centres in Tamilnadu. The study area Tamilnadu, especially its coastal areas are unique and priceless treasure of India with tourism point of view. The rich and vast nature wealth like flora, fauna and water resources almost available in the lakes and beaches from this region must be carefully protected and preserved so that tourism potential of the region may be harnessed and tapped properly and its associated activities may also be developed on large scale in order to provide the livelihood security to local people residing in these areas and to boost the local economy.

Most of the domestic tourists visit Tamilnadu number of times. While foreign tourists could hardly think of visiting Tamilnadu more than once. Mahabalipuram is the most favorite spot for them. They frequently visit this heaven and their experiences remain ever-green in their memory. Books and pamphlets are the major sources of information about Tamilnadu for both domestic and foreign tourists. For the domestic tourists, the climatic condition in Tamilnadu is bracing and salubrious while it is rather hot for their counterparts. The Temples in Tamilnadu allure most of the domestic tourists to Tamilnadu but it is the 'hill resorts' which woo the foreign tourists in large numbers. The main purpose of visit by both domestic and foreign tourists is sightseeing. Among other things, pilgrimage to various places in Tamilnadu is the prime purpose of visit made by the domestic tourists.
Tamilnadu has been significantly successful in its tourism efforts in creating a key platform for both domestic and international traffic. It derives the ultimate satisfaction of tourists was more than fifty per cent with some constraints like high price, money exchange facilities, etc. Finally, safety and health and environmental preservation will continue to remain key concerns while satisfying the tourists of the future. With regard to tourism development, the state Govt has assumed the high status in order to attract the maximum tourists and large number of tourism development activities is rapidly taking place because of the strategic location of its tourist destinations.

6.5 Areas for Future Research

The study is not an end in itself. From the experience gained through the present study, it is felt that further research can be undertaken on the following topics.

1. A comparative study of tourism spot in different states in India may be done.
2. Further investigation may be warranted on impact of tourism on the state economy.
3. A study may be undertaken to analysis of District Wise Tourist Arrivals and their satisfaction in Tamilnadu, India.
4. A study may be conduct to analysis Pilgrims’ Satisfaction with Special Reference to States of Tamilnadu.
5. There is scope to undertake a comparative study on Governmental Policy and Strategy towards tourism in Tamilnadu.