CHAPTER VII

SUMMARY OF FINDINGS AND SUGGESTIONS

This final chapter sums up the major findings and offer a few suggestions.

7.1 INTRODUCTION

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all Governments. It is an industry concerned with attracting people to a destination transporting them their housing, feeding and entertaining them upon their arrival and returning them to their income accredited to the opening up of the economy and multinational corporations has led to the steep growth of tourism industry. For many major economies of the world tourism is an integral part and is an important source of foreign exchange. The travel and tourism sector creates more jobs per million rupees of investment than any other sector of the economy and is capable of providing employment to a wide spectrum of job seekers from the unskilled to the specialized even in the remote part of the country.

Tourism is a travel for predominantly recreational or leisure purposes with a view to enhancing the knowledge and widening the wisdom of an individual. Tourism has become a popular global leisure activity. Busy schedules and competition for quality of life have made travel imperative. For relaxation and
rejuvenation tourism is needed. Travel has contributed immensely for the enrichment of humanity and caused cultural exchange between different civilisations. Dissemination of ideas, crops, technology, cuisines, resulted due to travel of our ancestors in an urge to explore unknown places. Even today, the best practices are learnt by virtue of tourism, thus changing the configuration of human life.

Tourism is a social and economic phenomenon in which spatial movement of people is carried out in any country for various purposes, as it has become a fast growing global industry. The reason for global industrialization of tourism is mainly to maintain a sound mind and body in the present day scenario, a person fundamentally needs appropriate action and reaction of excitement, relaxation and peace through proper utilization of leisure and recreation. Every spot in the global village may become a tourist point whether a hot desert or the cool place, because of diversified interest of human beings. Then why it should not be explored as an important resource. In addition to economic significance, it has socio-cultural, educational and political significance as well.

Tirunelveli District has multifarious tourist attractions – religious centres, spiritual retreats, beaches, hill stations, waterfalls, wildlife, art, culture, architecture, crafts, heritage, monuments which enchant tourists. Tirunelveli District promotes zero-tolerant tourism without any compromise on socio-cultural values and customs. This has resulted in generating quality tourism. The tourists
are invariably aesthetic and mature, who appreciate the cultural heritage of the District. Proactive efforts are being continued to make Tirunelveli District the most preferred destination in Tamil Nadu.

Hence, the present study entitled, “Development of Tourism Industry in Tirunelveli District” has been undertaken.

7.2 MAJOR FINDINGS

The major findings are summed up:

It is inferred that the highest percentage increase of number of foreign tourists arrival Courtallam of Tirunelveli district was found in the year 2007-08 from the previous year which constitutes 38.53 per cent whereas in case of domestic tourist arrival the highest percentage was found in the year 2004-05 which constitute 70.68.

It is understood that the average number of foreign and domestic tourist arrival in Courtallam were 2,169 and 7,08,092 respectively during the period 2001-02 to 2010-11.

It was illustrated that the trend coefficient of the number of domestic tourists arrival in Courtallam was statistically significant at 5 per cent level and positive. It implies that on an average number of domestic tourists arrival in Courtallam have been increasing at the rate of 1,31,851 per annum.
It was found that the highest percentage increase of number of foreign tourists arrival in Papanasam was found in the year 2010-11 from the previous year which constitutes 29.80 per cent whereas in case of domestic tourist arrival the highest percentage was found in the year 2007-08 which constitute 58.12.

It was observed that the average number of foreign and domestic tourist arrival in Papanasam were 636 and 3,43,072 respectively during the period 2001-02 to 2010-11. It was concluded that there was a greater variation among the domestic tourists arrivals in Papanasam which leads to less consistent or stability and vice versa in foreign tourists arrival.

It was shown that the trend coefficient of the number of domestic tourists arrival in Papanasam was statistically significant at 5 per cent level and positive. But in case of foreign tourists arrival, the trend coefficient was not statistically significant and negative.

From the hypotheses testing, it was found that the foreign tourists arrival in Courtallam and Papanasam in Tirunelveli district, the trend coefficients are not statistically significant, because the ‘t’ values for Courtallam and Papanasam were 0.448 and -1.240. So, it is concluded that the attraction of foreign tourists is not influenced by the water falls in Tirunelveli district. Hence, the first hypothesis is rejected.
In case of domestic tourists arrival in Courtallam and Papanasam in Tirunelveli district, the trend coefficients are statistically significant at 5 per cent level because the ‘t’ values for Courtallam and Papanasam were 3.255 and 6.512. So, it is concluded that **the attraction of domestic tourists is influenced by the pilgrim centres in Tirunelveli district.** Hence, the second hypothesis is accepted.

The study shows that out of 400 tourists 60.50 per cent were males and 39.50 per cent females. It shows that the opportunities are either deliberately or accidentally refused to female members to visit places. It has been found that the tourists around 51.25 per cent were between the age group of 31-45.

Further it has been observed that majority of the domestic tourists were in the category of higher education for 20.50 per cent. But in the case of foreign tourists 48.50 per cent were in the category of technical education. Similarly it has been found that small family norm is mostly accepted by domestic and foreign tourists. The large family system seems to be least preferred with the tourists accounting for 57.00 per cent and 17.75 per cent respectively.

It was shown that 33.75 per cent of the respondents are engaged in business ventures; 20.75 per cent of the tourists are working under industry. Among the 200 respondents 26.00 per cent of the domestic tourists were engaged in business and 31.50 per cent of the respondents are government employees. Only 2.00 per cent of the respondents are engaged in industry.
It was found that in the case of foreign tourists, out of 200 sample respondents, 164 (82 per cent) are married, 26 (13.00 per cent) are unmarried and the remaining 10 (5.00 per cent) are widow/divorce. In case of domestic tourists, out of 200 respondents, 116 (58.00 per cent) are married, 68 (34.00 per cent) are unmarried and 16 (8.00 per cent) are widow/divorce.

It was observed that the majority of the domestic tourists (58.50 per cent) belonged to the income group of Rs.20,001–40,000 followed by the low income group (less than Rs.20,000). Only 12 per cent of the respondents belonged to high income groups i.e. more than Rs.40,000 per month. Similarly 29.50 per cent of the foreign tourists belonged to high income groups, 66.50 per cent of them belonged to middle income group.

The researcher found that the highest number of foreign tourists (33.50 per cent) are from Singapore, and the highest number of domestic tourists (37.00 per cent) are from Kerala and Tamil Nadu.

Out of the 400 tourists who visit the places for various purposes like pilgrimage, educational, health purpose, business and official. It is also clear that among the sample tourists, sight-seeing and pilgrimage purpose account for higher (36.50 per cent) and (23.35 per cent) respectively.

It was revealed that the capital of India, that is, New Delhi is the place preferred by more than one fourth of the total foreign tourists. In case of domestic
tourists, Chennai becomes the centre of entry point which accounts for 36.50 per cent followed by Uthagamandalam which constitutes 28.50 per cent. The third best centre preferred by domestic tourists is Madurai which accounts 24.50 per cent.

It was inferred that among the foreign tourists 46.50 per cent of them belong to town area followed by the location of city, which accounts for 43.50 per cent. With regard to domestic tourists 50.50 per cent of them belong to town area.

It was found that first order of priority shown by the domestic tourists is pilgrimage whereas it is sight seeing in the case of foreign tourists.

It was understood that among the total tourists 29.50 per cent of the domestic tourists interest is to visit to pilgrimage centres in Tirunelveli. Nearly 37.50 per cent of the foreign tourists are interested in visiting Historical monuments. Only a small number of domestic and foreign tourists shows their interest to visit wildlife sanctuaries in the percentage of 1.50 and 0.50 respectively.

It was observed from Garrett Ranking, the factor which was assigned the first rank was given by domestic tourist to the pilgrimage centres and the second was the hill stations followed by business and industrial centres historical places and wildlife sanctuaries. Similarly for the foreign tourists with the help of the Garrett’s ranking table the factor which was assigned the first rank was given to
the historical places, and second was hill stations followed by waterfalls, business and industrial centres. It was found that the most of the foreign tourists were prepared to visit the historical places and hill stations.

It was clearly found that more than half of them have visited the places only one time (55.50 per cent). 68.50 per cent of the domestic tourists prefer to visit the places again and again. But in the case of foreign tourists 79.50 per cent of them made their visit only one time may because of economic commitment.

It was inferred that among the domestic tourists the dominant purposes to stay for the purpose of tour and official work, which constitute 63.50 per cent and 11.00 per cent respectively. It is to be noted that in the era of globalization 2.50 per cent of foreign tourists visit Tirunelveli for health care and cure.

It was revealed that 38.75 per cent of the tourists opted for double rooms for their stay followed by single rooms by 34.00 per cent. The percentage of the respondents who preferred in family rooms and from the foreign and domestic tourists constitutes 48.50 per cent and 6.00 per cent respectively. Therefore it is noted that foreign tourists stay mostly in single room, where as family room in the case of domestic tourists.

It was found that the order of priority is somewhat slightly different between the tourists, that is, the top priority shown by the foreign tourists for Air
Conditioned rooms while domestic tourists prefer Deluxe rooms. This may be due to the purchasing power of the tourists.

It was revealed that the length of stay by the tourists in the tour places of the domestic tourists 35.50 per cent stay at least four days in Tirunelveli. The same is reflected with foreign tourists also. They also stayed for four days and five days which accounts for 39.50 and 44.50 per cent respectively.

It was observed that the maximum number (26.50 per cent) of the respondents preferred their room tariff under the rate of 1400 – 1600 followed by 26.25 per cent of the respondents who preferred the tariff of Rs.1600 – 1800 per day. Only 16.50 per cent of the tourists preferred to pay Rs.2000 and above as room tariff per day. In fact 83.50 per cent of the tourists stayed in the hotels only for less than Rs.2000 per day, which means tourists are not able to afford to pay more than Rs.2000 per day as room rent.

It was shown that a maximum of 59.50 per cent of the respondents paid their tariff from their pocket followed by 22.50 per cent of the respondents who met the cost from the company. Only 6.75 per cent of them paid tariff from sponsorship. No sponsorship sources are available in the category of domestic tourists. This analysis shows that majority of the tourists spend their own money for the tourist payment for making tour to various places.
Regarding factor analysis, it was found that ‘water falls’ ‘pilgrimage centres’ ‘food and accommodation’ ‘arts and culture’ ‘securities’ ‘quality of services’ ‘law and order’ and ‘wildlife sanctuaries’ were found to be the variables with the highest loadings, which had attracted the domestic tourists.

In case of foreign tourists, it was observed that ‘Natural and sight seeing’ ‘Guides’ ‘food and accommodation’ ‘festivals’ ‘wildlife sanctuaries’ ‘hill resorts’ ‘health centres’ and ‘law and order’ were found to be the variables with the highest loadings, which had attracted the foreign tourists.

It was revealed that the majority of the domestic tourist arrival is by train. 52.00 per cent of the domestic tourists prefer to use train. But the majority of the foreign tourists prefer vehicles. The transportation decision would be guided by factors such as travel time, costs, convenience, driving rules and the validity of the required mode of transport. The domestic tourists prefer by both private and government buses (31.50 per cent) after train travel.

It could be seen that taxi are preferred for more than one reason namely, ‘comfort and safety’, ‘flexibility’ and ‘distance’ in the order of importance. The present study was revealed that for short distances domestic tourists hired autorickshaw followed by town bus and moffusil and hired private cars. It is evident that taxi are the dominant mode of transport preferred by both domestic and foreign tourist which accounts for 39.00 and 46.50 per cent respectively.
It was found that 54.50 per cent of the domestic tourists and 57.00 per cent of the foreign tourists select luxury hotels. The reason is more convenient and freely accessible rooms with amenities.

It was found that the tourism in Tirunelveli shows a significant increase in the number of tourists arrival last 10 years considerably. Travellers using internet as a source for tourism service information. This study found that 35.50 per cent of the tourists knowing the hotels through internet, compared to all other information sources. Information intelligence was very good with tourists.

It is revealed that the problems which the tourists faced in during their places of stay. 36.50 per cent of the domestic tourists opined that there was scarcity of water. 40.50 per cent of the foreign tourists faced the problem of water scarcity. The foreign tourists also faced the problem of water scarcity. 19.00 per cent and 17.50 per cent of the both domestic and foreign tourists faced the main problem of neatness and hygienic position. Some hotels or lodges failed to take care of neatness.

It was clearly found that 57.00 per cent of the tourists preferred vegetarian food. 43.00 per cent of the tourists preferred non-vegetarian.

It was observed that the places where they selected their food, 50.75 per cent of the tourists had their food from where they had stay in the hotel. 43.75 per cent of the tourists had their food outside the hotel of their stay.
The above analysis was revealed that domestic tourists are highly satisfied as regards food and accommodation, communication facilities, language and banking facilities, whereas foreign tourists are highly satisfied with respect to communication and medical facilities, and modern banking facilities and language.

It was found that, private travel agencies play a significant role in providing tourism information to both categories of tourists. With result to foreign tourists the relatives and friends sources does not help anything at all. Tourism promotional agencies plays a less significant role (19.75 per cent) to tourists in India.

It was revealed that the opinion on the services of the Indian embassies, 45.5 per cent of the tourists gives their opinion as good 15.50 per cent and 14.50 per cent of the foreign tourists opines that the Indian embassy is average and very good respectively. 4.5 per cent did not give any comments regarding the Indian embassy.

From the study, it is found that the 35 per cent of the foreign tourists brought their currency in terms of the US dollar and also they found that 41.50 per cent of them know their exchange conversion rates through newspaper.
It was observed from the study that the flow of both domestic and foreign tourists to Tirunelveli has increased substantially. Among the total tourists, majority of the tourists were domestic tourists. In all the year foreign tourists arrival is very very low to domestic tourists.

It was also found from the study that the foreign exchange earnings have increased substantially through the tourism and hotel industry. The study has found that the tourism sector has contributed much to the development of the other allied industries, particularly hotel and transport industries.

7.3 **A FEW SUGGESTIONS**

It is appropriate to offer the following suggestions based on the analysis:

- The central and state governments may establish budget and luxury hotels near tourist places in Tirunelveli District.

- Necessary steps are to be undertaken to popularize less know tourism place in Tirunelveli District like Thiruvenkatanathapuram, Thirukkurungudi, Thiruppudaimaruthur, and Sengaltheri.

- The state government may take sincere efforts to provide better road connectivity to all tourism centers in Tirunelveli District.

- Proper sign Boards and road direction given by tourism department to tourist.
Tourism information centers may be opened in importance tourism center of the Tirunelveli District to guide foreign tourist.

The local bodies may take steps to construct public toilets in all the tourism centers in the Tirunelveli District for the benefit of the tourist.

The Tirunelveli Corporation may take necessary arrangement to operate boats at Nainarkulam (a big tank) in Tirunelveli Town in order to attract more tourists.

The tourism department should take all necessary steps to provide basic facilities like power, transportation, roads, drinking water, waste management and health care at all the tourist place in Tirunelveli District.

The department of tourism Government of Tamil Nadu may operate chartered buses to places of tourism importance in the District for the easy movement of the tourist both domestic and overseas.

The officials of the department of tourism should be friendly towards tourist.

Efforts should be taken maintain cleanliness and hygiene in and around tourist places.
Trained tourist guides who could speak English and other regional language should be processed into service at all tourism of the District.

More train and buses may be operated connecting tourism places of the District like Tirunelveli, Tenkasi, Sankarankovil.

Aggressive advisement should be given both nationally and internationally through FM Radio, TV, Wall Poster, Sign Board, Internet, Print and Electronic Media, screening of documentaries in Theatres, Railway Station, Airport, Bus Termini, in order to popularise all the places of tourism importance of the district to attract both domestic as well as foreign tourist.

The department of tourism Government of Tamil Nadu may promote amusement and theme parks in important tourism places like manimuthar, courtallam, papanasam, kalakad, through public and private participation.

The district has a long coastline which could be harnessed to promote tourism by developing facilities like motor biking, boating, scuba driving in place like uvari, idinthakarai.

The government should provide financial assistance to private players to promote budget hotels and luxury hotels for the stay of foreign tourist.
The entire western border of Tirunelveli District is covered by pothigai hills of western Ghats which could be used for the promotion of adventure tourism and eco tourism.

The District Administration may motivate women Self Help Groups to start eateries and shops to sell the Home Made Foods and Handicraft.

The department of tourism may train educated un-employed youth in the tourism related fields like Hotels, Recreation activities, Studio Services, Theatres, Communication Net Work, Beauty Parlour. The unskilled rural folk may be trained in the fields of driving, Hospitality, Traditional Arts, Handicrafts.

Tirunelveli District is a multi-product and all-season tourist destination. In fact, the tourism wealth of Tirunelveli District can be broadly categorised as pilgrim centres, historical monuments, hill resorts and wildlife sanctuaries. Highlighting the fact that Tirunelveli District is an amazing gift of ‘mother nature’. The Government can strengthen the available infrastructure to invite more tourists.

In the case of foreign exchange conversion, the foreign tourists are satisfied with the services of money changers and foreign banks. But these facilities are not available at all tourist centres. The Government
should concentrate to start the banks at the most important tourist centres.

7.4 CONCLUSION

Tourism plays a strategic role in the economic, social, cultural development of India. It has emerged as one of the world’s largest industries. It is one of the fastest growing sectors of the economy. Tourism industry has the unique advantage of generating employment for skilled, semi-skilled and unskilled persons. It ensures inclusive development for the locals. Tourism is a key sector of the economy and contributes significantly in the country’s GDP as well as Foreign Exchange Earnings (FEE). Tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity. Tirunelveli District has enormous growth potential to develop. The tourism sector has a few problems like Government apathy, poor infrastructure, lack of professionalism, low priority accorded to tourism. These problems are to be solved for the development of Tourism industry in Tirunelveli District. This seems to be the appropriate time to revise and redesign the Central and State Governments’ policies pertaining to tourism. With such aspirations, the researcher has made a few suggestions by way of conclusion. The researcher is optimistic that the implementation of similar suggestions and other measures are bound to pave the way for greater success.
7.5. SCOPE FOR FURTHER RESEARCH

Further research could be undertaken in the following areas:

2. A Study of Promotion of Health Tourism in Tirunelveli District.
3. A Study on Growth of Rural Tourism in Tirunelveli District.
4. Potentials of Eco-Tourism – A Study with Reference to Tirunelveli District.
5. A Study of the Role of Hospitality Industry towards the Development of Tourism in Tirunelveli District.