CHAPTER VI
SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 Summary

Tourism is a rapidly evolving industry that has become increasingly competitive in the global marketplace. With advancement in communication, efficient transportation linkages, en-route facilities and other basic on site infrastructure, on tourist destinations tourists may compete directly with destinations in other states. The tourism industry comprises many different sectors, including transportation, lodging and entertainment, it is often difficult to assess the types and rate of innovations in the industry. This is because the tourism industry is a loosely knit community of diverse departments like tourism department, Archeological Survey of India, local bodies, Hotels, NGOs. Police, etc.

6.2 Findings of their Study

I. Growth and Development of Tourism in India

- It has been inferred that the intake of both domestic and foreign tourists had registered a positive trend during the study period 2001-2008.

- It has been observed that Tamilnadu ranked third important destination visited by both domestic and foreign tourist 9,82,85,121.

- It has been clearly inferred from the above tables that the Indian tourism industry has grown as one of the most preferred destination both at world level (41st) and also among the Asian regions (11th).

- It has been inferred that the intake of both domestic and foreign tourists by Tamilnadu State Tourism Department had registered a positive trend during the study period 2001-2008.
II. Socio-Economic Profile

- The majority of respondents from Yercaud (53.60 per cent) and Kodaikanal (50.40 per cent) are female and majority of the respondents from Ooty (70.80 per cent) are male.

- It has been observed that the majority of tourists visit to Yercaud (63.20 per cent), Kodaikanal (73.60 per cent) and Ooty (58.80 per cent) are aged less than 25 years that is prominently teenagers.

- On an average of 99 per cent of tourist from Yercaud, Kodaikanal and Ooty are Indians.

- It has been observed that 80 per cent of the tourist visiting Yercaud, Kodaikanal and Ooty are inter-state tourist.

- Majority of the respondents from Yercaud (59.20 per cent), Kodaikanal (78.80 per cent) and Ooty (58.40 per cent) are unmarried. On an average 50 per cent of tourist are found to be under graduation.

- Majority of the tourist to Yercaud (40 per cent) and Kodaikanal (32 per cent) are businessmen and most of tourist to Ooty (39.20 per cent) are students.

- On an average 36 per cent of the Domestic tourist earn less than ₹10,000 per month.

- Majority of the respondents from Yercaud (54.80 per cent) and Kodaikanal (53.60 per cent) are visiting the destination for the first time and majority of the respondents from Ooty (55.60 per cent) have
visited the destination more than once.

III. Reason for the visit and factors influenced

- Majority of the respondents from Kodaikanal (53.60 per cent) and Ooty (67.20 per cent) have travelled for leisure purpose and majority of the respondents from Yercaud (6.00 per cent) have travelled for corporate purpose.

- Majority of the respondents from the Yercaud (41.20 per cent) and Kodaikanal (42.00 per cent) have visited the hill station for spending holidays and from Ooty (34.40 per cent) have visited for climate.

- Majority of the respondents who came to Yercaud (52.80 per cent), Kodaikanal (47.60 per cent) and Ooty (57.20 per cent) knew about the tourist destination through friends and family.

- It has been inferred that majority of the respondents from Kodaikanal (53.60 per cent) have visited the place for the first time.

- Concerning the respondent’s opinion on visiting Ooty frequently, among 250 of the respondents from Ooty, 44.40 per cent have visited the place for the first time, 26.80 per cent of them have visited the spot for fourth time or more, 16.80 per cent of the surveyed population have visited the place for the second time and the rest 12.00 per cent of them have visited the spot for the third time.

- Majority of the respondents from Kodaikanal (77.20 per cent) have travelled along with some persons accompanying them.

- Majority of the surveyed population from Ooty (31.20 per cent) have
travelled to the destination with some persons accompanying them.

- In case of Ooty (23.60 per cent), majority of the respondents are accompanied by two male member and majority of the respondents are accompanied by more than five female members.

- Tourist to Kodaikanal majority accompanied with their relatives and they are aged from 20 – 29 years. In Ooty majority of the persons accompanied with the respondents are relatives and they are aged from 20-29 years.

- It shows majority of the persons accompanied with the surveyed respondents in Yercaud (21.10 per cent) are company employees and students.

- It infers that majority of the persons accompanied with the surveyed population in Ooty(34.30 per cent) are students.

- It is clear that in Yercaud (67.20 per cent) majority of the respondents have taken hours to reach the destination.

- It is revealed that in Kodaikanal (60.80 per cent) majority of the respondents have taken hours to reach the spot.

- It is clearly shown that majority of the respondents from Ooty (61.60 per cent) have taken hours to reach the place.

IV. Accessibility

- It is clear that majority of the respondents in Yercaud(31.60 per cent) travelled to the spot through car.

- It shows that majority of the surveyed population in Kodaikanal(41.60
per cent) journeyed to the place through car.

- It is clear that majority of the surveyed population from Ooty (35.20 per cent) travelled to the destination through car.

- From the analysis of the above table we can clearly understand that the surveyed respondent has greater perception towards the availability of various modes of conveyance to reach the different travel destinations.

V. Tourist Perception

- The result of the analysis shows that majority of the surveyed population from Yercaud (23.20 per cent) preferred to stay in relative’s house. It shows that majority of the respondents from Kodaikanal (26.40 per cent) preferred to stay in their relative’s houses. It is clear that majority of the surveyed respondents from Ooty (20.80 per cent) preferred to stay in various cottages.

- It makes clear that majority of the respondents from Yercaud (32.40 per cent) have stayed in the destination for one day.

- It shows that majority of the surveyed population from Kodaikanal (33.20 per cent) have stayed for two days in the destination.

- Majority of the respondents from Ooty (38.00 per cent) have stayed in the destination for two days.

- From the analysis of the above table we can clearly understand that the surveyed respondents have greater perception towards the environmental facilities and the availability of the various places of accommodation.
- We can understand that the majority of the surveyed respondents preferred visiting Yercaud (72.00 per cent) once in a year.

- It is inferred that majority of the respondents prefer to visit Kodaikanal (63.20 per cent) once in a year.

- It clearly shows that majority of the respondents arranged the trip to Yercaud (63.20 per cent) by themselves.

- It is concluded that the majority of the respondents of Kodaikanal (64.00 per cent) have arranged the trip by them.

- It is inferred that majority of the respondents in Ooty (77.20 per cent) have arranged the trip by themselves.

- The detailed discussion states that among the various features provided by the different travel agencies, the availability of the various travel agencies and their services have been regarded as the great perceptive feature by the surveyed population of the various travel destinations.

VI. Tour Planning, Budgets and Perception on Cost

- In Yercaud, the majority i.e. 82.80 per cent of the respondents have arranged the tour program with their own finance. It clear that in Kodaikanal, majority i.e. 79.60 per cent of the respondents have opined that they have arranged the tour program with their own finance. In Ooty, majority i.e. 86.00 per cent of the respondents have made the arrangements for the tour program on their own finance.

- In Yercaud 54.80 per cent of the surveyed population have kept certain percentage of amount for the purpose of the arrangement of the tour programme. In Kodaikanal, 55.60 per cent of the respondents have
kept aside a certain percentage of the amount for the annual tour plan. In Ooty, 52.40 per cent of the surveyed populations have kept aside a certain income for the annual tour plan.

- In Yercaud majority of the respondents have spend their money on the various modes of conveyance and it is duly placed in the first place. It is also clearly inferred the surveyed respondents level of perception towards their amount of budget for per day while travelling to Kodaikanal. Majority of the surveyed respondents expressed that they have spent maximum percentage of the amount in the various modes of the conveyance.

### VII. Role of Tourist in Environment Protection

- In Yercaud 64 per centage of the surveyed population suggested that the tourists affect the environment and the rest 36 per cent of the respondents told that the tourists do not affect the environment.

- In Kodaikanal 66 per cent of the respondents have told that the tourists affect the environment and the rest 34 per cent of them have responded against that.

- In Ooty, 64.80 per cent of the respondents reacted that the tourists affect the environment. The remaining 35.20 per cent of the replied that the tourists do not affect the environment.

- In Yercaud, majority of the respondents preferred using vegetable leaves or old newspapers while packing the food materials.

- In Kodaikanal, majority i.e. 31.60 per cent of the respondents prefers to pack the food materials using vegetable leaves or old newspapers.
• Majority i.e. 38.40 per cent of the respondents prefer packing food materials using the vegetable leaves or old newspapers.

• In Yercaud, 36.80 per cent of the respondents commented that in all places dust bins were provided or used. In Kodaikanal 36.40 per cent of the respondents observed that in all places dustbins were provided or used. Among the surveyed respondents from Ooty most of the 28.00 per cent of the respondents have stated that in all places dustbins were provided or used.

• In respect of Yercaud, the respondents have ranked their primary level of satisfaction towards the various information’s and the guide arrangements provided in the destination. In case of Kodaikanal, we can clearly understand that majority of the surveyed respondents have expressed very high degree of satisfaction towards the various information and guide arrangements provided in the various sightseeing places in and around the destination. The respondent’s level of satisfaction towards the various attractive factors in and around Ooty, It explains that the surveyed respondents are primarily satisfied by the pleasure in viewing the scenic beauty of nature in the destination.

• In Yercaud, and Ooty majority of the respondents have their primary expectation towards the cleanliness of the hotel in the destination. Majority of the respondents in Kodaikanal have stated that they have high degree of expectation towards the well maintained travel cabs by maintaining the vehicle clean.

• In Yercaud, majority i.e.40.80 per cent and in Ooty majority i.e.34.00 per cent of the respondents have suggested to prevent tourists from not
throwing non-degradable waste materials including tins, plastic bottles and bags, etc for conserving the environment. In Kodaikanal majority i.e.32.40 per cent of the respondents have recommended the tourists to respect the sanctity of the local culture.

- In Yercaud, 88.40 per cent of the respondents prefer to visit the same destination repeatedly and the rest 11.60 per cent of them have not preferred to visit the spot again and again.

- In Kodaikanal, 93.20 per cent of the respondents wished to pay a visit to the destination many times. The rest 6.80 per cent of them agreed not to visit the spot frequently.

- In Ooty, 72.80 per cent of the respondents have desired to visit the spot again and again and the remaining 27.20 per cent of them have not aspired to visit the place repeatedly.

- In Yercaud, 45.60 per cent of the respondents have owned a resort membership. In Kodaikanal, 46.00 per cent of the majority respondents have owned a resort membership. In Ooty, 42 per cent of the surveyed populations have possessed a resort membership.

Result of Hypotheses

- It is concluded that the influences of factors and reasons stated by the visitor for selection of particular tourist destinations does not vary from one place to the other in Kodaikanal region.

- It is concluded that the influences of factors and reasons stated by the visitor for selection of particular tourist destinations does not vary from one place to the other in Ooty region.
• It is concluded that the influences of factors and reasons stated by the visitor for selection of particular tourist destinations does not vary from one place to the other in Yercaud region.

• It is concluded that the influencing factors and reasons stated by the visitor for selection of particular tourist destinations does vary from one place to the other in Kodaikanal region.

• It is concluded that the influencing factors and reasons stated by the visitor for selection of particular tourist destinations does not vary from one place to the other in Ooty region.

• It is concluded that the influencing factors and reasons stated by the visitor for selection of particular tourist destinations does vary from one place to the other in Yercaud region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Kodikannal region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Ooty region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Yercaud region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Kodikannal region.
• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Ooty region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Yercaud region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Kodikannal region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Ooty region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Yercaud region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Kodikannal region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Ooty region.

• It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Yercaud region.
It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Kodikannal region.

It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Ooty region.

It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Yercaud region.

It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Kodikannal region.

It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Ooty region.

It is concluded that there exist similarities in the perception of tourist towards the viability of 7A's in the three sample destination and in the Yercaud region.

It is concluded that the tourist have awareness towards the do's and don't of environmental protection in Kodikannal region.

It is concluded that the tourist have awareness towards the do's and don't of environmental protection in Ooty region.

It is concluded that the tourist have awareness towards the do's and
don’ts of environmental protection in Yercaud region.

- It has been believed that there exists no correlation between the tourist level of satisfaction towards the service features provided at the tourist destination by the service providers in Kodikannal region.

- It is concluded that it has been believed that there exists no correlation between the tourist level of satisfaction towards the service features provided at the tourist destination by the service providers in Ooty region.

- It is concluded that it has been believed that there exists no correlation between the tourists levels of satisfaction towards the service features provided at the tourist destination by the service providers in Yercaud region.

- It is inferred that there exist no similarities in the tourist expectation towards the service improvement at the tourist destinations (eco-friendly).

6.3 Suggestions

Researcher has made personal contact to domestic tourists, foreign tourists, officers related with tourism like of tourism department, roadways, tourist police etc, hotels owners, tour operators, tourism students also and offer these suggestions. These suggestions are as follows:-

I. For the Tourism Development Corporation and Policy Makers

- There seems to be only a thin line of difference between tourism and eco tourism. Often, the difference is more in what one call it than in what he/she does. This ambiguity is dangerous as tourism involves visit to rare and pristine landscapes and being ‘eco-friendly’ is the only
sustained business opportunity. Policies could take leverage of this perception for the sake of sustainable development at grass roots level. The general tourism policies are not congenial for eco-Tourism sub-sector and as of now legislations in ET (Eco-Tourism) are rare. Therefore, the objective of a policy maker, tourism development agencies and private service providers should be currently focused to prevent ET (Eco-Tourism) from following the now well-known ‘resort cycle’ avoiding the phase of rapid decline due to environmental degradation.

- Mainstream tourism is geared towards tourist satisfaction and ET (Eco-Tourism) on the other hand, has both the conservation (of nature and culture) and livelihoods (economic and educational benefits) as essential constituents. While it is obvious that tourism should at least be harmless to nature and society, ET needs to be pro-active towards all the four components: Nature –based, Eco-cultural sustainability, Conservation Education (for tour operator and the tourist) as major components and significant involvement of and economic benefits to local people. Mass tourism could be based on pleasure, relaxation, religion or carnivals. ET (Eco-Tourism) enterprises need to be based on the natural environment. A resort near seashore or inside a protected forest should meet all the four specific characteristics of ET (Eco-Tourism) while the casual regular mass visitation to a beach or to a forest temple can be made eco-friendly at large. Last two components of ET (Eco-Tourism) does not prevail as dominant in these as in other ventures located in the same destination. In fact it is often considered desirable to keep mass tourism away from local communities to retain the cultural uniqueness un-invaded.

- Objectives of eco-tourism cannot be met without a focused and
concerted approach. The identified gaps are interconnected and is the consequence of the absence of a commonly accepted definition of ET (Eco-Tourism). National policies and guidelines should be havedrawn for the proposed components of ET (Eco-Tourism), within the purview of international environmental treaties and related Indian legislations, incorporating equity and fair trade principles. State-wise regulatory institutions and regulations can be based on these guidelines but should also reflect grassroots level ecological and cultural aspects. While all the environmental legislations apply to these enterprises, the sector cannot sustain without specific targeted regulations, covering local issues on environment and social-cultural aspects.

- Public sensitization of potential visitors could be done for promotion of mass awareness on responsible travel and tourism, so as to leaving minimum impact in terms of ecology and culture. This should be an important component in ET (Eco-Tourism).

II. To protect the environment by TTDC and Service Providers

Ecotourism is clearly a niche or specialist area of the wider tourism market. Ecotourism can at best be pictured as a subset of nature-based tourism (occurring in a natural setting but without the specific educative and ecological, cultural & social sustainability awareness of ecotourism) which in turn is a subset of the wider tourism industry. Therefore it is recommende to the TTDC, tourist operators and environmentalist to adhere certain measures in protection on natural environment and its surroundings.

- There should be proper signboard and hoardings indicating the ecological important of the place visited by the tourists.

- Awareness campaigns should be conducted in all schools, the locals should also be educated to protect the environment. Ecology slide
shows, films should be shown.

- A special workshop for builders and hoteliers should be conducted by the tourism department.

- Ministry of Environment should ban any further tree cutting. Law should be enacted against deforestation and any such attempt should also be linked to deforestation and defiant attempts should be severely punished.

- Steps should be taken to protect and conserve the forest cover without which the tourist will not be attracted.

- Unauthorized construction should not be allowed to grow near lakes and gardens. Garbage disposal bins should be kept in sufficient numbers wherever required, numbers and the tourists should be instructed to throw the garbage in the bins.

- To increase tourism revenue and increase the market share.

- There must be some promotional activities in other countries and other states nearby to promote tourism in both the states.

- There should be tourism awareness in the local people.

- State should be promoted as a destination for international conference and conventions.

- There should be research on tourism in which search of new tourist place and develop them is on major priority.

- There should be sufficient information on website.
• The state and central government should think of organizing tourists fairs during local festivals and make those events more glamorous.

• Terrorism, extremism, Naxalism, war with neighboring country or any other type of violence discourage tourists so there must be proper steps taken to maintain peace by central and state governments.

• There must be a trained guide at every tourist centers to facilitate tourist.

• There should be trained and professional staff on enquiry centers.

• There must be appointment of armed guards to protect tourists.

• The number of hotels catering to the needs of middle class tourists have to be increased substantially

• There must be upgradation of service in hotels

• The taxes(Sales tax, surcharge etc)on foods, refreshment provided in restaurants should be terminated.

6.4 Conclusion

Ecotourism resources are to be managed on internationally accepted principles, which ensure ecological sustainability of natural areas, with adequate provision for learning by the visitor, and with a strong component of local participation. Economic benefits should accrue to local population as local people develop a stake in the conservation of the natural resource. To make ecotourism successful, there is a need for policy and institutional changes in the decision making systems. Since the majority of the potential
ecotourism sites are not with the tourism department, inter departmental coordination and cooperation is crucial for their success. Community awareness issues related to the empowerment of the local people and the creation of adequate ecotourism interpretation are some of the major challenges.

Establishment of scientific parameters of sustainability, continuous monitoring and making the data available to stakeholders needs to be done and in a transparent way. There needs to be significant attitudinal changes among the policy makers, the private entrepreneurs, tour operators, destination manages, the visitors, and the local community in order to make ecotourism happen the way it should. The government of India, the state governments, the trade bodies and the NGOs are all fully aware of the problems and issues of resistance to change. Earnest efforts are being taken to formulate strategies to overcome negative influences and to prepare India to attract a large portion of this fastest growing segment of the international tourism sector.

India with its wide range of unique tourism products offers excellent opportunities for tourists. Even in the narrowly defined ecotourism niche market in India offers a lot. In the emerging 21st century ecotourism India is expected to gain further momentum in view of the policy and institutional support provided by the government. The roles of the private entrepreneurs, trade bodies, the local communities, NGOs and all other stakeholders are well recognized in this regard.

Mutual sharing of information among experts in the region will definitely benefit each country and assist to further develop ecotourism. Such a mutually benefited approach will help to utilize the potential of the region in ecotourism, and ultimately will lead to the creation of visitors(ecotourist) who may become ambassadors for conservation of our valuable natural resource. If we achieve this, that will be the biggest tribute we can offer to mother earth.
From the study it is realized that in recent years, the trends in tourism in India have shown variation in terms of both economic and socio-cultural values. With changing lifestyles, economy and paid vacations, there has been a change in the attitude and perception of people toward travel and tourism. There has been an increase in environmental awareness and pressure of urbanization. Now, urban masses look for new get away locations, where they can get involved in active outdoor recreation. Thus, national parks and sanctuaries have emerged as the favorite destinations.

A decade ago the 500 national parks and other protected areas did not interest the holiday seekers. But, in recent times they have become "hot spots" for vacationers. As a result, the Government of India initiated the 'new ecotourism policy'. In order to generate more foreign revenue, the new policy deviates from its previous principle of 'for conservation only'. The policy, now, aims at increasing tourism by creating more services and facilities for the visitors to the protected areas. Thus, there has been a constant increase in the number of visitors during the 'season' in the various reserve parks. This paper looks into some of such issues related to management. The present scenario of tourism in India calls for designing strategies for visitor's management such as intensive interpretation, environmental awareness programs and active involvement of local people for promoting responsible tourism.

6.5 Scope for future Study

The concept of Eco-tourism is gaining momentum in India. It has been constantly playing the vital role in environmental conservation. It is benefiting
in minimizing the negative impact on natural and socio-cultural environment. Eco travel has increased the awareness towards the conservation of natural assets. Therefore further study could be carried in the following area:

- Promotion of economically, culturally and ecologically sustainable tourism in South Indian States.(Especially Tamilnadu, Kerala, Karnataka and Andhra Pradesh)
- Promote private sector initiatives in developing tourism-related infrastructure in India
- Contribution of tourism to the economic development of inter-related sectors