CHAPTER VII
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

This chapter presents the summary of findings, suggestions and conclusion. This study is conducted with the main objective of finding out the satisfaction of tourists towards tourism products in Kodaikanal, Dindugul District. This study began with an explanation on the concept of tourism, characteristics of tourism, classification of tourism and tourism in India. The approach to the study is both descriptive and analytical. The findings of the study are briefly presented in this part. Purely primary data have been collected through the well structured interview schedule. To prepare the interview schedule a preliminary survey has been conducted by the researcher. To make it easy to understand, the necessary secondary data have also been collected and included wherever they are needed.
7.2 SUMMARY OF FINDINGS

The major findings of the study are presented below:

7.2.1 It is identified that 67.2 per cent of the tourists are male and the remaining 32.8 per cent of the tourists are female. It is observed that majority of the tourists are male.

7.2.2 It is found that 45.2 per cent of the tourists are in the age group of 21 to 30 years, about 27.2 per cent of the tourists are in the age group of 31 to 40 years and 15.8 per cent of the tourists are in the age group of below 20 years.

7.2.3 About 55.4 per cent of the tourists are married and 44.2 per cent of the tourists are unmarried.

7.2.4 It is found that 56 per cent of the tourists belonging to nuclear family and the remaining 44 per cent of the tourists belonging to joint family. It is identified that majority of the tourists belonging to nuclear family.

7.2.5 It is identified that 61.2 per cent of the tourists belong to the family size of 4 to 7 members and 33 per cent of the tourists belong to the family size of up to 3 members. It is inferred that majority of the tourists belong to the family size of 4 to 7 members.

7.2.6 About 183 (36.6 per cent) of the tourists level of education qualification was post-graduation, 156 (31.2 per cent) have completed under graduation and 74 (14.8 per cent) of the tourists have school education.

7.2.7 It is found that 113 (22.6 per cent) of the tourists were private employees, 99 (19.8 per cent) of the tourists were businessmen and 93 (18.6 per cent) of the tourists were government employees.
7.2.8 Around 478 (95.6 per cent) of the tourists were Indian, 17 (3.4 per cent) of the tourists were Nonresident Indian and the remaining 5 (1 per cent) of the tourists were foreigners.

7.2.9 About 151 (30.2 per cent) of the tourists earning monthly income of above Rs.30000, 124 (24.8 per cent) of the tourists monthly income is between Rs.5000 to Rs.10000 and 99 (19.8 per cent) of the tourists monthly income is between Rs.10000 to Rs.20000.

7.2.10 It is identified that 30.8 per cent of the tourists travel for pleasure and 26.2 per cent of the tourists travels for holiday and sightseeing. It is found that majority of the tourists travel for pleasure.

7.2.11 Majority (57.6 per cent) of the tourists are on tour with their family, whereas 16 per cent of the tourists undertake the tour with friends.

7.2.12 It is identified that majority of the tourists know about the tour programme through friends and relatives.

7.2.13 It is found that 51.8 per cent of the tourists spend above Rs.4000 and 18 per cent of the tourists spend Rs.3000 to Rs.4000. It is observed that majority of the tourists spend above Rs.4000 on a trip.

7.2.14 It is identified that 28.4 per cent of the tourists travel by own vehicle and 24.8 per cent of the tourists travel by tourist bus. It is found that majority of the tourists use the own vehicle for traveling purposes.

7.2.15 It is found that 29.4 per cent of the tourists choose the mode of transport for family convenience and 21.6 per cent of the tourists choose the mode of transport for enjoyment of nature.

7.2.16 It is observed that 31.8 per cent of the tourists cover the distance of 250 to 500 km and 31 per cent of the tourists cover the distance of less than 250
km. It is found that majority of the tourists are travelling a distance of 250 km to 500 km.

7.2.17 It is observed that majority of the tourists stay two days in the tourist spot.

7.2.18 Majority of the tourists visit only Kodaikanal.

7.2.19 It is found that 34.6 per cent of the tourists book tickets by online booking and 25.2 per cent of the tourists book tickets by travel agent. It is pretty to mention here that majority of the tourists book ticket by online booking.

7.2.20 Around 28 per cent of the tourists travel by taxi whereas 24.2 per cent of the tourists travel by their own conveyance. It is identified that the majority of the tourists travel by taxi for long distance and intercity travel.

7.2.21 It is observed that 41.2 per cent of the tourists face the problem of traffic whereas 16 per cent of the tourists face the problem of poor maintenance. It is identified that majority of the tourists face the problem of traffic for traveling.

7.2.22 About 37.2 per cent of the tourists prefer taxi for a short distance, whereas 34.8 per cent of the tourists prefer own conveyance for short distance.

7.2.23 It is identified that majority of the tourists face the problem of overcharges.

7.2.24 Majority (34 per cent) of the tourists first time visited Kodaikanal and 32 per cent of the tourists visited second time to Kodaikanal.

7.2.25 It is identified that 52.6 per cent of the tourists have good opinion about the services of guides and 23.6 per cent of the tourists have average opinion about the services of guides.

7.2.26 It is found that 19.8 per cent of the tourists face the problem of fleecing and 21 per cent of the tourists face the problem of failure to render requested services.
7.2.27 It is identified that 28.4 per cent of the tourists spend above Rs.4000 for accommodation but 24.8 per cent of the tourists spend below Rs.1000 for accommodation.

7.2.28 About 39 per cent of the tourists spend below Rs.500 for food and beverages and 17.8 per cent of the tourists spend Rs.500 to Rs.1000 for food and beverages.

7.2.29 It is observed that 31.4 per cent of the tourists spend Rs.1000 to Rs.2000 for transports and 26.6 per cent of the tourists spend above Rs.4000 for transport.

7.2.30 It is found that 31 per cent of the tourists spend Rs.4000 to Rs.6000 for shopping and 24 per cent of the tourists spend above Rs.8000 for shopping.

7.2.31 It is identified that 41.4 per cent of the tourists spend Rs.1000 to Rs.2000 for entertainment and 32.2 per cent of the tourists spend Rs.3000 to Rs.4000 for entertainment.

7.2.32 It is observed that 28.4 per cent of the tourists spend below Rs.500 for medical treatment and 26.6 per cent of the tourists spend Rs.1500 to Rs.2000 for medical treatment.

7.2.33 It is found that 29 per cent of the tourists spend below Rs.1000 for other purposes and 24.6 per cent of the tourists spend Rs.2000 to Rs.3000 for other purposes.

7.2.34 It is observed that 29 per cent of the tourists spend Rs.20,000 to Rs.25,000 on tour every year and 22.2 per cent of the tourists spend above Rs.25000 on tour every year.

7.2.35 It is identified that 395 (79 per cent) of the tourists opined that there are problems in availing of tourism products and the remaining 105 (21 per cent)
of the tourists opined that there are no problems in availing of tourism products.

7.2.36 It is found that majority of the sample tourists had given top rank to problems of lack of cleanliness in the visiting places in Kodaikanal. It is identified that the sample tourists had given last rank to transport products.

7.2.37 It is identified that majority of the sample tourists had given top rank to lake as the popular tourism products in Kodaikanal. It is observed that the sample tourists had given last rank to hotels.

7.2.38 Majority of the sample tourists had given top rank to mountain as the most preferred tourism product in Kodaikanal. It is identified that the sample tourists had given last rank to religious festivals.

7.2.39 It is found that 470 (94 per cent) of the tourists say that the Kodaikanal has to be developed some more and the remaining 30 (6 per cent) of the tourists say that Kodaikanal has not to be developed some more.

7.2.40 Majority of the sample tourists had given top rank to development of accommodation in Kodaikanal. It is found that the sample tourists had given last rank to reduce over taxi charges.

7.2.41 It is identified that majority (41.4 per cent) of the tourists have good opinion about bus transport.

7.2.42 It is found that 39.4 per cent of the tourists have average opinion about taxi, and 23.6 per cent of the tourists have good opinion about taxi.

7.2.43 Majority of the sample tourists i.e. 50.6 per cent stay in the private lodges and 18.8 per cent of the tourists stay in government corporations.

7.2.44 It is identified that 239 (47.8 per cent) of the tourists’ opinion about the cost of accommodation is costly, 172 (34.4 per cent) of the tourists’ opinion about the
cost of accommodation is normal and the remaining 89 (17.8 per cent) of the tourists opinion about the cost of accommodation is cheap.

7.2.45 It is found that 301 (60.2 per cent) of the tourists have good opinion about the accommodation and 132 (26.4 per cent) of the tourists have satisfactory opinion in the accommodation. It is identified that majority of the tourists have good opinion about the accommodation.

7.2.46 It is found that 41.2 per cent of the tourists can spend Rs.500 to Rs.1000 per day for accommodation but 24.8 per cent of the tourists spend above Rs.1000 per day for accommodation. It is observed that majority of the tourists spend Rs.500 to Rs.1000 per day for accommodation.

7.2.47 It is identified that 27.6 per cent of the tourists face the problem of water scarcity and 24.4 per cent of the tourists face the problem of high rent.

The findings related to the opinion of tourists regarding cost of products provided by tourism products is presented below:

7.2.48 It is found that 52 per cent of the tourists opinion are most reasonable cost of room and 28.8 per cent of the tourists opinion are reasonable cost of room.

7.2.49 It is observed that 63.6 per cent of the tourists opinion are reasonable cost of food and beverage and 19 per cent of the tourists opinion are most reasonable cost of food and beverage.

7.2.50 Around 45.8 per cent of the tourists opinion are reasonable cost of shopping and 26.6 per cent of the tourists opinion are most reasonable cost of shopping.
7.2.51 It is observed that 47.8 per cent of the tourists opinion are reasonable cost of transport and 19.4 per cent of the tourists opinion are average cost of transport.

7.2.52 About 40.6 per cent of the tourists opinion are reasonable cost of service guide and 25.6 per cent of the tourists opinion are average cost of service guide.

7.2.53 Around 38.6 per cent of the tourists opined that the cost of souvenir is reasonable and 31.4 per cent of the tourists opined that the cost of souvenir is average.

The findings related to the attitude of tourists towards the shops, hotels, travels, hospitals, food and guide are presented below:

7.2.54 It is found that 33.8 per cent of the tourists are satisfied with the shops, 27 per cent of the tourists are highly satisfied with the shops and 15.8 per cent of the tourists are highly dissatisfied with the shops.

7.2.55 It is identified that 37 per cent of the tourists are satisfied with hotels, 28.4 per cent of the tourists are highly satisfied with hotels and 13.8 per cent of the tourists are highly dissatisfied with hotels.

7.2.56 Around 48.2 per cent of the tourists are satisfied with travels, 25.6 per cent of the tourists are average satisfaction with travels and 22.2 per cent of the tourists are highly satisfied with travels.

7.2.57 It is found that 42.4 per cent of the tourists are satisfied with food, 38 per cent of the tourists are highly satisfied with food and 15 per cent of the tourists have average satisfaction with food.

7.2.58 It is observed that 42 per cent of the tourists are satisfied towards guides, 25.6 per cent of the tourists have average satisfaction towards guide and 21 per cent of the tourists are highly satisfied towards guides.
The findings related to the level of satisfaction towards tourism products among different socio economic background of tourists is presented below:

7.2.59 About 41.2 per cent of the male respondents are satisfied towards tourism products at moderate level and 23.6 per cent of the female respondents are satisfied at moderate level and 13.2 per cent of the male respondents are satisfied towards tourism products at high level.

7.2.60 It is identified that 28.8 per cent of the respondents in the age group of 21 to 30 are satisfied towards tourism products at moderate level and 9.8 per cent of the respondents in the age group of 21 to 30 are satisfied towards tourism products at high level.

7.2.61 It is found that 35 per cent of the married respondents and 29.4 per cent of the unmarried respondents are satisfied towards tourism products in a moderate level and 12.8 per cent of the married respondents are satisfied towards tourism products at low level.

7.2.62 It is identified that 37.8 per cent of the respondents belonging to nuclear family and 27 per cent of the respondents belonging to joint family are satisfied towards tourism products at moderate level but 9.8 per cent of the respondents belonging to nuclear family are satisfied towards tourism products at low level.

7.2.63 It is observed that 41.6 per cent of the respondents who are in the size of the family of 4 to 7 members are satisfied towards tourism products at moderate level and 12.4 per cent of the respondents who are in the family size of 4 to 7 members are satisfied towards tourism products at low level.
7.2.64 It is found that 22.8 per cent of the respondents of post-graduation level, 22 per cent of the respondents of under graduation level are satisfied towards tourism product at moderate level, it is also follow that 8 per cent of the respondents are at post-graduation level are satisfied towards tourism products at low level.

7.2.65 It is observed that 18 per cent of the respondents who are private employees and 14.8 per cent of the respondents who are government employees are satisfied towards tourism products at moderate level and 3.6 per cent of the unemployed are satisfied towards tourism products at high level in the study area.

7.2.66 About 60.4 per cent of the Indian respondents are satisfied towards tourism products at moderate level and 19.2 per cent of the Indian respondents are satisfied towards tourism products at low level.

7.2.67 It is identified that 23.2 per cent of the respondents earning a monthly income of above Rs.30000 are satisfied towards tourism products at moderate level and 9.8 per cent of the respondents earning a monthly income from Rs.5000 to 10000 are satisfied towards tourism products at high level.

The findings related to the results of ANOVA and T test for tourists satisfaction towards tourism products among socio-economic variables is summarised below.

7.2.68 Gender wise there is no significant difference in satisfaction towards tourism products among tourists.

7.2.69 Age is a significant variable in influencing the satisfaction towards tourism products among the tourists.
7.2.70 Marital status is a significant variable in influencing the satisfaction towards tourism products among tourists.

7.2.71 Nature of the family wise there is no significant difference in satisfaction towards tourism products among tourists.

7.2.72 It is identified that number of members in the family is a significant variable in influencing the satisfaction towards tourism products among tourists.

7.2.73 It is found that level of education is a significant variable in influencing the satisfaction towards tourism products among the tourists.

7.2.74 Occupation is a significant variable in influencing the satisfaction towards tourism products among tourists.

7.2.75 Nativity wise there is no significant difference in satisfaction towards tourism products among tourists.

7.2.76 Monthly income is a significant variable in influencing the satisfaction towards tourism products among tourists.

### 7.3 SUGGESTIONS

7.3.1 It is necessary to have a concerted action of various government departments and private players to develop tourism in Kodaikanal. It is observed that there is a good scope for adventure tourism and adventure sports. It requires a lot of support from the sports authority and district sports administration.

7.3.2 It is a challenge that tourism is to be associated with the wind season. Creativity and imagination are to be blended with tourism to get a new insight. It may be suggested that the tourism department should invite creative ideas and proposals for linking perennial renewable natural resource of energy to the tourism arena.
7.3.3 The government museum in Kodaikanal should be revamped in order to attract tourists. It should be opened on all days. The government should provide more entertainment products, periodical programmes explaining art, culture, drama, dance and folk within the museum campus to attract or to yield a positive result.

7.3.4 Tamil Nadu hotels functioning in the study area should be renovated and it must contain all the necessary requirements which are most essential to the tourists. Hygenic food both vegetarian and non vegetarian, rooms, dormitory products should be provided at a reasonable cost.

7.3.5 Regarding the accommodation products, a common centralized information system for enquiry and booking rooms in lodges and hotels through Tamil Nadu Tourism Development Corporation should be implemented.

7.3.6 Government has a wider scope to start canteens to provide food in the tourist spots with the help of Self Help Groups. Involving self help groups will help them to make use of the loan amount for productive purposes.

7.3.7 Regarding the beautification, maintaining, and cleanliness of the city the local administration should concentrate on cleaning and widening the paths and roads and maintaining and setting up of underground drainage system for the whole town to change the city, a pollution free.

7.3.8 Parking of the vehicles should be charged by fixing a standard tariff in all the tourist spots in Kodaikanal. In this regard government should have a direct control rather than giving license to the private parties.

7.3.9 Visual displays of routes to tourist spots, bus stand and railway stations in different languages should be installed and adequate securities should be provided in all tourist spots.
7.3.10 The tourists should have concern for environment while visiting the tourist spots located in forests. The tourists should not disturb the wild animals. The main problem is consuming liquor in the forest area and throwing the bottles and wastes. It will affect the environment and the wild animals and sometimes it may lead to the death of the rare wild animals. Strict rules and regulations must be followed to avoid these things.

7.3.11 Tones of plastic bags are thrown away in the tourist spots that will spoil the environment of the tourist spots. Tourist should avoid using plastic bags and in the entrance itself the bags should be confiscated and fined.

7.3.12 Cleanliness is another problem in the tourist spots. Tourists should avoid throwing wastes in the tourist spots. This will spoil the entire tourist area and in a long run people may avoid the particular tourist spot in their tour programme. Tourists must co-operate in maintaining cleanliness in the tourist spots.

7.3.13 Government should take necessary steps to appoint properly trained tourist guides. The fees to be paid to the tourist guides should be fixed and monitored by TTDC.

7.3.14 A strong suggestion to the TTDC is to provide good infrastructural products and particularly developing transportation products like mini-buses and to reach the nearby tourism spots at a minimum cost. This will help the lower class people to plan their tour programmes conveniently.

7.3.15 One of the easiest ways to alleviate poverty is to develop tourism. Most of the eco tourism and adventure sports areas are surrounded by poor, uneducated, and underprivileged people particularly tribals. The business of tourism has taken away their legitimate right to their territory. Conscious efforts are to be
taken to establish the legitimate right of the tribals in eco tourism and adventure tourism.

7.3.17 Kodaikanal is a nature tourist place offering scope for a lot of tourism. A metro oriented tourism activity may be planned and executed in the city.

7.4 DIRECTIONS FOR FURTHER STUDY

The present study has found that there are some possibilities for conducting further studies in the following areas:

(i) A Study on Tourists Satisfaction in Kodaikanal, Dindugul District.

(ii) A Study of Integration of Tourism Products in Kodaikanal, Dindugul District.

(iii) Problems of Tourists in Kodaikanal, Dindugul District.

(iv) A Study of Attitude of Tourists towards Tourism Products.

(v) A Study on Tourism in Kodaikanal, Dindugul District.

7.5 CONCLUSION

Kodaikanal is one of the most important tourist spots with all potentials to attract tourists. But, it is not fully explored and utilized. Some tourists visited Kodaikanal more than one time. Most of them stated that nothing is being done artificially to attract tourist except the nature attractions. In this situation, the government should take steps to develop the infrastructure facilities and create man-made attractions.

In Kodaikanal, there is no fixed rate in most of the hotels. The authorities collected the room rent as well as their food charges according to the face value of the customers. Moreover, there is no fixed price in the shops available in Kodaikanal except in some low quality fancy stores. There is not sufficient number of entertainment facilities for children. Certain guides are very careful to cheat the
tourists especially the North Indians and foreigners in the name of tour guides. In Kodaikanal, there are no adequate security personnel.

From the above analysis based on the study, it is clearly observed that Kodaikanal is one of the suitable tourist centers of all types of people in India and foreign countries. Most of the tourists are satisfied with the tourism products in Kodaikanal. But some of them are not satisfied because of the dirty surrounding and deceiving character of shop keepers, private transport authorities, travel agencies etc. These types of activities must be rectified for the future development of tourism in Kodaikanal.

Kodaikanal is a unique location and a good tourist point. Therefore, the government and the private agencies should take necessary steps to develop the tourism industry. It will help to generate employment, enhance per capita income and eradicate poverty.