CHAPTER VII

SUMMARY OF FINDINGS AND SUGGESTIONS
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The objectives of this study were to exhibit the background tourism elements of various tourist centres, tourists arrival, accommodation facilities, occupancy rate at select centres, employment generation by tourism industry and the attitude of tourists towards the tourism products in Tirunelveli and Kanniyakumari districts. These objectives were accomplished in three stages. First of all the tourist centres, tourist arrivals and accommodation facilities in Tirunelveli district were studied. The same step was followed in Kanniyakumari district also. In the second step, the socio-economic profile of tourists and nature of their tours and expenditure pattern of the tourists were studied. In the third step tourists’ attitudes towards the tourism centres and tourism products, factors influencing tourism and shopping experience of the tourists, at the two districts were evaluated. Results of the analysis were presented and discussed in the earlier chapters. Finally the summary of the work done and the important findings are presented in this chapter to draw specific inferences and suggestions.

Summary

The Scope

The tourism is smokeless industry. In India, the tourism industry has more social, cultural historical values as well as natural values. The tourism industry in India generates more employment either directly or indirectly, to both the educated and uneducated, besides earning huge amount of foreign exchange. Though several studies were conducted in the tourism industry in India, Tamil Nadu and few centres in South Tamil Nadu, the studies did not discuss adequately the tourist centres in Tirunelveli and
Kanniyakumari districts, tourists and the tourism products. Hence the present study on “Tourism in South Tamilnadu” studies the tourism scenario all over India, all over Tamil Nadu and important tourist centres in South Tamil Nadu. The study has focused only two districts in South Tamil Nadu namely Tirunelveli and Kanniyakumari. Further in order to assess the relative importance of the tourists centre, background tourism elements, tourists arrivals, accommodation facilities, occupancy rate at lodging units and employment generation by tourism industry in both the districts are studied. In addition to this the socio – economic profile and expenditure pattern of the tourists are studied in order to maintain the track record of the tourists. The study has also focused on tourists’ attitude towards the tourist centres, tourism products namely tourism oriented products, resident oriented products and background tourism elements, factors influencing tourism and the over all shopping experience of the tourists.

Findings

The main findings of the study are summarised and presented below:

Tourism: An Overall View

India has immense resources both natural and man-made from Kashmir to Kanniyakumari, which lure the tourists from all over the world. India’s historical and archeological monuments continue to be the biggest draw in attracting international tourists. But there has been a sluggish trend in drawing foreign tourists from all over the world except from few regions namely western Europe and South Asia. The reasons behind this tendency are, lack of infrastructural facilities up to the standard expected by the foreign tourists, dissemination of information about the tourists centres in India and
tourists centres not linked with airways, railways and national high ways. The existence of more unclassified hotels, except in Delhi, the capital of India, which has the highest number of star category hotels, is another phenomenon causing lower rate of tourist arrivals in India compared with other developed nations. The states namely Andhra Pradesh, Uttar Pradesh and Tamil Nadu draw more number of tourists. The employment generation in tourism industry as a whole is expected to provide 18.3 millions jobs during 2005 – 06. With regard to the travel agencies, tour operators and transport operators in India their number is not sufficient in all the states except Delhi, Maharashtra and Tamil Nadu. Tourism promotional expenditure per foreign tourist in India is very low compared with Australia and South Korea.

The state Tamil Nadu draws 11.3 percent and 12.8 percent of the total foreign and domestic tourists respectively in the year 1996. More foreign tourists come from Srilanka, Malaysia, Oman, Singapore etc. The important tourists centres in Tamil Nadu are Chennai, the capital of Tamil Nadu, Udhagamandalam, the hill resorts, Madurai, the temple city, Rameswaram and Kanniyakmari, pilgrim centres with sea beaches, Courtallam a health resort, with five falls within 5 Kilometer from the resort, the tranquil town of Coimbatore, Trichy, Tanjore, Kancheepuram, the city of thousand temple, a famous pilgrim centre, numerous forts, palaces, historical monument, zoological parks, museums etc.

The tourist statistics of Tamil Nadu reveals that 19 percent and 14 percent of the foreign tourists visited Tamil Nadu to see the historical places and hill stations respectively, whereas the major arrival of foreign tourists is for business and industrial
purposes which accounted for 49.3 percent and pilgrim tourism and natural sight seeing, accounted for only 9.6 percent and 7.2 percent respectively. In the case of domestic tourism, pilgrim tourists dominated next to those who came for business and industrial purposes, which accounted 28.3 percent and 30.02 percent respectively. Tourists visited hill stations, historical monuments and natural sight seeing accounted for 17 percent, 15.8 percent and 8.5 percent respectively. Regarding the length of stay of foreign tourists of the various centres of Tamil Nadu, Udhagamandalam ranked first where the average length of stay was 3.5. The average length of stay at Chennai, Kodaikanal, Rameswaram was 2.8, 2.4 and 2.4 days respectively. It is also revealed that the length of stay of Singaporeans was the highest in Tamil Nadu and the succeeding countries were Malaysia and U.K, which accounted for 7.8, 6.7 and 5.4 days respectively. Accommodation facilities were more at Chennai and the succeeding districts were Nilgris, Madurai and Coimbatore which accounted 21317, 7812, 6905 and 6455 respectively. The Tourism industry in Tamil Nadu provided jobs to managerial, skilled and unskilled persons in different sectors. The number of jobs has also been increasing drastically since 1990.

The South Tamil Nadu comprised eight districts and the famous tourists centres are Madurai city in Madurai district, Rameswaram in Ramanathapuram district, Kanniyakumari city in Kanniyakumari district and Courtallam in Tirunelveli district. South Tamil Nadu had 30.53 percent and 30.75 percent of rooms and beds respectively compared with the total rooms and beds available in Tamil Nadu. The districts selected for this study were Tirunelveli and Kanniyakumari both of which totally accounted for 8.95 percent and 9.93 percent of total rooms and beds respectively to those available in
Tamil Nadu. Comparing with the eight districts of South Tamil Nadu regarding the availability of rooms and beds, the two districts accounted for 29.32 percent and 32.30 percent respectively. It revealed that not only the concentration of accommodation units was the highest in the two districts namely Tirunelveli and Kanniyakumari but also with regard to the number of tourist arrivals.

Tourism in Tirunelveli District

1. The tourist arrivals in Tirunelveli district increased by 5.08 percent in 1998 compared with the tourist arrivals in 1996. Even through there are many tourist centres in this district, the attractive tourist centres are Courtallam, Papanasam and Tirunelveli. The foreign tourist arrivals in the district to the total tourist arrivals were very low when they were compared with the proportionate arrivals of the same in Tamil Nadu state's figures.

2. The tourist centre namely Courtallam in Tirunelveli district was the leading attractive tourist centre, which stood first with regard to tourist arrivals. The tourist arrivals increased by 15.51 percent in 1998 than that of the previous year 1997. The flow of tourists was at the peak in the months of June, July and August due to the Southwest Monsoon season. Even during the off-season times, there was a considerable flow of tourists in the months of November, December and January because of the reason that this centre is situated on the way to the Sabarimalai, which is Lord Ayyappa’s Temple in the state Kerala. Courtallam is also an important pilgrim centre in Tirunelveli district.

3. The tourist centre Papanasam is 35 km and 45 km away from the tourist centres Courtallam and Tirunelveli respectively. The main attractive elements in this place are temples, falls, hydro- electric power project and tiger sanctuary at Mundanthurai. The
tourists visiting Courtallam normally have an additional visit to Papanasam also. The reason is that in Papanasam, the Agasthiar falls has a continuous flow of water, irrespective of seasons because of the presence of two dams namely Karaiyar and Chervalar. Now a days the number of tourists visiting this places is an increasing trend as in the case of Courtallam. Papanasam attracts more pilgrims in the Tamil month of Chithirai (April) and Adi (July) for its famous Chithirai festival and Adi Amavasai festival respectively.

4. The tourist centre namely Tirunelveli is one of the big towns, and junctions in South Tamil Nadu. There are many temples like Nellaiappar temple, Murugan temple, Krishnapuram temple etc. The important tourist spots are Government Museum and District Science Centre. The tourist arrivals in Tirunelveli increased by 3016 in number comparing the tourist arrivals in 1997 with the same in 1998. The domestic tourists were more dominating. The busy months of tourist arrivals are May, June and July.

5. The tourist arrivals in the Tiger Sanctuary namely Mundanthurai and Kalakad centres, were 34590 and 63395 respectively during the year 2000. The tourist arrivals increased over the years. The tourist arrivals were higher during the summer vacation time. In the Birds Sanctuary Kunthankulam, the percentage of total tourist arrivals increased by 136.7 percent in the year 2000 compared with the year 1999. Considering the above tourist spots, the foreign tourist arrivals were high in Kunthankulam.

6. The other important pilgrim centres in the Tirunelveli districts are Sankarankoil, Kadayanallur, Tenkasi and Ambasamudram. The tourist arrivals were at peak in Sankarankoil at July, August because of the Adi -Tapasu festival. In Kadayanallur and
Ambasamudram centres, the tourist arrivals were high in the month of May, June, July and August. The tourist arrivals in Courtallam was highly influencing the tourist arrivals at Tenkasi centre. The tourists who wanted to avoid congestion at Courtallam normally preferred staying at the centre Tenkasi.

7. The tourist arrivals at centres like Radhapuram, Nanguneri, Shenkottai and Puliyangudi were increasing in the year 2000 compared with the previous year 1999, but the increase was only at a moderate rate. The foreign tourist arrivals in these centres were playing an insignificant role compared with the total tourist arrivals.

8. The accommodation is a primary product of tourism, which includes the infrastructural facilities. The number of registered lodges, rooms and beds in Tirunelveli district during 1996 were 90, 2297 and 4309 respectively. Private lodge owners were managing considerable number of registered lodges whereas the Government, Government Corporation and Local Bodies managed only a few. The star hotels in the district were only two. The average tariff per room per day was nearly Rs 133 with regard to non-air-conditioned hotels whereas in the case of air-conditioned hotels, the same was Rs 317. The share of air-conditioned beds to the total beds was only 6.52 percent.

9. The number of foreign tourist arrivals in the district during 1998 was 3054 and the bed nights spent were 3149. It showed that the average stay period of foreign tourist was 1.03 days at the lodges in the district. The majority of tourists were coming from Singapore, Malaysia and Srilanka, who constituted nearly 65.19 percent of the total. The
tourists from the U.K., U.S.A., Canada and Australia constituted 11.69 percent of the total foreign tourist arrivals.

10. The occupancy rate at the lodges in Tirunelveli district varied from 30 percent to 90 percent. Only 10 lodges had an occupancy rate of more than 80 percent and nearly 57 percent of lodges had an occupancy rate of 50 to 70 percent. The average occupancy rate was 58.77 percent in the district.

11. The employment generated by the tourism industry in Tirunelveli district increased from 23,961 in 1990 to 1,81,570 in 1996. The maximum employment was generated through hotel sector, followed by tourist transport sector. The shops dealing with handicrafts, arts and handloom items also provided significant employment to the females. The tourism industry provided more employment to the unskilled than the skilled and supervisory cadres. But during the six years the employment in the supervisory cadre increased by 10.76 times.

Tourism in Kanniyakumari District

12. The tourist arrivals in Kanniyakumari district increased from 25,84,480 in 1996 to 28,83,860 in 1998. There are ten tourist centres recognised by the Department of Tourism namely Kanniyakumari, Kumarakoil, Mathoor Thoodipalam, Padmanabhapuram, Pechipparai, Perunchani, Suchindrum, Thirupparapu falls, Thiruvattar and Vattakottai.

13. The most popular and attractive tourist centre in Kanniyakumari district is Kanniyakumari a pilgrim centre. The share of tourist arrivals in the centre with regard to the total tourist arrival in the district was 41.80 and 45.17 percent in the years 1996 and
1998 respectively. The rate of growth of tourist arrivals was 11.58 percent during the three years. The foreign tourist arrivals to the centre Kanniyakumari constituted 327 percent of the total foreign tourist arrivals in the district during 1998, which was also the maximum tourist arrivals, compared with the other centres in Kanniyakumari district. The tourist arrivals were high in the month of May due to the good season in summer. Vivekananda Rock Memorial lured tourists increasingly.

14. The place Kumarakoil is a pilgrim centre in Kanniyakumari district. The tourist arrivals in Kumarakoil constituted only 4.46 percent of the total of the district figure during 1998. The tourist arrivals increased by 14.37 percent in the year 1998, compared with the tourist arrivals in the previous year 1997. The tourist arrivals were more or less equally distributed in all months of the year. Another pilgrim centre in the district is Suchindrum. The domestic tourist arrivals constituted 99.6 percent of the total tourist arrivals in both the years 1997 and 1998. Car festival at this temple in the Tamil month of Markazhi (January) is very famous and it lures thousands of people throughout the district. The busiest month of tourist arrivals May and this was because of the celebration of chittra festival at this temple.

15. The centres namely Pechipparai and Perunchani dams were becoming popular tourist centres, because of the existence of water resources, hydropower project, motorboat services etc. The number of tourist arrivals to the above centres was 86,590 and 67,290 in the year 1998 respectively. More tourists arrived in these two centres during May and December. The tourist arrivals in Pechipparai were higher than that of the arrivals in the centre Perunchani.
16. Padmanabhapuram is located closely to Thuckalay on the way to Trivandrum. The famous tourist centres were Padmanabhapuram Palace and Temple. The number of tourists visiting this centre was on the increase. The tourist arrival rose to 3,05,850 in the year 1998. The busy months were November and December.

17. In Kanniyakumari district, the growing tourist centre is Mathoor Thoodipalam. The foreign tourists were visiting this centre more than the other centres, excluding the centre Kanniyakumari in the district. The total arrival increased from 53,310 in 1997 to 58,380 in 1998. The arrivals were high in the month of October, November and December. The Vattakottai centre became the fourth important attractive tourist centre in Kanniyakumari district. The growth rate was 14.66 percent in 1998 compared with the tourist arrivals in the year 1997. The peak month of tourist arrival was May.

18. The other important centres are Thirupparappu and Thiruvattar, which constituted nearly 4.96 and 1.92 percent respectively of the total tourist arrivals in the district in the year 1998. In Thirupparappu, the major attractions were Thirupparappu waterfalls and Mahadevan Temple. The only falls accessible to tourists in this district is Thiupparappu. The busy months of the above centre were October to December. Thiruvattar is famous for Adi Kesava temple and the tourist arrivals here increased by 2.29 percent in the year 1998 compared with the total arrivals in the previous year, 1997.

19. The accommodation facilities at Kanniyakumari district comprised 76 approved lodges, which in turn consisted of 2209 rooms and 4816 beds. The 76 lodges are scattered over six towns namely Kanniyakumari, Nagercoil, Kuzhithurai, Colachel, Thuckalay and Marthandam. The air-conditioned rooms in the lodges at the centre
Nagercoil constituted nearly 50 percent of the total air-conditioned rooms in the Kanniyakumari district.

20. The average tariff of non-air-conditioned and air-conditioned lodges in the district was Rupees 144 and Rupees 340 per room per day respectively. The economy segment of lodges was higher in this district. Nearly 84.2 percent of non-air conditioned lodges charged tariff, which ranged Rupees 50 to Rupees 200 per day. In the air-conditioned lodges, the tariff of the majority of lodges was less than Rupees 300 per day.

21. The foreign tourist arrivals in Kanniyakumari district were 42644 during the year 1998 and their average bed nights spent were only 1.02. The foreign tourists stayed a maximum of one night at the lodges in Kanniyakumari district. The majority of the foreigners who accounted for 44.64 percent came from Malaysia, Singapore and Srilanka. The tourist arrivals from the U.K, U.S.A and France were 5763, 2056 and 2218 during the year 1998 respectively.

22. The average occupancy rate of the lodges in Kanniyakumari district was 63.157 percent in the year 1999-2000. In Kanniyakumari district the occupancy rate was more than 70 percent in two towns only namely Kanniyakumari and Nagercoil. The occupancy rate was very poor in the other towns namely Marthandam, Thuckalay, Colachel and Kuzhithurai.

23. The employment generation of tourism industry in Kanniyakumari district increased by 6.67 times during the six years, that is during 1990-1996. By sector wise, the dominant employment generating sectors were hotels, tourist transport and restaurant. The shops dealing with handicrafts, handlooms, arts and crafts were providing
employment for 17203 female workers. The same increased by 7.12 times in 1996 compared with the year 1990. The tourism industry in 1996, provided employment for 25249 managerial-and supervisors cadre compared to only 2390 in 1990. Apart from those categories, the industry provided employment for 51774 skilled workers and 2,25,136 unskilled workers during the year 1996.

**Socio-economic Profile of Tourists and Nature of their Tours**

24. The socio-economic profile of the tourists revealed that the majority of the respondents, who accounted for 63.78 percent, belonged to the age group of 40 and less than 40. There was no major distinction between the two districts regarding the distribution of respondents according to their age. Only 25.96 percent of the tourists were in unmarried status. Among the married, newly married were 11.86 percent of the total tourists. Majority of tourists were family members.

25. The major occupations of the tourists, who visited both the districts were business, private employment, and government employment, which totally accounted for 76.28 percent. The monthly income of the respondents ranged from below Rs 5000 to above Rs 30000. Majority of tourists, who accounted for 38.14 percent belonged to the income group of Rs 10000/- to Rs 20000/-. Only 5.13 percent of the total tourists were earning more than Rupees 30000/- per month.

26. Nearly 55 percent of the total tourists in both the districts had college level (Under Graduate) and school level education. Nearly 16 percent of the tourists included in the ‘others’ category were illiterates and persons not completed elementary education. The tourists who had the professional degree holders were only around 11 percent to the
total tourists. There was no significant difference in the distribution of tourists according to their level of education in both districts.

27. Out of 312 tourists, only 49 were foreigners the remaining were Indians and Non-Resident Indians. Out of 226 Indians, 61.06 percent were coming from South India, followed by North India, who accounted for 20.35 percent. The Indian tourists coming from the Eastern region were only 6.64 percent of the total Indian tourists.

28. Among the South Indian tourists who visited both the districts, 43.48 percent belonged to Tamil Nadu, followed by Karnataka, 24.64 percent and Andhra Pradesh, 19.57 percent. The tourists from the above three states were higher in the case of Tirunelveli district than in the case of Kanniyakumari district. More tourists from the state Kerala preferred to visit Kanniyakumari district than Tirunelveli district.

29. Nearly 57 percent of tourists of both the districts stated that the nature of tour was pleasure tour whereas 17.63 percent tourists mentioned that their tour was pilgrim tour. Only 6.09 percent of the total tourists mentioned that their tour was business tour. The main companions of the tourists were ‘with family’ (49.68 percent), followed by tourists ‘with others’ and ‘with wife’. There was no difference in the nature of companions who accompanied the tourists in both the two districts.

31. Most of the tourists visiting the two districts, who accounted for 20.19, had undertaken South Tamil Nadu tour programmes. Only a few tourists came exclusively to visit the two districts and they accounted for 12.82 and 10.26 percent respectively in the cases of Tirunelveli and Kanniyakumari districts. Nearly 77 percent of tourists were visiting the two districts along with their other tour programmes. Around 28 percent of
the tourists were visiting the two districts along with their South India and All India tour programmes.

32. Around 43 percent of the tourist respondents of both the districts covered a distance of 1000 kms to 2000 kms in their tour programmes. Nearly 21 percent of the tourists covered a distance of more than 2500 kms since the tourists were undertaking all India tour programmes. Only 9.29 percent of the tourists covered a distance of less than 500 kms in their tour programmes. The popular mode of transport for tourists was hired and owned vehicles (i.e. four wheelers), which constituted 43.59 percent of the total mode of transport used by the tourist respondents. The tourists in the economy segment accounted for 35.26 percent since they selected route buses and tourist buses as their mode of the transport. Around 10 percent of the tourists, selected trains as their mode of transport since they had to cover more distance in their tour programmes.

33. The familiarity of the tourist centres on the part of tourists was measured with the help of the frequency of visits made. The tourists who visited more than one time were maximum that is 76.87 percent in Tirunelveli district since most of the tourists visited Courtallam more than one time whereas in the case Kanniyakumari district the same accounted for 65.13 percent in their respective total. This was because of the arrival of tourists to Kanniyakumari from far away places. Taking both the districts into account nearly 33.33 percent of the tourists spent 2 days in their entire tour programmes, whereas 25 percent of the tourists spent more than 7 days of stay in their tour programmes, since they were undertaking all India or South India tour programmes. The percentage of tourists who stayed more than 7 days in their tour programmes were higher in the case of
tourists coming to Kanniyakumari district than in case of Tirunelveli district that is 29.61 and 20.61 percent of their respective total, because Kanniyakumari is a popular tourist centre, which lured tourists from all over India. With regard to the duration of stay exclusively in both the districts, 36.22, 16.03 and 13.78 percent of tourists stayed 2 days, 3 days and more than 3 days respectively. Two day and three day stay were high in the case of Tirunelveli district that is 36.88 and 16.88 percent of respondents respectively in Tirunelveli district whereas one day and more than three day stay were high in Kanniyakumari district that is 34.87 and 14.47 percent in their respective total.

34. With regard to the types of accommodation used by the tourists of both the districts, more tourists stayed at private lodges, who accounted for 50.64 percent, followed by temple lodges, 18.27 percent and local bodies 17.95 percent. The township lodges and cottages owned by the Local bodies were preferred by the more tourists coming to Tirunelveli district than Kanniyakumari district.

35. The combined average expenditure of the tourists per day per head in Tirunelveli and Kanniyakumari district was Rupees 153.50 and Rupees 159.40 respectively. By item wise, the expenditure on accommodation constituted nearly 35 percent of the total expenditure made by the tourists, followed by transportation, 26.37 percent and food and beverages, 23.78 percent. All the other items of expenditure such as shopping, entertainment, recreation and others accounted for nearly 15 percent of the total expenditure. The expenditure on accommodation, shopping, recreation, entertainment and others was slightly higher in Kanniyakumari district than that in Tirunelveli district. There was no significant difference in the expenditure pattern of the
tourists in two districts, but the expenditure on items differed from each other. It was also confirmed by the two-way ANOVA test.

36. The mean expenditure of the tourists arriving at Tirunelveli district was higher in the case of tourists who preferred the hired vehicle and owned vehicle as the mode of transport while the same was lower in the case of tourists preferring route buses as their mode of transport while in the case of Kanniyakumari district the mean expenditure of tourists who preferred train and hired vehicle as the mode of transport was higher whereas the same was lower in the case of tourists who preferred route buses. The tourists coming 'with wife' and 'alone' were spending more on an average than the others whereas the average expenditure of the tourists was less in case of tourists coming with their companions like co-workers in both districts. The tourists coming with their family members spent averagely Rs 148.46 and Rs 167.46 in Tirunelveli and Kanniyakumari district respectively. The ANOVA test result showed that there was a significant difference in the amount of expenditure according to the tourist's companions.

Tourists' Attitude Towards Tourism

37. The most popular tourist centres in Tirunelveli and Kanniyakumari districts were Courtallam and Kanniyakumari respectively since their mean scores were 6.21 and 7.24 respectively. The second important tourist centres in Tirunelveli and Kanniyakumari districts were Tirunelveli and Suchindram. The less familiar tourist centres in the above two districts were Puliyangudi and Perunchani respectively.

38. Among the Tourism Oriented Products and Resident Orient Products, the most important products perceived by the tourists in both the districts were Food service and
Infrastructure respectively, followed by Transport and General hospitality. The less popular attributes in the above two products were Recreation, Entertainments and Others and Barbershops.

39. The familiar and important background tourism elements in each BTEs considered by the tourists in their tour programmes were Scenic resources (Natural BTEs), Traditional architectural structures (man-made BTEs) and Religious Ceremonies/Festivals (socio-cultural BTEs), Religious ceremonies/festivals (socio-cultural BTEs) since their mean scores were 10.33, 8.23 and 6.21 respectively. The relationship between the importance given to BTEs and length of stay of the tourist was explicated with the coefficient of correlation. The length of stay was high when the relative importance given to Tourism-Oriented Products was less and the Resident- Oriented Products was high. The Socio-cultural and Man-made Background Tourism Elements were positively related to the length of stay while inversely related to Natural Background Tourism Elements. All the correlation coefficients were statistically significant also.

40. The major activities of the tourists in their tour were bathing, site-seeing and religious oriented. Nearly 54 percent of the tourists in Tirunelveli mentioned that their main activity in the tour was bathing because of Courtallam where the number of waterfalls is more, whereas this percentage was less, accounting for 2.63 percent in Kanniyakumari district. Site seeing was the dominant activity among the tourists coming to Kanniyakumari district, which accounted for 31.50 percent. Among the 312 tourists in both the districts, 48 tourists who accounted for 15.38 percent mentioned that their main
activity in the tour was praying to God. On an average 8.65 percent of the total tourists mentioned that their main activity in tour was of enjoying the climate.

41. The major factors influencing tourism were Finance factor, Family factor, Psychological factor and Advertisement factor. Among the factors, the most dominating one was finance factor. It showed that the variables related to money influenced the tourists to decide whether to participate or not in the tour programmes. The most influencing variables towards tourism were income of the family and family size that is number of dependents in the family since its communality values were higher than in other variables.

42. The association between the attributes of Tourism-Oriented Products and attitude towards tourism revealed that ‘food and beverages’ was closely associated followed by the ‘transport’. It showed that when the tourists were satisfied with food and beverages, transport facilities and accommodation and they satisfied with the tour, by an overall since the correlation index was higher as 134.23, 102.21 and 96.67 respectively.

43. The discrimination function concluded that the most important discriminating variables of satisfied and dissatisfied towards the tour were Food and beverages, Transport and Accommodation since their discriminate scores were higher as 3.07, 2.14 and 1.92 respectively. This result confirmed the results of correlation Index also. The result of discriminant analysis was also tested statistically.

44. The over all shopping experience on tourism shows that nearly 42 percent of the tourists were dissatisfied with tourist centres. Around 58 percent of the total tourists were satisfied. Among the total tourist respondents 10.9 percent were satisfied, 19.23
percent wanted to the repeat their visit; 12.18 percent suggested that they would tell others to visit the place and 15.38 percent were willing to bring others in their next visit to the same centre. The multiple linear regression revealed that the most influencing variables on the shopping experience of the tourists were food service, accommodation and transport since their coefficients were 0.7381,0.5926 and 0.4217 respectively which were statistically significant also. The coefficient of intercept (6.4230) showed that there was higher influence of unidentified variables on shopping experience in the study and they played a more significant role than that of the identified variables on the shopping experience.

SUGGESTIONS

The Director of Tourism Mr. V.K. Duggal rightly pointed out that 'Tourism is not simply infrastructure, good airline connection, good roads but also opportunities for economic co-operation, trade and investment. The plan would be to get more quality tourists who have the staying and spending power rather than concentrating on the number of tourist arrivals.' The conclusions of the study stated above would suggest the following policy implications. Strategies must be planned for attaining the tourism promotion objectives like developing areas on a selective basis for integrated growth, along with marketing of destinations, besides ensuring optimal use of existing infrastructure. More especially

1. choosing of special areas as notified zones for intensive investment and

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development. Steps are required to develop more attractive tourist destinations like Courtallam, Tirunelveli and Papanasam in Tirunelveli district and Kanniyakumari, Suchindrum, Padmanabhapuram Palace, Vattakottai, Hanging Trough at Mathoor and Thriupparappu waterfalls in Kanniyakumari district, of which adequate tourism potentialities exist. The number of waterfalls in Tirunelveli district is more but it is deplorable that the carrying capacity in almost all the falls is very low. Though waterfalls are gifted by nature some constructions could be made without disturbing the natural elements as far as possible, so as to make the waterfalls accommodate more tourists lest the precious time of the tourists should be wasted. The Government authorities concerned should conduct research or may request suggestion from the experts through advertisement or some other means.

2. Almost all sorts of accommodation and boarding available in the two districts are highly insufficient to meet the heavy inflow of domestic tourists especially during the peak season times. The tourists ought to move nearby towns especially in search of accommodation. Government or Local Bodies or Private Agencies or through their combined efforts should take necessary steps to accommodate the tourists either by establishing camping sites or a scheme of paying guest accommodation in as many places as possible. This signifies a major departure, since the government efforts are now more or less confined to conceptualisation of ideas and formulation of polices to stimulate private investment.

3. Centralised booking centres, either organised by the Government or Local bodies with the collaboration of private lodge owners must be made available forthwith at
the important tourist centres or at the district headquarters for booking rooms at desired lodges in both the districts. The vacant rooms available at different lodges must be displayed at the booking centres in order to avoid unnecessary strain on the part of tourists and exploitative bargaining by the brokers and lodge owners.

4. Development of infrastructural facilities namely affordable and hygienic board and lodging units and broadening of roadways in the growing tourist spots, bestowed with natural beauties especially at Papanasam, Kunthankulam Birds’ Sanctuary and Kalakad Tiger Sanctuary in Tirunelveli district and Vattakottai and Thirupparappu falls in Kanniyakumari district must be made forthwith to scatter the tourists and to avoid over crowding in a particular tourist centre. The above tourist centres attract increasingly the foreign tourists. The Government should initiate schemes for giving financial assistance through Tamil Nadu Tourism and Development Corporation or through joint ventures by inviting private agencies interested in this field, in order to construct low cost board and lodging units. This would considerably augment the inflow of domestic tourists to both the districts.

5. The Government should come forward to encourage the private agencies by giving tax relief to establish ‘havelis’ or heritage hotels at the foothill resorts like Courtallam and Papanasam in Tirunelveli district and at sea-beach in Kanniyakumari. Moreover the palaces at the important tourist centres at Tirunelveli and Kanniyakumari districts could be converted into heritage hotels.

6. There is also need for diversifying leisure and adventure tourism not only to lure the tourists throughout the year but also making the tourists spend more in the tourist
centres. New pastimes avenues such as swimming pools, amusement parks, trekking and exhibitions, conventions and conferences sponsored by the Government, Local Bodies and other agencies must be given due weightage especially in Courtallam and Papanasam in Tirunelveli district. In the case of Kanniyakumari district pastime avenues like water sports, boating, swimming pools near the seashore, amusement parks, adventure tourism like trekking, boating and canoeing in the appropriate tourist centres and conduct of exhibition, conventions and conferences sponsored by the Government, Local Bodies and other agencies must be given immediate attention.

7. There are numerous famous and attractive pilgrim centres in both Tirunelveli and Kanniyakumari districts. The pilgrim centres identified by the Government should be given complete facility by improving the existing facilities for accommodation, food and sanitation and so on. Accommodation with boarding at affordable rates could be provided by the Temple Administration to attract more middle class pilgrim tourists. The private sector units have been dominating in board and lodging in almost all the tourist centres in both Tirunelveli and Kanniyakumari districts. They should be invoked and motivated more in the development of the places to ensure the stay of tourists comfortable. The pilgrim centres could be equipped well with shops, administered by the Temple Management, where handicrafts made locally can be sold. This will help in boosting the regional development and in tackling the problem of unemployment, besides improving the local handicraft industry.

8. The great need to tourism will come though Human Resource Development. We need to have skilled persons to man this industry right from the level of waiter to top
management people. We also need to have an educated public in order to handle the tourists as guests and not as victims ready to be exploited. We have to create awareness among the people at large about the need for treating all guests as “Atithideva” according to our ancient tradition.

9. The concept of a single window for making available all information in tourist places in the country should be developed to bring about a change in strategies pertaining to marketing and overseas publicity. More emphasis shall be on destination-specific and not just marketing nation or state or district in general. The State Government shall have to conduct tourism trade fairs, cultural programmes etc, in other states of India and abroad. Interaction with the travel agents and tour operators will also be fruitful in tourism promotion. An aggressive media policy for promotion of tourism, both locally and nationally, has to be undertaken by the Government and private authorities through the Television network and Internet to the foreigners. With the help of the different media including the above, awareness can be created about the tourist centres, facilities at the centres, importance of the tourism etc., among the public.

10. There is a need for integrated planning and development of tourism in each tourist area by having a development authority. Master plans, covering appropriate number of years for each place or tourist spot can be prepared. The gestation periods would mean that any reasonable return on investments made would take long to materialize. Such a magnitude of risk can only be borne by the public sector. While doing so, the carrying capacity of various centres needs to be determined and detailed urban planning covering land-use has to be undertaken. The risk-bearing function assumed by
the Government whether state or central in developing remote tourist places will no doubt, result in massive losses in the inception stages but in a long run will fetch good returns

11. Travel for business and industrial purposes by business people, which is also inevitable to business survival, has been dominating in Tamil Nadu than any other purposes of tours. Therefore adequate attention is to made to motivate the middle class employees who are the biggest force dominating the entire market at all places, but most of them hesitate to go on tours because of time and money factors. Hence steps are to taken conjointly by the private and public limited companies and Central state Government to make the salaried middle class to on tour compulsorily every year, by granting leave and travel concessions. Such steps would not only uplift the quality of human resources but also improved the general economic conditions of the state.

12. While providing amenities to tourists certain human, ecological and cultural values of the local people, whose life, livelihood and homes, are in inextricably linked with their habitat, excluded from access to their area. The Government task is to reduce regional conflicts and terrorist activities by fine-turning the tourism industry to the local culture and environment. In the third millennium, Government, tourists, tour operators, local authorities and the general public could be invoked for finding solution to promote tourism, the right solutions for themselves and for the survival of the planet. The concept of quality shall be taken into account in all aspects of tourism to satisfy the tourists either domestic or foreigners who are the rexes in tourism market.