CHAPTER III

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Several researchers have studied the impact of tourism on summer resorts. While most of such studies discussed the positive side of tourism, only very few studies explored its negative side. The present study, however, is made to focus on the sustainability of environment and find out the role of tourism impact on environment.

Designing a suitable methodology is important for meaningful analysis of any research problem under study. This Chapter presents the methods, techniques and tools applied in the present study.

About the Study Area

Ooty was chosen as the study area because of its high degree of tourism development. Being a hill station, Ooty is the focal point of domestic tourism with crowds thronging especially during summer vacation.

Ooty is a hill resort located in the Nilgiri district of Tamil Nadu. It is the most popular hill station in South India. This beautiful hill station is located in the Nilgiris hills at 2286 mtrs. above sea level. It has been recognised as a hill tourist station from 19th century. With its rolling lawns and salubrious climate it
became the summer capital of then Madras Presidency. Since then, Ooty has registered tremendous growth with both domestic and foreign tourists. It lies in a valley surrounded by steep sloping hills. It is known for its pleasant climate and is well connected by roads and rails. A pleasant climate and unique landscape features are its major attractions. Ooty is the headquarters of Nilgiris district. The summer season is the peak tourist season in Ooty. Sky rocketing prices for accommodation and food are common during the seasonal time. The roads are crowded and the air is heavy with exhaust fumes. The flood of tourists to Ooty is overwhelming and could be more than 10 times of the local population during the peak season.

**Objectives of the Study**

1. To know the quantum of tourist flow to Ooty.

2. To study the availability and adequacy of infrastructure which supports the tourism.

3. To assess the impact of tourism on environment vis-a-vis selected dimensions.

4. To comprehend the negative impact of tourism on the life of residents in Ooty.

5. To contemplate and evolve suitable strategies for the sustainable development of tourism in Ooty town.
Universe

Ooty town forms the universe of the study. The Municipality areas of Ooty alone were included for the investigation.

Sampling

As per the Municipal Administration office records, Ooty town has 36 wards with a total number of 24,056 households. Two per cent of households from each ward were selected as sample that comes to 481 households. The selection of the households in each ward was done by using systematic random sampling method.

Tool of Data Collection

A structured interview schedule was used to collect primary data from the sample residents to know about the impact of environment vis-a-vis problems faced by them. Both open and closed ended questions were included in the schedule.

Pre-test

In order to study the suitability of the framed interview schedule, the researcher has conducted a pre-test. For this pre-testing, the researcher has investigated 10 households. In the light of the pre-test, necessary modifications were incorporated in the schedule and standardised.
Data Collection

The data collection was carried out from January through May, 2003. The researcher has collected the necessary information from 481 households by administering the interview schedule personally. Before collecting data, the purpose and importance of this study was explained to the respondents. By establishing a good rapport with them, the researcher could be able to collect the data without much difficulty. The collected data were processed and tabulated with needed classifications.

Secondary data

Secondary data refers to the compilation or the assembling of the existing information or data, for the purpose of a particular investigation. Prominent secondary sources include census data, municipal reports, literature, newspapers, magazines, maps, reports of various departments. Data on tourists inflow was collected from the ticket sales record at the Botanical Garden. As 98% of the tourists would visit this popular tourist spot in Ooty, number of entries to the Garden has been used to estimate the tourist inflow to Ooty in the absence of any other systematic recording of tourist arrivals. Details on the number of vehicles was collected from the DCB* statement file maintained in

* DCB or Demand Collection Balance is a quarterly statement of vehicular position of the District Regional Transport Office.
the Regional Transport Office, Nilgiris. Records of ticket sales at the toll gate on the ghat road at Burliar, and records of the regional transport office checkpost on the Mysore ghat road have been used to estimate the flow of tourist vehicles into Ooty. Data on tourism development schemes were obtained from the Tamil Nadu Tourism Development Corporation reports and stock files of the Hill Area Development Programme. Details on Ooty Lake were collected from various reports compiled by the Institute of Hydraulics and Hydrology, Irrigation Wing of the Public Works Department and Tamil Nadu Pollution Control Board.

Published articles relating to tourism in general and Ooty in particular appeared in newspapers, magazines and newsletters were also referred.

**Statistical Techniques Used**

Percentages and averages were applied throughout the study. The data were analyzed by using simple percentage, Chi-square and ANOVA techniques. To study the association between selected variables, the Chi-square test was applied. The ANOVA two way model was used to examine the variations within the sample and variations between samples. Conclusions were arrived based on the analysis.
Limitations of the Study.

Since the study is confined to hill resort, the results obtained could be applied only to similar locations. The results obtained in this study, thus, cannot be extended to all tourist spots.

- There is lack of systematic documentation of information relating to tourism and the general infrastructural growth.
- Due to cost constraints and the non-availability of testing facilities at Ooty, sample tests on lake water and air pollution at different periods of time could not be carried out.
- Due to cost and time constraints a year round participation observation could not be made.
- The investigation on environmental impact is made only from the point of view of the residents of Ooty town. It excludes all other aspects such as tourists, tour operators and travel agents.