CHAPTER-VI
FINDINGS OF THE STUDY
Main purpose of this chapter is to summarize the research results discussed in chapter-V. Major findings of the study are summarized both from secondary data analysis and primary data analysis.

Dakshina Kannada district, one of the coastal districts of Karnataka is distinct in many respects: to all other districts in the nation. Economically forward in terms of major economic indicators, geographically favorable for the development of tourism and socio-culturally rich in tradition, having a unique cultural heritage. It has now been recognized as an important region for developing as special economic zone inviting major investment projects. All these set a favorable environment for tourism development. Tourism in the district has scope for outside visitors through religious, education and medical tourism. As the economy grows, it would create scope for leisure time spending tourism also, where beaches, resorts, parks and museums would gain prominence. As the major tourism products expand, the supporting infrastructures such as hotels, transport, travel agencies would grow to create employment, income and land values as well. In this way tourism in the district, with its multiplier effect, would contribute to the development of the district.

This research undertaken to review the socio-economic and cultural impact of tourism reveals that impact of tourism in general is multifaceted and to capture them in a single measure would be difficult. Impact of tourism is seen in the long run, and in the short run, tangible and invisible and in macro and micro forms. Economically, the tourism impact in terms of employment and income generation, infrastructural development, and land value increase and improved social/community
welfare activities is impressive. Social impacts are seen in terms of education, health services and culturally contribute to pressure the traditional culture and rituals. Tourism provides a commercial stage for the performance of cultural activities and creates opportunities for the cultural interactions.

In the entire sample of religious centers, there is a clear seasonal variation in the travelers visit. During the peak season, number of visitors daily will be around 20000 in Dharmastala and Subramanya, and around 5000 in Kateel. In these centers 60-70 per cent of the travelers are from outside the district. Among the Muslim religious centers, the most prominent one is Ullala Sayyed Madani Darga, where daily about 500 in normal days and around 8000 during peak seasons visit, of which about 55.0 per cent are from outside the district.

In the study region, religious centers create employment opportunities to the local people in different ways. Many families are attached for their livelihood to these centers. Nature of employment in these centers varies over a large range, as the activities of the centers are wide.

Religious centers provide educational services to the local by running schools and colleges. Dharmasthala, a religious centre, runs professional colleges as well. In addition, they manage a community development / rural development project, which is very popular all over India, and also create employment opportunities to the local labour force.
Also, religious centers provide various infrastructural facilities like guest houses for accommodation, drinking water, free meals and such others. They also create employment opportunities. As these activities expand, employment opportunities to the local labour force also increase.

Moreover, these centers create employment opportunities to the local people in the form of running business and other related services to the tourists. Improved business, services and the infrastructure in the religious centers creates scope for indirect employment to the local people in the center. Small enterprises, running exclusively for the tourists provisions, are the features of all the religious centers.

From the social auditing method of evaluation, economic impact in terms of employment generation, medical tourism ranks first with an average score 3.95, followed by religious centers (with a score 2.33) then park and beach. Impact of tourism in terms of development of infrastructure is seen more in religious tourism (score 3.33) followed by hospital, park and beach. Economic impact in terms of encouraging small enterprises and opportunity for the development of shops and hotels (multiplier effect) is seen more in religious and beach tourism followed by park and medical tourism. Economic impact, which viewed in terms of land value increase, is more in park, followed by medical tourism and beach. Overall economic impact by tourism in the study region has been ranked more in religious tourism, followed by beaches, parks and religious tourism.
The major findings of the research, based on secondary data analysis are,

1. Religious centers, beach, medical and education tourism has immense scope in Dakshina Kannada district. Religious centers like Dharmastala, Subramanya, Kateel and several others attract tourists from all other India. Along with them other temples in Mangalore like Kadri tempe, Gokarnatha, Kudroli and Magala Devi temples. Churches and Dargas also attract tourists, especially during festivals. This is evident from the table 5.14, which gives the number of tourists visiting religious centers in the district.

   Beach being unique to coastal districts has immense scope in Dakshina Kannada district. Beach spots need to be identified for planned development.

   Medical and educational tourism attracts a number of people far outside. Dakshina Kannada is known for good education, many professional colleges in the field of medicine and technical education invite students from all over the country. Further, Mangalore is known for advances in medical science in the Konkan and Malabar region.

2. New Economic Zone (NEZ) programmes proposed in the district would create more scope for tourism in the district. Major industries will come up in the district and developing infrastructural
facilities like railway, airport, and telecommunication would give scope for development of tourism in the district.

3. Tourism has well defined seasonality in the district due to well defined natural seasons which operate in the district. During the March-May every year, tourists arrive in the district during school holidays with family to visit temples in district. Therefore, during winter and summer, tourism activities will be more in the district.

4. Religious tourism attracts tourists from all over Karnataka and even from Mumbai; as many people from the district who migrated to Mumbai have a practice of visiting religious centers at least once in the year. Tourists from Kerala and Tamil Nadu also have the practice of visiting temples in Dakshina Kannada district regularly.

5. Tourism development would create scope for the development of related activities such as transport, small business, thereby generating employment opportunities in the district.

The major findings of the research based on primary data analysis are:

1. Medical tourism in the district attracts tourists from the neighbor state Kerala and educational institutions attract students from all over India. Professional colleges giving medical and engineering education attract students from allover India.

2. Beach attracts mostly local people during normal seasons. However, during the peak season (March-April), the beaches attract more
tourists from outside the district, more specifically from Maharashtra and other parts of Karnataka and Kerala.

3. All the tourism products considered for the study create scope for the development of small enterprises around them. Table 5.16 indicates that religious tourism creates immense scope for small enterprises such as hotels and shops around religious centers.

4. Religious tourism and Medical tourism provide educational services. Medical institutes run medical and paramedical courses whereas religious centers run educational institutions providing education ranging from primary level to professional educations to the people around.

5. Tourists occupation, age composition and income level are the determinants of the tourism. The age group of the tourist’s visiting different tourism center varies and it is seen in table 5.2. Highly educated people are also visiting religious centers whereas illiterates rarely visit beaches and park, and it is noted in table-5.2a. Occupation and income level of the tourist visiting different tourist spots are given table-5.3 and 5.4.

6. Basic facilities, food, accommodation, transport are the major determinants of tourism development. Table 5.8 and 5.9 indicate the influence of accommodation and transport facility in the development of tourism. Thus, hypothesis-7 has been proved.

7. Socio-cultural transformation by the tourism activities is seen in different forms. It is evident from the social auditing results, which are
presented in table 5.27. Religious centers and hospitals also provide education, community development and medical services. This proved the hypothesis-4 of the research study.

8. Medical education institutions offer free health services to the tourists. They attract people seeking medical services from the neighbor districts. They organize medical camps in the villages as to help the poor, backward people and on other hand it will be an opportunity for their medical students to practice.

9. Tourism products and economic impacts are significantly related. This is indicated in table- 5.28 and the following chi square test results. This indicates that tourism products contribute to the economic development of the region. Thus the hypotheses-1 and 5 of the study are proved.

10. Employment generation by the tourism activities is more significant. They create employment opportunities both directly and indirectly. In the study region, medical and religious tourism provide direct employment opportunity to many as indicated in table 5.15 and 5.17. Further, employment generation in the medical tourism in the recent years is remarkably growing as indicated by the results in table 5.19. Thus, the hypothesis-2 of the study is proved.

11. Tourism development is related to the development of infrastructures such as road, Electricity, transport, small business, hotels and others. This is evident from the table-5.20, 5.21, 5.23, and 5.24. Thus, the hypothesis-6 of the study is proved.
12. At 1.0 per cent level of significance, tourism products and social impact are related. It is seen in table 5.29 and the following chi-square test result.

13. ‘Tourism product’ and cultural impact are significantly related at 1.0 per cent level of significance. Based on Chi-square test results it is provided in table- 5.30.

14. Satisfaction level of the tourists with regard to the infrastructural facilities provided by the tourists centers are low in beach and park, whereas it is high in case of religious centers. This is clear from the table 5.11. Thus, the hypothesis-3 of the study is proved only in case of beach and parks. Whereas, in case of religious centers in the study region, this hypothesis is not true.

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