CHAPTER-VII
SUGGESTIONS AND CONCLUSION

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INTRODUCTION

This chapter provides a capsule summary of this research work including the research questions, research objectives, and the research hypotheses and finally, a summary of major findings. This chapter also provides major implications for evolving and implementing pragmatic tourism policies in a given region, some directions for further research in this field, and main conclusions based on the findings of this study.

SUGGESTIONS AND CONCLUSION

Tourism has grown in importance over the years and it takes a wide variety of activities in response to diverse motivations including religious, education, pleasure, romance, business, health, social status, self discovery and more. Tourism is the aggregate of all business that directly provide goods and services to facilitate business, pleasure and leisure activities away from the home environment. This implies that tourism needs to be looked at beyond the narrow economic perspective and there is a need to appreciate the relationship of leisure, relation and tourism with other social practices and behavior.

Tourism has become crucially important, mainly because of the need to determine tourism’s economic impacts, moreover it has broader economic and policy ramifications. Also, they do not address the implications that tourism has for understanding the broader social, cultural, and environmental dimensions of tourism. It is necessary to have a broader framework to assess the impact of tourism and capture the impact from all possible dimensions. From the demand side, the consumer’s behavior in the tourism transaction is decided by many
factors—demographic, social, cultural, and economic. Impact in its entire dimension is region specific and product specific.

Based on the research findings the following suggestions are made for the sustained development of tourism in a given region.

1. Any policy for tourism development in a given region needs to consider its various dimensions such as economic, social and tourism. They are as important as the environmental consequences of tourism. Economically, income generation, employment creation, micro-business expansion and supporting infrastructure development are most important. Supply of infrastructure for tourism includes, transport, hotel and accommodation and other attractive events within the tourism products. Considering these aspects, while making a policy for the tourism development, it would benefit both tourists, people involved in the tourism industry and the neighborhood society.

2. Tourism development plans need to take care of the social and cultural impact of tourism, which have long run implications. Social aspects include religious, cultural and ritual practices and the leisure spending attitude of the tourists. Tourism development brings changed social interaction and cultural transformations, therefore, tourism policy need to guide these transformations to be positive.

3. Tourism policies and plans need to take care of the social values and cultural decay or the negative impact of tourism.
4. In Dakshina Kannada coastal district, there is immense scope for religious, medical and beach tourism. Being a coastal region, with its historical religious centers like Dharmasthala, Subramanya, Kateel and others, which are already popular in South India, would be the main centers of religious tourism. Further, the district is already famous for the medical education and services and can attract many tourists. Naturally, being a coastal region has immense scope for the beach tourism. Recognizing these characteristics of the region would help to plan the tourism development in the district in better way.

5. Appropriate small enterprises need to be encouraged and established around tourism products. They would not only create employment to the local people, but also make available basic provisions for the tourists. Hotels, bakery, shops relevant to the tourists shopping tastes need to be encouraged near tourism centers.

6. Important beaches need to be identified for development as tourist centers.

7. Religious centers offering educational services have more significance and need to be the main feature of every religious center.

8. There is a correlation between the facilities available and the tourist's preference to visit religious centers. Therefore, every religious center can attract tourists by providing basic infrastructures and offering the tourists attracting provisions.
infrastructure such as road, travel facilities, small business, and hotels need to be improved to support tourism development.

Tourism is emerging as an important activity bearing both social and economic impact. Both the demand side and the supply side of this industry are expanding remarkably and thereby its contributions to the economic development, more specifically to the local development, is more significant. However, in its fast growing wave, it will have both long run and short run impact on the economic and socio-cultural set up of a given region. Therefore, any tourism development plan needs to take care of the possible negative impact while tapping the positive impacts. In this respect, it is essential to evaluate the impact of tourism to frame the future plans for sustainable development. This would also help to provide facilities to the consumers of tourism industry (the tourists) for maximizing satisfaction.

Further, socio-cultural and economic impact of tourism is region specific and product specific. Owing to this feature, it is essential to evaluate the socio-cultural and economic impact of tourism in a specific region, around a specific product. This would help to draw a appropriate regional plan for the development of tourism.

Discussion on the results of this research finds that the impact of tourism development varies across the products, in the sense, the major tourism products in the coastal Karnataka, religious and medical centers, park and beach have different impacts with different rates on socio-cultural and economic set of the region. Hence, the regional plan to for the development of tourism has to identify appropriate
products and explore the possible developmental potential among them. Tourist's interest, taste, and required supporting infrastructure is also dynamic and has to be considered while planning for any tourism development. This implies that consumer’s behavior has to be analyzed for designing the supply of tourism products.

Development of tourism in a given region will have an immediate impact on the neighborhood. There is a need to recognize such impact both in the short and the long run, to identify the negative and positive impacts. Therefore, tourism policy or programmes need to consider the region specific, product specific, positive, negative, short and long run impacts for sustainable development.

**IMPLICATIONS OF THE STUDY**

Tourism development is the demand of the economic wellbeing of the people. The kind of tourism development and their impact is region specific. Broadly, the Impact of tourism is multidimensional in character. Therefore, any research trying to analyze tourism impact need to consider this and then aggregate the overall impact. However, it is the methodological task, to capture the qualitative and quantitative measures of impact in aggregate.

**DIRECTION FOR FUTURE RESEARCH**

The present study is more descriptive than analytical in nature. Predictably, as one of the major limitations normally acknowledged by similar studies, the results of this study can only reveal general trends in the impact of tourism in a given small region, Dakshina Kannada district.
of Karnataka State, and may not contain convincing logical explanations of the socio-economic impact of tourism due to some theoretical deficiencies and methodological limitations. However, these limitations should be viewed as promising opportunities for further research in this field. Accordingly, the research offers some directions for future research in the following sections on two important issues, theoretical concern and methodological issues.

**Theoretical Concerns**

In this field of study, two deficiencies in the literature need to be addressed before significant progress can be made. First, at present there is no clear agreement regarding the impact of tourism on the socio-economic and cultural spheres except that they would bring a multiplier effect and a demonstration effect as in the case of any other developmental activities. Second, until recently there has been little in the way of strong theoretical models to aid in understanding both the role of tourism in development and the determinants of various possible impacts out of it. Similarly, without a strong theoretical foundation for understanding the determinants of such an impact exclusively from tourism, it is difficult to capture the possible impact of tourism on various sectors.

**Methodological issues**

The conceptual framework presented in this research views the socio-economic and cultural impact of tourism in a collective comprehensive way. However, the design of this study does not permit us to draw conclusions regarding these impacts in a given region as
there are other variables which need to be considered for capturing the impact in a better way. This suggests that in each sphere economic, social and cultural and even environmental, specific variables need to be identified in a given region to better assess the impact of tourism.

Future researchers cannot afford to ignore the fact that some cross-regional, national surveys of impact of tourism are available, but there has been a lack of comparative data covering a comprehensive range of socio-economic and cultural variables or specific regional level issues. Hence, a few more empirical studies will have to be conducted to examine the socio economic and cultural impact of tourism in a collective comprehensive way in the cross-regional and national contexts. Such studies would go a long way in probing the impact of tourism in a given region which is essential for planning tourism development in a better manner.

It is suggested that in order to do more rigorous research and draw more accurate conclusions in respect of the socio-economic and cultural impact of tourism, one need to take a collective strategy, and a comprehensive method. However, it is very difficult to assess the socio-economic and cultural impact of tourism in a comprehensive way, owing to the interplay of many other factors. Therefore, precise variables and measuring tools need to be applied to arrive at definite values.