CHAPTER – VI

SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSION
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6.1 INTRODUCTION

The summary and findings of the research have been narrated in this chapter. Based on the findings, relevant suggestions and conclusion have also been given in this chapter. Scope for further Research Study has been given in the end for further research studies.

6.2 FINDINGS

1. The present study is an empirical research based on an extensive survey in South Indian States. A thorough review of literature was done and content analysis was used to identify the variables of the study. A structured interview schedule was designed to test the variables and elicit responses. Hypotheses were built and these were tested with sophisticated statistical tools by using SPSS package.

2. A profile of all the South Indian States with reference to brief history of the state, politics, people, culture, GDP, population, important tourist centres, geographic and climatic conditions including suitable seasons for visiting, waterfalls, resorts, hill stations, festivals and temples etc convincingly presents the immensely existing tourism potentials in South Indian States, which has not been tapped professionally and strategically to date is evident.
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6.1 INTRODUCTION

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6.2 FINDINGS

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2. A profile of all the South Indian States with reference to brief history of the state, politics, people, culture, GDP, population, important tourist centres, geographic and climatic conditions including suitable seasons for visiting, waterfalls, resorts, hill stations, festivals and temples etc convincingly presents the immensely existing tourism potentials in South Indian States, which has not been tapped professionally and strategically to date is evident.
3. The research conducted in the field of sustainable development of tourism marketing in South India reveals that tourism market is neither adequate nor comprehensive.

All the researches made in this research study are pertaining to different components of tourism, that is eco tourism, spiritual tourism heritage tourism, adventure tourism, beach tourism. Few research studies relates to socio economic developments contribution to tourism industry.

Impact of industrialization, growing urbanization, deforestation and similar activities which has taken place in the modern days recklessly has affected tourism resources. Hence this study is more about sustainable development of tourism industry.

Tourism, as an industry, has stimulated employment, investment, and strengthened economic structure and made positive contribution to the BOP. Travel industry will continue to be good business if professionally run, integrating the latest innovations, technology and understanding the needs of the consumers to deliver quality products and services. South Indian states with its glittering tourism potentials is capable of attracting foreigners from all over the world, provides high scope and significance.

Sustainable tourism development can be thought of as meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future.

4. More effort needs to be done in promoting tourism industry and thus leaves great scope and potential for the government, industry and people of South Indian States.
5. From this study we can say that both public and private organizations involved with the tourism industry needs to re look into various strategies adopted so that tourism industry itself can be made a self sustainable industry. Government of India as well as various state governments in the Southern States of India must device tourism strategies to sustain the development of tourism marketing, with effectiveness after reviewing the opportunities arising for development of tourism marketing from time to time.

6. It is inferred that 14.5% of the tourists are totally unsatisfied with the services provided in the country. 24.4% of the tourists are neutral about their level of satisfaction towards the services provided. 23.2% of the tourists are satisfied with the services provided. 11.3% of the tourists are fully satisfied with the services provided in the country. 36.6% of tourists does not feel that eco tourism in India has tremendous potential. 63.4% of the tourists feel that eco tourism in India has tremendous potential.

7. 64.6% of tourists feel that there is adequate scope for tourism marketing and 35.4% of tourists feel that there is no scope for tourism marketing.

8. 61.8% of tourists feel that sustainable tourism marketing can be effectively done by preserving ecology where as 38.2% of tourists feel that sustainable tourism marketing cannot be achieved by preserving ecology

9. It is inferred that 62.2% of tourism feel that sustainable tourism can be achieved by encouraging native medical treatment
10. It is inferred that 70.3% of tourists feel that stability in law and order policy would encourage tourist marketing

11. 10.3% of tourists feel that transport facility in South India is very bad. 28.3% of tourists feel that transport facility is bad. 36.6% of tourist feel that transport facility is good. 4% of tourist feels that transport facility is very good.

12. Adventure tourism has attracted many visitors to South Indian States.

13. Opportunity based marketing strategy will lead to sustainable tourism marketing, if properly, tourism’s promotional strategy and programmes reach the maximum level of prospective tourists abroad.

14. It is inferred 46.5% of the tourist feel that visa formalities has to be reduced. 29.9% of tourist feel that visa formalities are not to be reduced. 23.6% of tourist feel that tourist visa formalities are not applicable

15. It is inferred that 16% of tourist feel that accommodation facility is very bad. 30.9% of tourist feel that accommodation facility is bad. 28.3% of tourist feel that accommodation facility is average. 18.2% of tourist feels that accommodation facility is good. 6.5% of tourist feel that accommodation facility is very good.

16. There was an effort to understand the proportion of pure foreigners with that of Persons of Indian Origin. The Researcher could see that 73.3% of the respondents were foreigners and the rest was the Persons of Indian Origin.

17. The age profile of the visitors indicated that most of them were in the 31-40 years category, followed by 41-50 year category followed by 51-65 year category
18. Analysis and interpretations based on the response from the tourists correctly points out that both male and female categories of people are inclined towards tourism activities

19. Heritage tourism attracts maximum tourist to south India (refer analysis)
6.3 SUGGESTIONS

1. 63.4% of the tourists feel that eco tourism in India has tremendous potential. Hence eco tourism must be promoted.

2. 64.6% of tourists feel that there is adequate scope for tourism marketing. An overall marketing strategy to promote and sustain tourism in South India must be devised by public and private participation.

3. It is inferred that 62.2% of tourism feel that sustainable tourism can be achieved by encouraging native medical treatment. As suggested by tourists, South India can sustain and even attract more tourists by promoting Medical tourism.

4. Government must take necessary action to see that law and order is established very effectively to attract tourists to South India.

5. Improve transport facilities in South India.

6. Heritage tourism attracts maximum tourist to south India so encourage the same.

7. Promote adventure tourism with the support of localities.

8. Opportunity based marketing strategy leads to sustainable tourism marketing, if proper promotional strategy and facilities reach the maximum level of tourists, by promoting travelling facility, hotel logistics and airline and giving proper awareness to the entire tourism circuit.

9. Visa formalities must be reduced in such a way that tourists feel comfortable.

10. Local people must be made aware about tourism benefits, plans and actions for sustaining tourism development in South India.
11. Develop tentative tourist places, which have tremendous potential for tourism ventures, which are competitive throughout the world.
12. Increase transport schedules to wider tourism centres especially to pilgrimage centres.
13. Promote and expose village handicrafts and fairs giving focus on village tourism.
14. Medical tourism must be promoted by encouraging native tourism.
6.4 CONCLUSION

TOURISM has today, emerged as the fastest growing industry in the world. The tourism industry in India generated direct employment of 5.5 million persons and another 8 million who were employed indirectly in the previous decade. Given these dimensions of tourism and the potential, which exists in the country, there is tremendous scope for growth of tourism industry in the country in the future.

Tourism is the second largest industry after oil and the largest single employer in the world. Today tourism sector contributes 10.2 per cent to world’s GDP and employs 10.6 per cent of the global workforce. Apart from removing regional imbalances and opening new growth centres, it provides employment opportunity for young men and women, yield tax revenues to state and national governments for sustaining trades like handicrafts and related small-scale industries. Its economic benefits is the largest industry with 3.5 trillion gross outputs worldwide. This accounts for 10.9 per cent of overall consumers spending and 10.8 per cent of capital investment in the world, signifies it’s importance to any country.

Tourism has become one of the major industries in the present world and its emergence has brought revolution in the economic field. Earlier this sector was more or less ignored and isolated, but its revenue and development potential has now been recognised in the expansion of economic stability, first by individual entrepreneurs and then by governments. Consequently, the early emphasis was on growth and promotion of tourism rather than its management and control. Tourism is viewed as being a natural renewable resource industry with visitors portrayed as coming only to admire and not to consume the landscapes, customs and monuments of a destination area.
India has its own significance with magnanimous tourism potential which can attract tourists from all parts of the world. World class monuments, heritage and cultural attractions, historical rivers, palaces, cities, art and gallant temples with sculpture and drawings of supreme beauty, wild life sanctuaries, mountains, and beaches with never ending charisma and attractions are glorious components of India’s tourism industry.

South India is rich in its heritage and pristine beauty. Untouched places offering nature’s bounty and beauty in abundance. A concentrated effort has to be made to exploit the vast peninsula, rich in cultural history and centres of art, music, folklore and adventures. Giving awareness and promoting unique and attractive tourism spots of South India to foreign countries with strategy is inevitable to promote and sustain tourism development in South Indian states. The research study has clearly shown that to sustain tourism market development in South Indian states, Herculean tasks have to be channelised.

All the four South Indian states must have a planned approach and strategy to promote its tourism potential throughout the world. Sustainable development of tourism in South India needs committed and concentrated efforts both from people and from governments of the respective states. Both private and public sectors must work hand in hand with professionally designed plans and targets in all the four states to sustain tourism development continuously and effectively.
6.5 SCOPE FOR FURTHER RESEARCH STUDY

Though the researcher has examined a large number of variables in terms of their respective preference level for sustaining tourism development in South Indian States, it is more or less in micro level. In macro level, this is only a part of the total process of meaningful segmentation, targeting and positioning strategies for sustaining tourism development in South Indian States. For detailed positioning analysis, involvement of such a large number of variables might lead to some practical problems. Availability of the quality Manpower, etc are highly critical to the Tourism development as a whole, which has not been considered as an area of interest. Inclusion of the same would have added more insights to the research topic. However, the micro level observations discussed here may help a destination in selecting the target segment. Such analysis can easily be extended to other segmenting variables, of those that are not covered here and can be looked into by an in depth study by future researchers. In addition, the entire work could be viewed and critically analysed from the side of domestic tourists as well.

Future research topics recommended

1. Opportunities in medical tourism in India,
2. Eco Tourism and Indian economy,
3. Tourism industry’s contribution to GDP,
4. Study on employment opportunity through tourism promotion in India,
5. Study on scope of adventure tourism in south India.