CHAPTER - III

METHODOLOGY

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CHAPTER III

METHODOLOGY

This chapter is devoted to explain the methodological strategies adopted in this study. Selection of proper research method is a very crucial problem. If a wrong methodology has been adopted for completing a piece of research, the results are bound to be vague, implausible and unscientific. The methodology for any research study is strong in a careful examination of the available literature and depending, to a large extent, on the imagination and long term vision and understanding of the researcher. Therefore the present research study really needs the methodology, so that the study would get a scientific analysis and necessary social and economic significances. The methodology comprises need for the study, choice of the study area, selection of samples, collection of data, statistical tools and techniques used, research design, period of study and the limitations of the study.
Need for the Study

Kanyakumari district occupies a unique place among the tourist centres of India. Kanyakumari is the only place in India where one can enjoy the unique experience of watching the sunset and moonrise simultaneously on a full moon evening. A fine beach with different colours of sands is another interesting aspect in this district. Palm leaf articles are very famous in Kanyakumari district. Tourism bring in its wave a spurt of employment opportunities and indirectly of contractors, traders, manufacturers, craftsman, artists, transports, hoteliers and tour operators and a large number of public administration employees of the tourism, health, police, civil aviation and the like.

The private sector is also playing a vital role for the development of beaches in this district. The private sector from Kerala has set up a “Sea side Amusement Park” named “Bay Watch”. Bay Watch which mainly attracts children. Now it has set up a museum is called the ‘WAX MUSEUM” which mainly attracts the foreign tourists.

The next amusement park for children is named “Divine Thamizh Mother Park” constructed opposite to the Kamarajar Manimandapam.

The whole district has a very cool and pleasant climate, rivers, beautiful hills, forests, coconut groves, paddy fields, rubber, clove estates and
wonderful flower gardens which are substantial ecological factors for the
growth of tourism. Paddy is the important crop of the district and it is
cultivated in an area of 27565 hectares. Rubber is in the second place with
over 20000 hectares, cashew crop in the third place with 2102 hectares and by
tapioca is in the next place with 1212 hectares.

Dams, tanks, canals are the major sources of irrigation. Pattanamkal, Kodayar, Neyyor are the main water systems of the district.

Souvenirs and handicrafts made of palm leaves, jute and sea
shells are the main items to be taken home and also available for sale are
packets and trinkets of coloured sea sand from this district.

Kanyakumari district is easily accessible by rail, by road and by
air. In this town is connected to all major cities in South India by road. Buses
to Kanyakumari ply from tourist centres such as Chennai, Trichy, Madurai,
Rameswaram, Coimbatore, Ooty and Thiruvananthapuram. The nearest
Airport is Thiruvananthapuram it is 80 away from Kanyakumari.
Kanyakumari district is the terminus of the broad gauge link of the Southern
Railway and it connected to Chennai, Mumbai, Delhi, Thiruvananthapuram
and Bangalore.

Swami Vivekananda the great Indian philosopher, went into
contemplation on a rock offshore at Kanyakumari. On this rock today called
the Vivekananda Rock Memorial. The sunrise and sunsets can be spectacular
in the district. The Vivekananda Rock Memorial Committee provides various types of accommodation at Vivekanandapuram. There are so many good midrange hotels available in this district.

Kanyakumari district enjoys a pridal place in terms of tourism potentials. There are several places of social, cultural, historical and religious significance. Tourism in Kanyakumari district has been contributing to the overall growth of the district. In the district, there are plenty of tourist attractions like historical places, cultural spots, pleasing weather, sceneries, amenities, accommodation, accessibility and above all the congenial law and order situation prevailing in the study area. There is a wide network of boarding and lodging facilities in this district.

With all the above mentioned attributes, Kanyakumari district is an ideal tourist spot. A tourist who get a chance to spend his money on holiday at this district, will get whatever he wants. He would return home duly satisfied after his stay at this district.

Choice of the Study Area

Kanyakumari District is a district at the southern end of Tamil Nadu State. It is a smallest district in the State. The Indian Ocean, Arabian Sea and Bay of Bengal confluence in Kanyakumari. Paddy is the most important crop of the district. The district is bounded by Kerala on the west
and north-west. On the north and east is bounded by Tirunelveli. The south and south-west boundaries are the Indian Ocean and the Arabian Sea. The south-eastern boundary is the Gulf of Mannar.

Kanyakumari district is famous for its majestic hills, virgin beaches, pristine rivers and meandering rivulets. This district has a fragrance of architecture, culture and customs of neighbouring Kerala mixed with rich deep traditions, culture and architecture of Tamil Nadu. Kanyakumari district was annexed with Tamil Nadu on November 1st 1956, before that it was a part of Kerala.

The west and east coasts of Kanyakumari district have beautiful beaches. The Vattakottai beach, Leepuram, Rasthakadu Seashore and Chinnamuttom Fishing Harbour of East Coast and Sanguthurai, Sothavelai, Mutton, Thekkurichi, Colachel Fishing Seashore and Thengapattinam beach centres of West Coast are a nature’s gifts to the district.

Kanyakumari is a unique place which symbolically stands for the unity of culture. So, the people from different countries are very much interested in visiting this place. Among the other tourist attractions in Kanyakumari, the beaches attracts the tourists in large number. The Government has allotted a large amount for the development of beaches after the Tsunami, an amount of Rs.44 crores for infrastructure at tourism spots in different parts of the district to attract domestic and foreign tourist.
The foreign tourist particularly those from U.S., U.K., Netherlands, Germany, Nepal, Australia are visiting Kanyakumari year after year due to the climate conditions and the Panoramic landscape which enthrals them.

The Government museum possesses a good collection of sculptural arts and crafts of Tamil Nadu. Accommodation is available in plenty as the Government of Tamil Nadu and Kerala run hotels of Indian and Western Styles. Kanyakumari district is also called a centre of religious integration.

Selection of Samples

By using structured questionnaires the researcher collected the opinions and views from the sample of 500 visitors from 25 important tourist spots in the study area. In the sample of 500 travellers, 250 were Indians and 250 were foreigners. The 500 samples are selected by the investigator which are most typical of the universe with regard to the characteristics, under investigation. The study involves data from the tourists (Indian and foreigners) whose time of arrivals and the number of arrivals can not be predicted before hand. The only way opened to the researcher is to visit the selected places and collect the informations with those who are available at that time, only because of these as soon as the 250 reached in each case. The
data collection was stopped and hence the number 500. The available time for the researcher did not allow for higher sampling in this case.

**Collection of Data**

The present research work needs both primary and secondary data on tourism. The secondary data contributes to many aspects of tourism in Kanyakumari district and the primary data is to get a clear first hand information of the various aspects of the present research study and the economic study of tourism industry in the study area. Primary data are collected from the statistical information got through systematically prepared questionnaires.

The researcher spoke to the travellers and discussed certain issues and problems pertaining to infrastructure development, quantity and quality of accommodation, food and beverage, transport, entertainment, banking network and recreation available in the District.

Secondary data are collected from the number of newspapers, journals, District Census Hand Books, District Statistical Hand Books, Government Reports, Reports of Tourist Information Office at Kanyakumari and other records which are associated with tourism. Secondary data are also collected from the number of related text books, sample studies, survey records and other similar research works.
Statistical Tools and Techniques Used

The present research work is highly scientific and fruitful statistical techniques are used for the purpose of collection, analysis and the interpretation of data. Several statistical tools and techniques are employed wherever needed. For this well prepared questionnaire is used in the present study to collect the primary data to complete the selected research work.

Mathematical and Statistical tools are also used in the study.

(i) Compound Growth Rate

Since the data is on time-series for each one of the variable, to assess as how the different entrepreneurship have developed as a first step the growth analysis is carried out with the formula given.

Let A be the initial value of an item and g is the average growth over the entire period (compound growth rate), then in the beginning of the second period it become A+Ag.

If the denote by A₁, A₂, ..........At the value of A in periods 1, 2, ......., then

\[ A_1 = A \]
\[ A_2 = A_1 + \text{amount grown.} \]
\[ = A_1 + Ag \]
\[ = A + Ag = A(1+g) \]
\[ A_3 = A_2 A_2g = A (1+g) + A (1+g)g. \]
\[= A (1+g) (1+g) = A (1+g)^2\]

Similarly \(A_4 = A (1+g)^3\)

\[\text{At} = A (1+g)^{t-1}\]
\[A_{t+1} = A (1+g)^t\]

If we denote \((1 + g)\) by \(b\), it is of the form

\[A_{t+1} = Ab^t\]

That is \(y = Ab^t\) where \(y\) in the value of the variable at \(t+1\)

In order to estimate if we have to transform this is the logarithmic as

\[\log y = \log A + t \log b.\]

ie of the form

\[y = a + Bt \quad \text{where} \quad y = \log y\]
\[a = \log A\]
\[B = \log b\]

Thus when the logarithmic value of the dependent variable is linearly regressed on time ‘\(t\)’ We get \(B = \log b\) as coefficient of ‘\(t\)’.

ie the regression coefficient = \(\log b\)

\[\therefore \text{antilog } b = 1+g\]

and \(g = (\text{antilog } b-1)\)
Thus the compound growth rate is antilogarithm of the regression coefficient minus one when logarithm of the dependent variable is linearly regressed on ‘t’.

(ii) Regression Analysis

Regression analysis is carried out in order to find the cause and effect relationship between the dependent and independent variables otherwise called the regressand and regressor. The form of the equation is,

\[ Y = a + bx \]

The parameters are estimated through ordinary least squares by solving the two normal equations.

\[ \Sigma y = na + b\Sigma x \]

\[ \Sigma xy = a\Sigma x + b\Sigma x^2 \], where \( n \) is the size of the sample.

Research Design

In this study a descriptive research design is effectively used to study the important tourist places, 25 important tourist centres have been selected.

Period of Study

This study pertains to the July 2001 to December 2005 only. During this period the investigator also collected informations from travel
agencies, owners of boarding and lodging, owners of handicraft stores and also collected samples from the visitors.

Limitations of the Study

The researcher had to face a few limitations during the field work in connection with collection of data.

1. Majority of the tourists have detailed accounts of their tours with experiences, feelings and problems, a few did not come out with their views and opinions so spontaneously.

2. The reliability of the data depends upon the information furnished by the respondents.

3. The secondary data was taken with great difficulty. For secondary data the researcher completely relies on the figures compiled by Tourist Information Office, TTDC and District Statistical Hand Book.

4. The researcher had to collect primary information mostly through field visits. But for time and cost constraints it was not possible to visit all the places.