CHAPTER – VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

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This chapter contains a summary of important findings and suggestions for improvements and conclusion.

Findings

Kanyakumari district is a popular tourist centre because of its prime geographical location of having the confluence of an Indian Ocean, a Bay of Bengal and Arabian Sea. This district has been famous pilgrim centre from very early times. Historically this place has been associated with great men like Swami Vivekananda, Mahatma Gandhi and Kamarajar. The present study is concerned about tourist potential in this district. Nearly 25 important places are selected by the researcher as the existing potential area of tourism.

In the sample of 500 tourists, 250 were Indians and 250 were foreigners. There are two types of tourists i.e., Indian and foreign. The Indian tourist is known as a Inbound Tourist i.e. inside the country, and the foreign tourist is known as the Outbound Tourist i.e. outside the country.
The study reveals that among the foreigners there were 32 percent from United Kingdom, 20.8 percent from America, 11.6 percent from France, 10.8 percent from Germany, 9.2 percent from Japan, 6.8 percent from Italy, 4 percent from Singapore, 2 percent from Malaysia, 1.6 percent from Sri Lanka and 1.2 percent from Australia.

The analysis shows that out of 500 sample tourists, 66 percent of them are males and 34 percent are females. The male tourists are greater in number than the female tourists. The male tourists feel safe during their tour period, so they are interested in going to other places for visit. The ratio of male and female tourists is 66:34.

From the investigation it is clear that among the 500 tourists, 46 percent of the sample tourists fall in the age group between 40 and above, 19 percent are between 31-35 years, 16 percent are below 25 years of age, 10.8 percent are between 36-40 years and 7.8 percent are between 26-30 years of age.

Regarding the level of education out of 500 sample tourists, 44 percent of them have school level education and 56 percent college level education. Most of the tourists have college level education than school level. It is important to note that many of them are highly educated.

The investigation regarding the nature of occupation shows that 22 percent are professionals, 18.4 percent are educationists, 35.8 percent are
businessmen, 20.2 percent are officials and 3.6 percent are retired persons. The higher percentage of the tourists are businessmen. The percentage of the retired persons is less than the other tourists. The professionals occupy the second place among the other tourists. The officials ranked third place and the educationists fourth place among the sample tourists.

The analysis regarding marital status reveals that 53.6 percent are married, 42 percent are unmarried and 4.4 percent are widows. The married tourists are of a higher rate than other sample tourists. The sample of married tourists rate is higher, because many of them are coming for honeymoon trip.

The study regarding the religious composition shows that 34 percent of them are Hindus, 56.4 percent of them Christians and 9.6 percent of them Muslims. The Christians are higher in number than those of other religion among the sample tourists since many of the foreign tourists belong to Christian religion.

The analysis regarding nature of family of the tourists shows that 38 percent are from joint family tourists and 62 percent from nuclear family. Majority of the tourists come from the nuclear families.

The investigation regarding number of family members forming the touring group are 11.6 percent for below 2 members, 81.6 percent for 3 to
5 members, 5.8 percent for 6 to 10 members and 1 percent for above 10 members. The tourists form their touring from among family members.

The study concerning the mode of transportation 53.6 percent use air transport, 2.2 percent use sea transport, 39.4 percent use trains, 3.6 percent use buses and 1.2 percent use taxis.

The analysis regarding the annual income of the tourists shows that 11.2 percent have annual income below 1 lakh, 40.6 percent 1 to 2 lakhs, 36.4 percent 2 to 3 lakhs, 10.4 percent 3 to 4 lakhs and 1.4 percent above 4 lakhs. Only 7 (1.4 percent) are from high income group and 56 (11.2 percent) from lower income group.

The investigation regarding the purpose of visit shows that 15.4 percent are on business or official visit, 9.2 percent for education, 5.6 percent for visiting friends or relatives, 9.8 percent with the specific purpose of pilgrimage, another 12.8 percent for archaeological monuments, 4 percent for witnessing cultural events, 16.2 percent of the tourists come only for sight seeing, 3 percent for visiting hill resorts and the remaining 24 percent for visiting beach resorts.

The study regarding the number of days spent by the tourists shows that 83.6 percent are tourists and 82 (16.4 percent) Excursionists. Among the tourists 85 (17 percent) stay up to 2 nights, 229 (45.8 percent) stay 3 to 6 nights and remaining 104 (20.8 percent) stay more than a week. It is
inferred that a significant section (83.6 percent) of the tourists to Kanyakumari District are just tourists because they stay for more than 24 hours within this district.

The study regarding the sources of information of the tourists reveals that, 14.4 percent of them have their own previous experience, for 13.8 percent of them the source is from tourist office or travel agency, for 43 percent of them from films or advertisements, for 23 percent of them from friends and relatives and for 5.8 percent of them from exhibitions.

In the study area majority of the boarding facilities provide both vegetarian and non-vegetarian food items. Regarding the level of impression majority of the tourists (54 percent) stress for modernisation. The least number of tourists are at level of impression ‘indecisive’ (i.e. 6.2 percent), 18 percent of the tourists agree that the level of impression is good, 21.8 percent of tourists come under the second level of impression ‘insist on drastic changes’.

The analysis regarding impressions about lodging facility reveals that few lodges have got facilities like T.V., lift, ice-cream parlour, car parking, electrical and electronic appliances, shopping facilities, internet facilities and bar attached facilities. Regarding the level of impressions majority of the tourists (52.2 percent) insist on drastic changes. In the second level of impression category of tourists, 22 percent stress for modernization.
The level of impression of 16 percent of the tourists is good. For 49 percent of the tourists level of impression is indecisive. Generally tourists expect many comforts in rooms in terms of furniture, electrical and electronic equipments. Services like serving food and drinks in the rooms, providing good drinks and water, buying necessary things are highly essential.

In the study area TNSTC is the public sector transport corporation. Apart from that long route express services are provided by Tamil Nadu State Express Transport Corporation (TNSETC). This district is well connected by telecom services. All India Radio Station is very well activated in this district. Regarding the level of impression majority of the tourists (58 percent) admitted that transport and communication system is good, 28 percent of the tourists stress for modernization, 14 percent of the tourists’ impressions about transportation and communication system is indecisive.

The investigation regarding the availability of banking facilities shows that the Indian Overseas Bank is the lead bank in the district. In the study area majority of the scheduled commercial banks are functioning with all the facilities. Regarding the level of impression about availability of banking system, majority of the tourists (59 percent) agree that the services are excellent in the study area. 41 percent of the tourists agree that the facility is good.
The study concerned about health care system shows that around 56 percent tourists stress for modernization and 38 percent of the tourists opine that the existing health care system is good. 6 percent of the tourists opine that system needs drastic changes.

The study regarding the provision of hygienic water reveals that none of the tourists feel that there is hygienic water facility. Regarding the provision of hygienic water in this district majority of the tourists (55.4 percent) insisted that drastic changes should be made in this regard and only 18.8 percent agree that the existing facility is good. 25.8 percent of the tourists stress for modernization.

The investigation regarding the existence of shopping complex reveals that 56 percent stressed for modernization in the existing sales depots. Only 44 percent agreed that the existing arrangement is good. But it should be admitted that the rural artisan made products should be available for sale at a cheaper price to the tourists in the tourist spot.

The study regarding the level of impression of tourists of information facility majority of the tourists (54 percent) insist that drastic changes should be introduced in the information area in order to facilitate the right and reliable information to the tourists. Using publicity through news daily, computer, creating websites with enough needy information etc will create awareness among the tourists about the tourist site.
The study regarding the level of impression about the quality of food services majority of the tourists (56.4 percent) consider as good but not excellent. 38 percent of tourists stress for modernization. Only 5.6 percent of the tourists agreed that insist on drastic changes.

Regarding the level of impression about bar services majority of the tourists (58 percent) called good. The next 42 percent of the tourists opined that stress for modernization.

The study concerned about the tourists are dissatisfied with boarding, lodging, healthcare, hygienic water, shopping complex, information centre and food service facility. They are little satisfied with transport and communication as well as the bar-attached facilities. The only item on which they have good satisfaction is the Banking. Thus on the whole tourists are mostly not satisfied with the existing conditions and they have expressed the drastic changes in the tourist spots.

The analysis on tourist spots most attracted to the tourists reveals that out of the 500 tourists selected for investigation 24.6 percent were attracted from pilgrimage, 20 percent were attracted from falls, 19.4 percent of them are attracted from dams, 16.4 percent of them are attracted from fort, 16 percent were attracted by beaches and 3.6 percent attracted from other tourist spots in this district.
Regarding the level of satisfaction of the trips undergone by the tourists, 98 percent of the foreign tourists were satisfied and 2 percent were not satisfied. At the same time 95.2 percent of the domestic tourists were satisfied and 4.8 percent of them are not satisfied in the trip.

The analysis regarding compound growth rate for arrivals shows that the growth rate is highest (14.42 percent) for the foreign exchange earning in India. Similarly in the case of the arrival of tourists, it is highest for the foreign tourists.

The study regarding the growth rate of travel agencies reveals that it is significant at one percent level of probability.

The investigation regarding the growth rate for employees is significant at one percent level of probability. Moreover the magnitude is the highest (13.43 percent) for the females.

The study regarding the growth rate on ticket booking it is highest for the domestic travels. The actual data reveals that when compared with the total arrivals, people opting for Ticket Booking are very rare, mostly below one per cent.

The growth analysis associated with the arrival of tourists reveals that the rate at which the income grows for the Travel agencies in Kanyakumari is (N=16) 9.76 percent and this is significant at one percent level of probability.
The compound growth rate worked out for lodges in Kanyakumari reveals that there is significant growth rate on the total number of lodges and also on the C-class lodges.

The growth rate worked out in the number of labourers employed to 5.9 percent (N=16). This growth rate is significant at five percent level of probability. This growth rate is almost equal to the growth rate for the number of lodges. Thus the Labour growth is in the same proportion as the number of lodges.

The estimated growth rate of income received by the Hotels, Lodges and Restaurants from 1990 to 2005 was 6.4 percent (N=16). This growth rate of income of the lodges are almost equal to the growth rate of the number of lodges existing in the study area.

The study reveals that there is no significant growth rate on the number of restaurants, however there is significant increase in the intake of labourers and the turn over of business.

There is no significant growth in the number of units of petty shops in Kanyakumari. However, items for which there is more demand, there is growth in the number of units, the number of persons employed in it and also the revenue got in it.

The employment generation significant growth rate is obtained only in the case of hand embroidery, Banana, Jute and Sisal Fibre, Palm leaf,
Temple Jewellery, Stone-carving, Artistic pottery and Wood carving. Forecast for the employment opportunity are done with the help of the compound growth rate estimated. Since as per the long term forecast are invalid.

In the case of the labourers working in restaurants and travel agencies, the forecast is made for the next five years for the different categories of employees. The details presented in this sector will be able to produce employment opportunities for more than 3000 people in 2010.

The study reveals that in 2010 the number of Lodges will go to 122, Restaurants will go to 31, Travel Agencies will go to 420 and Petty shops will go to 554.

There is a significant growth rate in land cost and rental values. The magnitude of the growth rate shows that the increase in the land value is higher proportion that in the tourist arrivals.

In the case of the regression equation for Land value $R^2 = 0.82$. This is significant at one percent level of probability. This shows that eighty two percent of the variation in the Land value in Kanyakumari is being explained by the arrival of Tourists. That is majority of the cause of the recent escalated land value in Kanyakumari is due to the increased inflow of tourists in the study area.
Similarly in the case of the regression equation for the Rental values, the R-square is 0.87. Here also it is significant at one percent level of probability. This implies that eighty seven percent of the variations in the rental values is due to the arrival of tourists.

The association between arrival of tourists and the number of entrepreneurs is 0.83, this is found to be significant at one per cent level of probability. The correlation between the number of entrepreneurs with the number of persons employed is 0.87 and this is also significant at one per cent level of probability. The correlation between the number of tourist arrived and the number of persons employed is 0.84. The association is significant at one per cent level of probability.

The testing of hypothesis I reveals that the association between arrival of tourists and the number of entrepreneurs is 0.83, this is found to be significant at one percent level of probability. The correlation between the number of entrepreneurs with the number of persons employed is 0.87 and this is also significant at one percent level of probability.

The testing of hypothesis II reveals that the functional relationship between the rental value and the number of tourists arrived can be tested with ANOVA. The ‘F’ value is significant at 1 percent level of probability. Hence it validates the 2nd hypothesis.
Suggestions for Improvements

The following suggestions are made to improve the tourism potential in this district:

1. Arrangements must be made to highlight the artistic merits and socio-cultural values of the district. For this cultural tourism has also to be promoted in the study area.

2. Tourism is a pleasure industry which depends on interests, attractions, informations and persuasions and hence greater publicity through media, brochures, folders, picture cards and brief write-ups must be made. Short but informative films and advertisement also have to be produced.

3. The welfare of the tourists must be given top priority both by the boarding and lodging units and the concerned governmental departments and related agencies.

4. Likewise, a few motels, camping sites, youth hostels and bed and breakfast establishments may also be set up in addition to boarding and lodging units at places like Kanyakumari and Nagercoil.

5. The government may make necessary arrangements to introduce boating facility in tanks and dams in order to attract more tourists.

6. Arranged tours are very popular in these days. The authorities concerned should come forward to organise convenient arranged tours in Kanyakumari district.
7. The most urgent need in almost all the boarding and lodging sectors is the introduction of scientific methods of cooking food items and serving them, washing and maintaining, treating water and clearing the units. Protected drinking water should be served. Service plates, spoons and cups should be sterilized by steam every time.

8. Continental and Chinese type food items must be served by more sectors. More boarding sections should be available for non-vegetarian food items, attached bars, ice-cream parlours and air-conditioned dining halls. The drive-in-facility and the doctors-on-call facilities should be also available in the study area.

9. In order to encourage tourism, tourism information boards, more time boards, picture boards, money exchange facility, tourist vehicle and travel agency services should be made available in important tourist spots in the study area.

10. The seashore should be kept clean. The ferry service should be improved very well to Vivekananda Rock Memorial and Thiruvalluvar Statue. Lighting facility should be arranged very well in the beach areas.

11. The Central Government should come forward to establish an airport near Kanyakumari for the convenience of outbound tourists. Frequent train services to be arranged in this district.
12. The State Government should arrange the bus services to link all the tourist spots in Kanyakumari district. The maintenance of the National Highways is essential in the study area.

Conclusion

The study area is famous for places of worship, places of interest, picnic spots, historical places, light houses, dams and falls, amusement park, exhibitions and museum. In the peak season everyday lakhs of people are visiting this area. So the concerned authorities should take adequate steps to improve the boarding and lodging, transport and communication, health care systems and hygienic water. There are some untapped potential areas in this district those places should be identified and should be developed at the international standard, through that we can improve the employment potential to a great extent. Tourism creates more employment to educated and uneducated women and men and also to the entire family members involved directly or indirectly. Thus, tourism is a powerful source of income and employment and at the same time it will create more foreign exchange earnings and national integration.