CHAPTER VII

SUMMARY OF FINDINGS AND RECOMMENDATIONS

Tourism has been a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences, and the desire to be both educated and entertained. The importance of tourism, as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is a large service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism has the potential to grow at a high rate and ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country’s success in the services sector and provide sustainable models of growth. Tourism sector stimulates other economic sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. through its backward forward linkages and cross-sectoral synergies. The objectives of the study were the following:-

- To assess the pricing strategies for supportive services of tourism industry in the States of Kerala and Tamil Nadu.
- To evaluate the promotional strategies adopted for promoting identified products in the States of Kerala and Tamil Nadu.
- To ascertain whether there is significant difference between the perception of tourists in the States of Kerala and Tamil Nadu with regard to tourism promotion initiatives.
• To ascertain whether there is significant difference between the perception of domestic tourists and foreign tourists in the State of Kerala as well as in the State of Tamil Nadu.

• To find out the impact of supportive industries in strengthening tourism in the two states.

• To evaluate the benefits from tourism accruing to the states.

• To study the various policy initiatives adopted for designing tourist products in the States of Kerala and Tamil Nadu.

Based on the objectives, the study was conducted and the following are the revelations of the study:

Of the foreign tourists who have visited Kerala, most of them have visited Alappuzha and Kovalam. In the case of domestic tourists who have visited Kerala, most of them have visited Alappuzha and Kovalam. It can be found that the most visited destinations in Kerala by both the domestic and foreign tourists are Alappuzha. It was observed that tourists had a tendency to visit destinations which were integrated in terms of location and convenience in visit.

Of the foreign tourists who have visited Tamil Nadu, most of them have visited Madurai, followed by Pondicherry. In the case of domestic tourists, majority have visited Tamil Nadu where they have not mentioned the specific places they have visited in Tamil Nadu followed by Chennai and Kanyakumari. It can be found that the most visited destinations in Tamil Nadu by the foreign tourists is Madurai and the domestic tourists have visited Tamil Nadu in general.
The frequency of visits of the foreign and domestic tourists in the pilgrimage centres of Tamil Nadu and Kerala reveals that most preferred pilgrimage centre for the foreign tourists in Tamil Nadu is Kanyakumari followed by Kanchipuram and Madurai. In the case of domestic tourists of Tamil Nadu, the most preferred pilgrimage center is Madurai followed by Kanyakumari. Domestic tourists of Tamil Nadu also have high preference for Palani, Suchindram and Mamallapuram.

The frequency of visits of the foreign and domestic tourists in the hill stations of Tamil Nadu and Kerala shows that for foreign tourists and domestic tourists, the most preferred hill station in Tamil Nadu is Ooty. Kodaikanal and Yercaud are the other most preferred hill station for both foreign and domestic tourists of Tamil Nadu. Majority of the foreign tourists of Kerala prefer Munnar in hill stations. For domestic tourists of Kerala both Munnar and Ponmudi are equally preferred hill stations. There has always been a preference for hillstation in both the states. This has a relationship with weather and climatic conditions.

Hogenakkal is the most preferred backwater of Tamil Nadu for both foreign and domestic tourists of that state. Courtallam is the other important preferred backwaters of Tamil Nadu for foreign and domestic tourists. Alappuzha is the most preferred backwater for the foreign tourists of Kerala followed by Kollam and Kochi. For the domestic tourists of Kerala also, the most preferred backwaters is Alappuzha followed by Kumarakom, Veli and Kochi.

Kanyakumari beach in Tamil Nadu is found to be the most preferred beach for foreign tourists and domestic tourists. Chennai is the other important beach in
Tamil Nadu for foreign tourists as well as domestic tourists. The third preference of the foreign tourists is Pondicherry while that of domestic tourists it is Suchindram. In the case of Kerala, Varkala and Kovalam are the more preferred beaches for foreign tourists while the preference of domestic tourists spread over Kovalam, Shanghumugham, Cochin and Varkala in descending order.

The frequency of foreign tourists is found to be less than half of the domestic tourists in the visits to health centres. Chennai is the most preferred health centre for both foreign and domestic tourists. When Tanjavur comes the second for foreign tourists, Vellore is for domestic tourists. Government Ayurveda Hospital, Trivandrum is the most preferred health centre for both foreign and domestic tourists in Kerala. Nature Cure centre in Varkala is the other important health centre for foreign tourists in Kerala. Ayurveda Centres, Kovalam and Kottakkal Arya Vaidya Sala are the second and third important health centres for the domestic tourists in Kerala.

In Tamil Nadu compared to Tiruvannamalai, Pichavaram is the important eco-tourist centre to foreign tourists. In Kerala, Periyar National Park is the most preferred eco-tourist centre for foreign tourists and Thekkady is for domestic tourists.

Foreign tourists of Tamil Nadu are found to be attracted more to the festivals in Mamallapuram and Tiruvannamalai. The second attraction of the foreign tourists in Tamil Nadu is in the festivals in Madurai and Salem.

The result indicates that in general, tourists are more satisfied with the facilities available in the pilgrimage centers. They are also found to be highly satisfied with
accessibility and accommodation in the pilgrimage centers. The results also indicate that the support services of emergency helpline and health care facilities in the pilgrimage centre are comparatively poor.

In the case of hill stations it can be inferred that the tourists are not satisfied with emergency helpline, health care facilities, information centres and working guides. Further, they are not satisfied with food and drinking water, cleanliness, information centres, working guides, travel agents and tour operators. They are highly satisfied with facilities available, packages available, attitude of locals and accommodation.

As far as backwaters are concerned, the level of satisfaction is very high in respect of facilities available, attitude of locals and accommodation. The tourists are not satisfied with cleanliness in the backwaters. In all other parameters, the score of level of satisfaction is more than average. It can be understood that the cleanliness in the backwaters is very poor as opined by the tourists.

As seen in the case of backwaters, the same result is seen in the case of beaches with the highest level of satisfaction. Here also, the tourists are highly satisfied with the facilities available, attitude of locals, and accommodation. Further they are also satisfied with other parameters except emergency helpline, healthcare facility, cleanliness and working guides. They are least satisfied with emergency helpline.

In the case of health centres the highest score of level of satisfaction is for facilities available and packages available followed by attitude of locals. It can be inferred that the tourists are satisfied with all the parameters in health centres.
The level of satisfaction is highest for accommodation followed by attitude of locals and packages available and cleanliness in the case of eco-tourist centres. The tourists are not satisfied in respect of all other parameters.

All the tourists selected are satisfied with all the parameters in the case of festivals. The highest level of satisfaction is for packages available, followed by information centres, accommodation, attitude of locals and facilities available.

In pilgrimage centres, foreign tourists need more effective information centres, working guides and tour operators. This may be due to the reason that foreign tourists are not conversant with the functioning of the pilgrimage centres in the South India as much as the domestic tourists. Most of the foreign tourists do not avail the services of tour operators as they are not visiting on a package.

The perception of domestic tourists differ from foreign tourists in terms of accessibility, food/drinking water, emergency helpline and healthcare facility in hillstations. Therefore it can be concluded that domestic tourists are less satisfied than the foreign tourists with the respect to accessibility, food/water, emergency helpline and healthcare facility in the hill stations. The foreign tourists are found willing to adjust to the existing facilities as they give more importance for their visit.

In backwaters, foreign tourists are comparatively less satisfied with facilities available, accommodation, information centres, guides and health care. They have a lower level of satisfaction compared to the domestic tourists in respect of the parameters.
The domestic tourists are found least satisfied with *food/drinking water and health care* in beaches. It is a remarkable feature that the foreign tourists are not satisfied only with working of *information centres*. It can be inferred that the foreign tourists are almost satisfied with the facilities in the beaches whereas the domestic tourists have a difference of opinion in *food/water and health care facility*.

The score of satisfaction level is lesser than domestic tourists in the case of *facilities available, cleanliness, packages, tour agents, emergency helpline and healthcare*. The remarkable feature in the case of health centres is that the domestic tourists are satisfied with all the parameters. But the foreign tourists are less satisfied with *cleanliness, facilities available, accessibility, packages available, food/drinking water, accommodation, tour agents and tour operators, emergency helpline and healthcare facility*. The notable feature of health centre is that as it is the case of health care the foreign tourists are found less satisfied with facilities and cleanliness which are very important.

*Accessibility, information centres, working guides and tour operators* are the parameters with lowest score of level of significance in the case of foreign tourists. Domestic tourists are having the lowest mean satisfaction level than foreign tourists in the case of *tour packages and accommodation* respectively. The result indicate that the foreign tourists are not satisfied with the *accessibility, information centres, working guides and tour operators* in the case of eco-tourist centres.
As far as festivals are concerned, the domestic tourists are not satisfied with almost all other parameters except attitude of locals. But it is striking that the foreign tourists are satisfied with all the parameters. This may be the reason that the foreign tourists may be visiting mostly tourist fairs and festivals than religious festivals.

In the case of foreign tourists who have visited the pilgrimage centres of Kerala and Tamil Nadu, there is less satisfaction for the foreign tourists who have visited Tamil Nadu in terms of accessibility, packages, food/drinking water, information centres, working guides, tour operators, emergency helpline and health care facility. Domestic tourists who have visited Tamil Nadu are not satisfied with all the parameters. But the domestic tourists who have visited Kerala are satisfied with all the parameters.

In the case of hill stations, the foreign tourists who have visited Tamil Nadu is less satisfied with attitude of locals, food/drinking water, accommodation, information centres compared to the foreign tourists who have visited Kerala. In the case of foreign tourists who have visited Kerala, the satisfaction level is less in the case of emergency helpline. In the case of domestic tourists who have visited Tamil Nadu, the level of satisfaction is less for cleanliness, attitude of locals, packages available, food/drinking water, accommodation, information centres, working guides, tour agents, tour operators and emergency helpline.

In the case of foreign tourists who have visited the backwaters of Kerala and Tamil Nadu, it was found that the satisfaction level is less for the foreign tourists who have visited Tamil Nadu in terms of facilities available, accessibility,
attitude of locals, food/drinking water, accommodation, information centres, working guides, emergency helpline and health care facility. The foreign tourists who have visited Kerala is less satisfied with cleanliness and packages available. Domestic tourists who have visited Tamil Nadu are not satisfied with all the parameters. But the domestic tourists who have visited Kerala are satisfied with all the parameters.

The test of level of significance reveals that the foreign tourists who have visited Tamil Nadu are found least satisfied with accessibility, attitude of locals, packages available, food/drinking water, accommodation, information centres, working guides, tour operators, emergency helpline and health care facility in beaches compared to Kerala. It can be inferred that the domestic tourists are not satisfied with all the parameters in the beaches except facilities available in Tamil Nadu compared to Kerala.

The score of satisfaction level is lesser for foreign tourists who have visited Tamil Nadu in the case of cleanliness, accessibility, attitude of locals, food/drinking water, accommodation, information centres, working guides, tour agents, tour operators, emergency helpline and healthcare facility. But the domestic tourists are less satisfied with the all the parameters except facilities available and accessibility in the health centres in Tamil Nadu compared to Kerala. The notable feature of health centres is that as it is the case of health care the foreign tourists are found less satisfied with cleanliness and domestic tourists are found less satisfied with facilities in health centres which are very important.
Facilities available, attitude of locals, packages available, food/drinking water, tour agents and emergency helpline, and healthcare facility are the parameters which were found less satisfactory for foreign tourists who have visited Kerala compared to Tamil Nadu. Accessibility, information centres, working guides and tour operators are the parameters with lowest score of level of significance in the case of foreign tourists. Domestic tourists are having the lowest mean satisfaction level than foreign tourists in the case of tour packages and accommodation respectively. The result indicate that the foreign tourists are not satisfied with the accessibility, information centres, working guides and tour operators in the case of eco-tourist centres.

The level of satisfaction for the foreign tourists is found to differ in the case of facilities available, accommodation, tour agents, tour operators and emergency helpline in Kerala compared to their visit to festivals of Tamil Nadu. Whereas cleanliness and information centres are the parameters where the mean score of level of satisfaction is less for the foreign tourists who have visited Tamil Nadu compared to Kerala. The mean scores of level of satisfaction for the domestic tourists who have visited Kerala is found to be less in the case of facilities available in Kerala. Cleanliness, accessibility, attitude of locals, food/drinking water, information centres and, emergency helpline are the parameters which are less satisfactory for the domestic tourists who have visited the festivals of Tamil Nadu compared to Kerala.
It can be inferred that the female tourists (both foreign and domestic) who have visited Tamil Nadu is not satisfied with some of the parameters whereas the male tourists (both foreign and domestic) who have visited Tamil Nadu is having lesser satisfaction level in respect of two parameters in the case of pilgrimage centres. Whereas the male tourists and female tourists (both domestic and foreign) who have visited Kerala is satisfied with all the parameters compared to the tourists who have visited Tamil Nadu. Tamil Nadu should give emphasis on the above mentioned factors to attract both domestic and foreign tourists of both the sex.

In the case of hill stations, both foreign tourists and domestic tourists (males) who have visited Tamil Nadu seem to be less satisfied with cleanliness and accommodation in common. The foreign female tourists who have visited Tamil Nadu are not satisfied with regard to attitude of locals, food/drinking water and accommodation. But in the case of female domestic tourists who have visited Tamil Nadu cleanliness is a matter of concern. Tamil Nadu in the hill stations should give more concern to the above mentioned parameters to cater to the requirements of all sections of tourists.

In the case of backwaters, the foreign male tourists who have visited Tamil Nadu is less satisfied with the attitude of locals as compared to their visit to Kerala. The female foreign tourists who have visited Tamil Nadu is less satisfied with information centres. In the case of domestic female tourists who have visited Tamil Nadu, the level of satisfaction is less in the case of attitude of locals and health care compared to their visit in Kerala. Both the domestic and foreign tourists (male and female) are found to be satisfied with the parameters in respect of Kerala. The result indicates that proper action shall be initiated by Tamil Nadu
to satisfy the domestic (female) and foreign (male and female) tourists with regard to educating the locals about the importance of tourists and equip information centres and provide appropriate healthcare facilities.

The foreign male tourists who have visited Tamil Nadu is less satisfied with accommodation, attitude of locals, accessibility and information centres compared to their visit in Kerala. In the case of female foreign tourists the satisfaction level is less in terms of accessibility, attitude, food/drinking water, accommodation, information centres, working guides, tour operators, emergency helpline, healthcare facility compared to Kerala. In the case of domestic male tourists who have visited Tamil Nadu, the satisfaction level is less in the case of cleanliness, accessibility, attitude of locals, packages available, food/drinking water, accommodation, information centres, working guides, tour operators, emergency helpline and healthcare facility. The domestic female tourists who have visited Tamil Nadu is less satisfied with attitude of locals, packages available, accommodation, information centres and guides, tour operators and emergency helpline and healthcare facility. It can be found that there is a level of dissatisfaction from the part of foreign male tourists and foreign female tourists who have visited Tamil Nadu commonly in the case of accommodation, accessibility, attitude of locals. Hence Tamil Nadu should give thrust on these areas to satisfy the requirements of tourists.

In the case of foreign female tourists who had been to Tamil Nadu, there is less satisfaction in terms of attitude of locals, food/drinking water, accommodation and emergency healthcare compared to their visit to Kerala. The male domestic tourists are having less satisfaction level with respect to packages available,
working guides and tour agents during their visit to Tamil Nadu. Whereas in the case of female domestic tourists the satisfaction level is less for cleanliness, attitude of locals, packages available, information centres, working guides, tour agents and tour operators and emergency helpline. It is inferred that the foreign male tourists are satisfied with the parameters in Tamil Nadu rather than foreign female tourists. Here also it can be seen that there is no dissatisfaction in the case of both male and female foreign tourist and domestic tourists.

Information centres, tour operators, emergency helpline are the three parameters where the level of satisfaction is less for the foreign male tourists who have been to Tamil Nadu. In the case of foreign female tourists who have visited Kerala the level of satisfaction is less in terms of tour agents and emergency helpline compared to the foreign female tourists who have visited Tamil Nadu. It was observed that the male and female domestic tourists were satisfied with all the parameters whereas the male and female foreign tourists had varying satisfaction levels with respect to their visit to Kerala and Tamil Nadu.

Of all the tourists selected who have been a part of festivals of Kerala and Tamil Nadu, the foreign female tourists who have visited Kerala is having lesser level of satisfaction about one parameter that is facilities available.

The satisfaction level of foreign tourists who have visited Kerala belonging to the age group of 20-29 years is less in terms of facilities available and accommodation. The domestic tourists who have visited Tamil Nadu belonging to the same age category are less satisfied with attitude of locals, emergency helpline and healthcare facility. In the case of foreign tourists of the age group of
30-39 years, the satisfaction level is less in terms of food/drinking water, packages available and emergency helpline in Tamil Nadu. The domestic tourists belonging to the age group of 30-39 years who have visited Tamil Nadu is found to be dissatisfied with all the parameters except tour agents and emergency helpline compared to Kerala. Cleanliness, attitude of locals, food/drinking water, accommodation, information centres, working guides and tour operators are the parameters for which the satisfaction level of foreign tourists, of the age above 40 years, is less compared to the foreign tourists of the same age group who have visited Kerala. Whereas in the case of domestic tourists who have made their visit to Tamil Nadu within the same age group are less satisfied with attitude of locals, packages available, accommodation and tour operators. It is observed that foreign tourists within the age group of 20-29 years are less satisfied with some of the parameters in Kerala. Kerala should work out strategies to eliminate such deficiencies in future. But in the case of Tamil Nadu both foreign and domestic tourists of the age group of all the age groups are not satisfied with most of the parameters. Efforts shall be taken by Tamil Nadu to satisfy the requirements of tourists belonging to all the age groups.

Foreign tourist belonging to the age group of 20-29 years is comparatively less satisfied in the case of food/drinking water and information centres in hill stations of Tamil Nadu. The domestic tourist, on the other hand, of the same age group seem to be less satisfied with attitude of locals and information centres, working guides and tour agents in the hill stations of Tamil Nadu respectively. In the age group of 30-39 years, the foreign tourists who have visited both the states are satisfied with all the parameters. But in the same age group, the domestic tourists
are found less satisfied because of cleanliness, attitude of locals and packages available, food/drinking water and tour operators and information centres. The peculiarity noticed in the case of tourists belonging to the age group of above 40 years is that in the case of foreign tourists, the satisfaction level is less for tour agents and in the case of domestic tourists the level of satisfaction is less for cleanliness. The result indicates that the foreign tourists of the age group of 30-39 years are satisfied with all the parameters in both Tamil Nadu and Kerala. Therefore measures shall be taken by Tamil Nadu to rectify the inefficiencies as suggested by foreign and domestic tourists of the other age groups.

In the case of backwaters, attitude of locals is the only parameter for which the domestic tourists of the age group 20-29 years who have visited Tamil Nadu are less satisfied than their visit to Kerala. In the case of foreign tourists and domestic tourists belonging to the age group of 30-39 years who have visited Tamil Nadu, the level of satisfaction is less for emergency healthcare. The foreign tourists belonging to the age group of above 40 years are less satisfied with the attitude of locals in Tamil Nadu. Hence it can be inferred that the foreign tourists of the age group 20-29 years and domestic tourists of the age group above 40 years are satisfied with all the parameters of both the states. The result indicates that the domestic tourists above the age of 40 years are satisfied with all the parameters. It is also observed that the tourists of varying age groups are less satisfied with a majority of parameters the most common being food/drinking water facility. Tamil Nadu should identify the weak areas and strategies shall be formulated to equip their beaches with all the facilities.
In the case of beaches, all the tourists seem to be less satisfied with the parameters in Tamil Nadu. The foreign tourists belonging to the age group of 20-29 years is less satisfied with respect to accessibility, food/drinking water, information centres, emergency helpline. Packages available, food/drinking water, accommodation, information centres, working guides, tour operators, emergency helpline and health care facility are the parameters where the domestic tourists of the age group 20-29 years are less satisfied. In the case of foreign tourists of the age group 30-39 years, the satisfaction level is less for accessibility, attitude of locals, food/drinking water, accommodation, information centres, working guides, tour agents, tour operators and health care facility. But the domestic tourists of the same age group are less satisfied with all the parameters except facilities available. In the case of foreign tourists above the age of 40 years the level of satisfaction is less for food/drinking water and accommodation and information centres and working guides. The result indicates that the domestic tourists above the age of 40 years are satisfied with all the parameters. It is also observed that the tourists of varying age groups are less satisfied with a majority of parameters the most common being food/drinking water facility. Tamil Nadu should identify the weak areas and strategies shall be formulated to equip their beaches with all the facilities.

Cleanliness and accessibility, attitude of locals, tour agents, information centres and health care facility are the parameters where the foreign tourists of the age group 20-29 years who have visited Tamil Nadu are less satisfied than their visit to Kerala. In the case of foreign tourists of the age group 30-39 years, the satisfaction level is less in the case of information centres and in the case of
domestic tourists of the same age group, the level of satisfaction is less with respect to working guides. The domestic tourists above 40 years are less satisfied in terms of attitude of locals, packages available, food/drinking water, information centres, working guides, tour agents, emergency helpline. It is observed that the domestic tourists belonging to the age group of 20-29 years and the age group of above 40 years, who have visited the eco-tourist centres of both the states, are satisfied with all the parameters.

Parameters related to eco-tourist centres are found to be functionally related to the age of the tourists. For foreign tourists there is no one in the age groups (20-29) and (40+) visited the eco-tourist centres in Kerala. There is no domestic tourists in the age group (30-39) visited the eco-tourist centres of Tamil Nadu. The results show that there is no significant difference in the level of satisfaction of foreign and domestic tourists of Tamil Nadu and Kerala by age on the parameters of eco-tourist centres.

Festivals are also found to be selective for the tourist in the Tamil Nadu. There is no foreign tourist in the age group (30-39) and domestic tourists in the age group (20-29) visited festivals. The result of the t-test indicates that there is no significant difference in level of satisfaction about the parameters.

As far as foreign tourists having the income up to Rs. 15000 are concerned, they are more satisfied with the facilities available in the pilgrimage centres in Tamil Nadu than Kerala. The domestic tourists of the same level of income is satisfied with all the parameters except attitude of locals, packages available and tour operators in Tamil Nadu than Kerala. But the higher income foreign tourists (Rs.
15000-30000) are significantly less satisfied with the accessibility to pilgrimage centres in Tamil Nadu. The domestic tourists of the same level of income are less satisfied with all the parameters except tour agents in Tamil Nadu than Kerala. For foreign tourists having income level above Rs.30000, accessibility, information centres and emergency helpline of Tamil Nadu are less satisfactory than that of Kerala. In the case of domestic tourists earning an income above Rs.30000, satisfaction level is less for facilities available, cleanliness, attitude of locals, food/drinking water and accommodation in Tamil Nadu than Kerala. In the case of domestic tourists, parameters of tourist location in Kerala are found to be more satisfied than that of Tamil Nadu.

The foreign tourists having the income up to Rs. 15000 are satisfied with all the parameters in the case of hill stations in Tamil Nadu than Kerala. The domestic tourists of the same level of income is satisfied with all the parameters except cleanliness, attitude of locals, packages available and food/drinking water in Tamil Nadu than Kerala. But the higher income foreign tourists (Rs. 15000-30000) are significantly less satisfied with the food/drinking water and accommodation in the hill stations of Tamil Nadu than Kerala. The domestic tourists of the same level of income is less satisfied with cleanliness, attitude of locals, packages available and food/drinking water accommodation, information centres, tour operators and emergency helpline in Tamil Nadu than Kerala. For the foreign tourists earning an income above Rs.30000, food/drinking water and accommodation of Tamil Nadu are less satisfactory than that of Kerala. In the case of domestic tourists earning an income above Rs.30000, satisfaction level is
less for attitude of locals, information centres and tourist guides in Tamil Nadu than Kerala.

Both foreign tourists and domestic tourists with an income upto Rs.15000 have not visited the backwaters of Kerala and Tamil Nadu. **Attitude of locals** is the only parameter for which the domestic tourists of the same level of income who have visited Tamil Nadu is less satisfied than their visit to Kerala. In the case of foreign tourists with an income of Rs.15000-30000 is satisfied with all the parameters in Kerala and Tamil Nadu and domestic tourists belonging to the same level of income who have visited Tamil Nadu, the level of satisfaction is less for emergency health care. The foreign tourists having an income of above Rs.30000 is satisfied with all the parameters except attitude of locals in Tamil Nadu.

All the tourists seem to be less satisfied with the parameters in Tamil Nadu in the case of beaches. The foreign tourists earning an income upto Rs.15000 is satisfied with respect to all the parameters except information centres. The domestic tourists earning the same level of income is less satisfied with cleanliness, attitude of locals, working guides and tour operators of Tamil Nadu than Kerala. **Attitude of locals, food/drinking water, accommodation, information centres** are the parameters where the foreign tourists having an income of Rs.15000-30000 are less satisfied in Tamil Nadu than Kerala. The domestic tourists of the same level of income are not satisfied with almost all the parameters in Tamil Nadu except tour agents. But the domestic tourists of the same age group are less satisfied with all the parameters except facilities available. In the case of foreign tourists with an income of above Rs.30000 the level of satisfaction is less for all the parameters except for facilities available and cleanliness in Tamil Nadu. The
domestic tourists earning the same level of income is less satisfied with cleanliness, attitude of locals and food/drinking water, information centres and working guides in Tamil Nadu than Kerala.

The foreign tourists of the income level upto Rs.15000 who have visited Tamil Nadu are seen satisfied with all the parameters in Tamil Nadu and Kerala in the case of health centres. There is no significant difference in the level of satisfaction of domestic tourists as the domestic tourists within the same level of income have not visited Tamil Nadu. The foreign tourists of the level of income of Rs.15000-30000, is seen satisfied with all the parameters in Kerala and Tamil Nadu and the domestic tourists of the same income level are not satisfied with all the parameters in Tamil Nadu except facilities available, accessibility and healthcare facility. The foreign tourists with the level of income of above Rs.30000 are less satisfied in terms of attitude of locals and healthcare facility. There is no significant difference in the level of satisfaction of domestic tourists as the domestic tourists within the same level of income have not seen visited Tamil Nadu.

The foreign tourists and domestic tourists with an income of upto Rs.15000 have not seen visited eco-tourist centres in Tamil Nadu and therefore there is no significant difference seen in the case of tourists with a level of income up to Rs.15000. Both the foreign tourists and domestic tourists having an income of Rs.15000-30000 are satisfied with all the parameters in Kerala and Tamil Nadu. In the case of foreign tourists with an income above Rs.30000 is satisfied with all the parameters except tour agents in Kerala compared to Tamil Nadu. The domestic tourists with the same level of income have not seen visited eco-tourist
centres in Tamil Nadu and therefore there is no significant difference seen in the case of domestic tourists with a level of income above Rs.30000.

The foreign tourists with a monthly income upto Rs.15000 are satisfied with all the parameters in Tamil Nadu and Kerala and domestic tourists with the same level of income have not seen visited festivals in Tamil Nadu and therefore there is no significant difference seen in the case of domestic tourists with a level of income up to Rs.15000. Both the foreign tourists and domestic tourists having an income of Rs.15000-30000 are satisfied with all the parameters in Kerala and Tamil Nadu. In the case of foreign tourists with an income above Rs.30000 is satisfied with all the parameters in Kerala and Tamil Nadu. The domestic tourists with the same level of income have not seen visited festivals in Tamil Nadu and therefore there is no significant difference seen in the case of domestic tourists with a level of income above Rs.30000.

The satisfaction level of foreign tourists who have visited Tamil Nadu with a family size of 1 is less in terms of accessibility information centres, tour guides, tour operators, emergency helpline and healthcare facility in the case of pilgrimage centres. The domestic tourists who have visited Tamil Nadu belonging to the same family size are less satisfied with all the parameters. In the case of foreign tourists with the family size of 2, the satisfaction level is less in terms of accessibility and information centres in Tamil Nadu. The domestic tourists having a family size of 2 who have visited Tamil Nadu is found to be dissatisfied with all the parameters except tour agents compared to Kerala. In the case of domestic tourists who have made their visit to Tamil Nadu within the same family size are satisfied with all the parameters.
Foreign tourists with a family size of 1 are comparatively less satisfied in the case of *cleanliness* and *food/drinking water* in hill stations of Tamil Nadu. The domestic tourists, on the other hand, of the same family size are satisfied with all the parameters in the hill stations of Tamil Nadu and Kerala. In the case of tourists with a family size of 2, the foreign tourists who have visited both the states are satisfied with all the parameters. But in the case of domestic tourists with the same family size, the domestic tourists are found less satisfied because of *cleanliness and attitude of locals*. The peculiarity noticed in the case of tourists with a family size of 3 and above who have visited Tamil Nadu, the satisfaction level is less for *food/drinking water* and *accommodation* and in the case of domestic tourists the level of satisfaction is less for *tour operators*.

The foreign tourists who have visited Tamil Nadu and Kerala are satisfied with all the parameters in the case of backwaters. *Cleanliness and attitude of locals* are the parameters for which the domestic tourists with the family size of 1 who have visited Tamil Nadu is less satisfied than their visit to Kerala. The foreign tourists and domestic tourists with a family size of 2 who have visited Tamil Nadu and Kerala, is satisfied with all the parameters. The foreign tourists with a family size of 3 and above are less satisfied with *accommodation* in Tamil Nadu. The domestic tourists who have visited Kerala and Tamil Nadu are satisfied with all the parameters.

*Accessibility, Attitude of locals, food/drinking water, information centres, tourist guides* are the parameters for which the level of satisfaction is less for the foreign tourists of the family size of 1 who have visited the beaches of Tamil Nadu. The domestic tourists of the same family size are less satisfied with all the parameters.
except facilities available. Accessibility, attitude of locals, food/drinking water, accommodation, information centres, emergency helpline and health care facility are the parameters where the foreign tourists of the family size of 2 who have visited Tamil Nadu are less satisfied than Kerala. The domestic tourists of the same family size are less satisfied with all the parameters except facilities available, cleanliness and accessibility in Tamil Nadu compared to Kerala. Food/drinking water and information centres are the parameters for which the level of satisfaction is less for foreign tourists with a family size of 3 and above who have visited Tamil Nadu compared to Kerala. In the case of domestic tourists of the family size of 3 and above, the satisfaction level is less for packages available and tour operators.

Cleanliness and accessibility, attitude of locals, tour agents, information centres and health care facility are the parameters where the foreign tourists of the age group 20-29 years who have visited the health centres of Tamil Nadu are less satisfied than their visit to Kerala. In the case of foreign tourists of the age group 30-39 years, the satisfaction level is less in the case of information centres and in the case of domestic tourists of the same age group, the level of satisfaction is less with respect to working guides. The domestic tourists above 40 years are less satisfied in terms of attitude of locals, packages available, food/drinking water, information centres, working guides, tour agents, emergency helpline.

Festivals are also found to be selective for the tourists in the Tamil Nadu. The foreign tourists with a family size of 1, who have visited Tamil Nadu is comparatively less satisfied with cleanliness and food/drinking water. The domestic tourists with the same family size have not seen visited festivals in
Tamil Nadu and Kerala. The foreign tourists with the family size of 2 are satisfied with all the parameters except emergency helpline in Kerala compared to Tamil Nadu. The domestic tourists with the same family size are satisfied with all the parameters in the case of festivals in Tamil Nadu and Kerala. The foreign tourists with the family size of 3 and above have not visited festivals. The domestic tourists of the family size of 3 and above are satisfied with all the parameters in Kerala and Tamil Nadu.

*Sightseeing* is found to be the first priority for both foreign and domestic tourists. The second and fourth priority of foreign and domestic tourists is conflicting whereas all the other priorities are the same. The result indicates the existence of identical priority of foreign and domestic tourists.

In the case of place of destination, the first priority is for *sightseeing* for both tourists of Tamil Nadu and Kerala. *Visiting places of historical importance* is the second priority of the Tamil Nadu tourists. The second priority of the tourists of Kerala is *enjoying of local art forms*. *Medical and ayurvedic treatment* are the least priority of Tamil Nadu and Kerala tourists. The result indicates high degree of likeness in the priority of visits of the tourists of Tamil Nadu and Kerala.

Priority during visits does not show any significant difference among male and female foreign and domestic tourists of Tamil Nadu and Kerala.

Priority during visits does not show any significant difference among different age groups of foreign and domestic tourists of Tamil Nadu and Kerala.

In the case of income, all the income groups of foreign and domestic tourists of Tamil Nadu and Kerala have statistically similar priority during visit except
domestic tourists in the income group (above Rs.30000). Priority during visits does not show any significant difference with respect to family size for foreign and domestic tourists of Tamil Nadu and Kerala.

The foreign tourists and domestic tourists have statistically difference of opinion in all promotional measures other than tourist guides and others. In the case of information brochure, advertisement, package offered by operators, websites, district tourism promotion councils and publicity it was found that the domestic tourists are comparatively more satisfied than the foreign tourists as their mean score on those promotional measures are higher.

The foreign tourists and domestic tourists have statistically difference of opinion in all promotional measures other than information brochure. As far as information brochure is concerned the significance level of the t-test is greater than 0.05. In the case of advertisement, package offered by operators, websites, district tourism promotion councils, tourist guides, publicity and others it was found that the mean score on those promotional measures are higher for tourists who have visited Kerala than Tamil Nadu. It can be inferred that the tourists who have visited Kerala are comparatively more satisfied than the tourists who have visited Tamil Nadu.

In the case of both male and female tourists, there exists difference of opinion between tourists from Tamil Nadu and Kerala in information brochure. In the case of male tourists and female tourists who have visited Kerala and Tamil Nadu, there is a significant difference in their mean scores of promotional measures except information brochures. It can be observed that the male tourists and
female tourists who have visited Tamil Nadu are comparatively less satisfied than the male tourists and female tourists who have visited Kerala.

In the case of tourists belonging to the age group of 20-29 years, the mean scores of tourists who have visited Kerala is more than Tamil Nadu in the case of all the promotional measures except information brochures and advertisement. Whereas in the case of tourists belonging to the age group of 30-39 years, the mean scores of tourists who have visited Kerala is more than Tamil Nadu in the case of all the promotional measures except websites and others. In the case of tourists above age of 40 years, the mean scores of tourists who have visited Kerala is more than Tamil Nadu in the case of all the promotional measures except information brochures, advertisement and others. It is inferred that the tourists of all the age groups who have visited Tamil Nadu is comparatively less satisfied than the tourists who have visited Kerala.

In the case of tourists belonging to the income group upto Rs.15000, the mean scores of tourists who have visited Kerala is more than Tamil Nadu in the case of all the promotional measures except information brochures and advertisement. Whereas in the case of tourists belonging to the income level of Rs.15000-30000, the mean scores of tourists who have visited Kerala is more than Tamil Nadu in the case of all the promotional measures except others. The mean scores of tourists who have visited Kerala is more than Tamil Nadu for information brochures, and others for tourists earning an income of more than Rs.30000. It is inferred that the tourists of all the income groups who have visited Tamil Nadu is comparatively less satisfied than the tourists who have visited Kerala. But it can
be observed that the satisfaction level of tourists who earns an income above Rs.30000 is better in the case of Tamil Nadu.

In the case of tourists with a family size of 1, the mean scores of tourists who have visited Kerala is more than Tamil Nadu in the case of all the promotional measures. In the case of tourists having a family size of 2, the mean scores of tourists who have visited Kerala is more than Tamil Nadu in the case of all the promotional measures except *information brochures* and *websites*. The mean scores of tourists who have visited Kerala are more than tourists who have visited Tamil Nadu in the case of tour *operators* and *websites* for tourists having a family size of 3 and above. The tourists of varying family size who have visited Tamil Nadu are comparatively less satisfied than the tourists who have visited Kerala. But it can be observed that the satisfaction level of tourists with a family size of 3 and above is better in the case of Tamil Nadu.

Both the foreign tourists and domestic tourists who have visited Tamil Nadu have highlighted an immediate action with regard to *cleanliness, more information centres at destinations and availability of more trained tour guides*. Whereas in Kerala, *cleanliness, waste management, and more information centres at destinations* are more of concern for the foreign tourists whereas *more information centres at destinations, trained guides and better and cheap food* are the concern for the domestic tourists who have visited Kerala.

Tour packages and air ticket booking were found to be the most important needs of tourist for tour operators.
Accommodation is the most important need generated by tourism in the hotel industry. Conference and restaurant are found to be equally important needs of the total sample of tourists.

Classification of hotels for Tamil Nadu and Kerala were found to be identical. It is also found that there is no significant difference in the availability of foreign and domestic tourists to tour operators. The occupancy rates are found to be significantly different in hotels from Tamil Nadu and Kerala. However average persons employed in hotels in Tamil Nadu and Kerala do not have significant difference. At the same time The average persons employed for tour operators and hotels are found to be significantly different.

Tour operators gave equal importance to cost plus pricing and competitive pricing. At the same time hotels gave highest importance to competitive pricing followed by cost plus pricing.

The most prevalent pricing strategy in Tamil Nadu is cost plus pricing and that in Kerala is competitive pricing.

*Personal contact, advertisement and information brochures* are found to be the most prevalent promotional strategies of the tour operators.

In the case of hotels, the most prevalent promotional strategies are information brochures, advertisement, website, integrated packages, participation in fairs and publicity. Newspaper and internet are found to be the most frequently used media for advertisement both for tour operators and hotels. There exists significant difference in using radio for advertisement by hotels from Tamil Nadu and Kerala.
Expenditure related to tourism promotion is statistically similar for hotels from Tamil Nadu and Kerala.

The unique selling proposition facility is the most cited one of hotels from Tamil Nadu and location is that of hotels from Kerala.

The status of accreditation of hotels from Tamil Nadu and Kerala are found to be statistically similar. But there exists difference in the nature of accreditation in the hotels from Tamil Nadu and Kerala.

Hotels from Tamil Nadu and Kerala differ significantly in the status of complying with environment standard.

The rating scores of all the services were significantly higher in hotels from Tamil Nadu than hotels from Kerala. Similarly the status of incentive received by the hotels from the two states is found to be significantly different.

The regression analysis indicates that the variation in the number of tourists depends upon many other factors which were not taken for analysis. Those variables may be intrinsic to the tourists such as their instinct, financial condition, family background and others. So it can be concluded that tourism and supporting industries have give and take relationship. They mutually supplement and complement each other.

The number of workers and cost plus pricing strategy are significant in determining the number of customers of the hotels from Tamil Nadu. In hotels of Kerala, the pricing in line and information brochures are found to be significant.
Most of the variation of customers in the off-season in the hotels from Tamil Nadu and Kerala were determined by the selected independent variables. During the off-season, only the continuous independent variable number of workers is found to be significant in hotels from Kerala. It means that hotels with higher number of workers get higher number of customers in off-season both in Tamil Nadu and Kerala.

**RECOMMENDATIONS**

Based on the findings, the following recommendations are made by the researcher:

Tourists destinations within the state as well as in neighbouring states need to be promoted as an integrated package. This creates lot of advantage both to the promoters as well as tourists. It also helps in ancillary services like hotels, ticketing, travel and shopping facilities.

There is a need to review the potential of hill stations as tourist destinations. Unidentified hill stations in terms of tourist destinations need to be identified and nurtured considering the huge potential for such products. Facilities in the existing hill stations like Ponmudi and Munnar should be developed so as to take advantage of the interest which the domestic and foreign tourists show in such destinations. In comparison to the hill stations of Tamil Nadu like Ooty, Kodaikkanal, the hill stations in Kerala is least preferred. The reasons quoted were lack of facilities that support tourism promotion. Kerala is blessed with mountains that convey scenic and natural beauty but requirements relating to
accommodation, food, road connectivity and hygienic environment need to be addressed.

In the case of Pilgrimage centres, there is a need for emergency healthcare. This was revealed through questionnaire. Urgent steps are required to improve emergency healthcare at the pilgrimage centres.

In the case of backwaters, the most noticed factor noticed was lack of cleanliness. By conducting environmental audits, surprise check etc cleanliness in the backwaters can be ensured. This will make water transport easy.

The existing set up of health centres shall be maintained as highest level of satisfaction has been seen in respect of all parameters.

On most of the parameters relating to eco-tourist centres, there was dissatisfaction. There is a need to comprehensively review the functioning and operation of eco-tourist centres in terms of objectives and standards vis-a-vis those that are achieved.

Information was a key input for foreign tourists, much of what they got through foreign tourism depended on information in terms of quality, instability and applicability. Information was a limiting factor for pilgrimage, backwaters and beaches. There is a need to make available customised information to the foreign tourists. An information system that supports such services should be developed. The policy makers, managers and operators involved in tourism need to understand the relevance of right information in resolving tourism related issues. Making available right information itself resolves issues relating to tourism products.
As far as domestic tourists are concerned, they viewed supportive services for health tourism as critical. There is a need to view health tourism as an integrated part of tourism and address the same in terms of issues relating to parameters of accessibility, hygiene and delivery points.

As far as our festivals are concerned, it is backed with rich cultural and traditional heritage. The history, culture and tradition behind each festival make it a rich tourism product. However, the culmination of such festivity (festival days) is marked by congestion, traffic bottlenecks, unhygienic environment, compilation of wastes and huge inconveniences to the public. The positive impact of culture, tradition and religious values is often negated by such factors. The crowd behind each festival need to be anticipated in time and managed professionally. There should be a distinction between those who visit to worship and those who are observers. Separate facilities and systems should be created for each group. Use of environmental friendly materials and proper waste management systems need to be encouraged. Sustainability of religious and traditional values should be at the bottom of festivals.

South Indian States of Kerala and Tamil Nadu have immense potential for tourism considering nature blessed products as well as culturally envisaged ones. We need to first recognise our potential and then educate the world at large on what tourism means for us in letter and spirit.

**SCOPE FOR FURTHER STUDY**

Considering the scope and limitations of the present study, the following areas have been highlighted :-

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India’s tourism potential—a comparison between north east, south, western and other regional blocks.

Preferences for tourism products relating to health, spiritual, tribal and farm tourism.

Integrated tourism and cannibalisation of revenue.