Chapter - VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

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The current chapter summarizes the main findings of the study on the trends in tourism sector and about the tourist destinations. The analysis of tourism trends has shown that, tourism is expected to resume its rapid growth in the future because of improved living standards, level of income, availability of free time, the falling real cost of travel and improved transportation around the world. From the research carried out so far, aptly reveals that service to tourists could be improved and competitiveness of the stakeholders could be further strengthened. Based on the data, summary of findings and suggestions are presented in this chapter and conclusion is drawn at the end.

6.1. Summary of Findings of the Study

The present study, economics of tourism has carried out in four districts of the state of Karnataka. The study has analysed the different dimensions of tourism. Tourism, no doubt, is of economic, cultural, political, environmental and educational significance to any country. To make the study more meaningful, some of the pertinent issues were analysed. Here, the summary of socio-economic background of tourists, the travel details of tourists, such as accompanying
members, size of the group, purpose of visit, relationship between income and purpose of visit, persons responsible for making the travel arrangements, the expenditure pattern of tourists at different places, preference of tourists about inherited and created resources in the study area and the opinion of the tourists about the facilities at destinations were analysed and presented.

Further, the summary of economic analysis of stakeholders in terms of turnover, employment generation, and tax contribution is also presented. As such the findings of the study are as follows.

1. The sample consists of 260 tourists and 260 other stakeholders.

2. The sample size being 260 tourists, out of which 235 were domestic travelers and 25 were from foreign countries.

3. Out of 260 stakeholders, 130 were owning hotels or lodges, 10 were serving as travel guides, 30 stakeholders were running coffee bars/ice-cream parlors, 30 were functioning as travel agents, 5 were photographers, 50 were working as tour operators and 5 stakeholders were running antique shops.

4. A look into age wise distribution of tourists revealed that 103 out of 260 were in the age range of 51-60 years, followed by 87 were in between 21-40 years of age, 38 were above 60 years and remaining 32 were in the age group of less than 20 years.
5. It was found that, there is close association between the age group of tourists and the place they prefer. To be precise, 86 out of 103 tourists in the age range of 41-60 and 31 out of 38 in the age range of above 60 years were visited the pilgrimage places. The general observation revealed that after 40 years of age one will prefer the religious places and spiritual centres. While in the early ages, one prefer the adventure tourism. It can be noted that, 19 out of 32 travelers who were below 20 years have visited nature and wildlife places.

6. Out of 260 tourists, 159 were male and 101 were female. Thus, good number of women is visiting the tourism centres which call for a shift in the policies regarding the accommodation and hospitality industry.

7. A look in to income background of tourists, revealed that 103 out of 260 tourists constituting 43.83 per cent to total were in the income range of ₹ 2,50,000-₹ 5, 00,000, followed by 51 tourists are having less than ₹1, 00,000 annual income. It is very important to note that, none of the tourist with less than ₹ 5, 00,000 incomes are coming from foreign countries. Thus, there is a close association between the level of income and international tourism.

8. The study identified that, the tourists are hailing from different occupational backgrounds. Among them, more number of travelers were Doctors, Chartered Accountants and Advocates followed by the
businessmen and government servants. Finger countable agriculturists (only 5) have visited the tourist places in the study area.

9. A study into the accompanying persons revealed that 139 out of 260 constituting 53.46 per cent to total were moving with family, 44 out of 260 with family and friends and 33 with friends only. Thus, majority travelers prefer ‘family tourism’.

10. A look into size of travelling group revealed that, the size is 2-3 in case of 115 travelers and above 5 in case of 81 tourists. Thus, the scope for ‘one man tourism’ is very limited in the study area.

11. An exploration into the purpose of visit by using the ranking technique revealed that, holiday and relaxation were the prime reasons for visiting the places followed by entertainment. Further 140 out of 260 were visiting pilgrimage places (mentioned in Table 6.6) Thus, it is evident that, the travelers were visiting the religious places for entertainment purpose also. In total, the tourism is fulfilling the multi humbles of the travelers in the study area. Visiting friends and relatives and educational reason have not find place among the list of reasons by none of the travelers.

12. An analysis of the association between the level of income and the purpose of visit revealed that there is significant relationship between the two.

13. A look into travel arrangements by assigning merit points revealed that more number of travelers have made self arrangements followed by dependence on tour operators and travel agents. It is evident that, travel
agents have played major role in serving the visiting of nature and wildlife places by the tourists.

14. A study in to expenditure pattern by the travelers at heritage places, for different heads revealed the following.

a) The mean expenditure of domestic overnight traveler was more on accommodation while the same has occupied second place in case of foreign travelers.

b) Due to dependence on airlines, as a means of transport, the foreign travelers were spending more on transport.

c) The money spent on travelling has occupied second place in case of domestic travelers followed by food and beverages.

d) The payment made to travel agencies, for recreational purposes, to purchase processed food, alcohol, tobacco products and for health purpose was very low.

15. The mean expenditure pattern of travelers at pilgrimage places revealed the following.

a) Domestic day travelers were spending more on travelling, while domestic overnight travelers and foreign travelers were spending more on accommodation.

b) The foreign travelers were spending ₹ 127 on an average for travelling purpose, ₹ 86 on food and beverages, ₹ 47 for processed food and ₹ 23 for purchasing the alcohol.
c) None of the foreign traveler has spent money for recreational purposes and for health reasons.

16. The analysis of mean expenditure pattern of travelers at nature and wildlife places revealed the following.

a) Domestic overnight travelers had spent more on travelling followed by accommodation, while foreign travelers have spent more on accommodation followed by food and beverages and travelling.

b) A day domestic traveler was spending more on food and beverages followed by travelling.

c) Both domestic overnight travelers and foreign travelers were spending significant amount for purchasing the processed food.

d) As very good number of youths has visited these places, none of the traveler has spent money for health reasons.

17. A comparative analysis of expenditure pattern based on the nativity of the traveler revealed that, foreign travelers were spending more on travelling followed by accommodation, but the ranking is interchanged in case of domestic overnight traveler. The study identified that the expenditure on accommodation was more in case of pilgrimage places due to the reason that the entire family is visiting these places.

18. A close look in to the inherited factors which attracts tourists by using ranking technique revealed that all the travelers were preferred cleanliness
which secured I rank, followed by the attractiveness of climate (II rank with 58.47 average score), unspoiled nature (secured III rank with 50.60 average score). Flora and Fauna, historic site and traditional arts were the other reasons attracted the travelers towards a destination.

19. A ken into the attractiveness of created resources, revealed that, majority travelers were preferred the destinations due to its accommodation facilities, followed by tourist guidance and information, entertainment, recreation, nature based activities, sport facilities etc.

20. An evaluation of facilities at destinations in the opinion of the tourists, on the basis of different criteria revealed the following.

a) The transportation facility has secured an average score since 113 out of 260 opined that the facility is average. This calls for provision of better transportation facility or creation of good transportation network at these destinations.

b) As accommodation facility is concerned, more number of travelers has assigned average score which calls for the development of accommodation and hospitality sector at the destinations.

c) An elicit in to the availability of information showed that the travelers were satisfied with it since 159 out of 260, constitutes 61.15 per cent to total have opined it as sufficient. However, the tourists are not satisfied with the information about the pilgrimage places and nature and wildlife places.
d) Majority travelers were satisfied with the cleanliness at nature and wildlife places, but dissatisfied with pilgrimage places.

e) A large majority of travelers visiting pilgrimage places and heritage places have opined that the destination is ‘safe’ but majority of travelers visiting nature and wildlife places have opined that the destination is ‘unsafe’.

f) The visitors visiting heritage places were satisfied with shopping facility and a majority of travelers visiting pilgrimage places have assigned average score to it. Majority travelers visiting nature and wildlife places and a significant number of travelers visiting pilgrimage places were not satisfied with the shopping facility.

g) A good number of travelers have assigned average score to recreation and entertainment followed by good and poor. Further, 50 out of 70 travelers assigned poor rank who have visited pilgrimage places.

h) More number of travelers visiting the pilgrimage places were satisfied with the quality of food and more number of travelers visiting the nature and wildlife places were not satisfied with it.

i) More than 50 per cent of the visitors graded the attraction at pilgrimage place as ‘average’ and a large number of visitors visiting heritage places have ranked it as ‘interesting’.
21. The merit rating of the overall opinion about the destinations revealed that, the travelers were very much satisfied with heritage places followed by pilgrimage places.

22. The contribution of tourism industry to the economy is analysed in terms of annual turnover, employment generation and contribution to state exchequer in the form of tax.

23. The calculation of annual turnover of tour operators revealed that, more number of operators operating in heritage places and other cities were in the higher turnover range during the season and lower turnover range during the off-season. It is important to mention that there is no much relationship between the volume of turnover and season in pilgrimage places.

24. The 50 tour operators surveyed have provided employment to 279 persons in the form of managers, front offices, travel managers and others. On an average, each tour operator is providing employment to 5-6 persons.

25. Large numbers of tour operators have contributed less than ₹ 25,000 to the exchequer in the form of tax.

26. The accommodation units are one of the important components of tourism industry. To analyse the economic contribution, 65 accommodation units serving in heritage places, 60 in pilgrimage places and 5 in natural places were surveyed. The economic analysis is made in terms of turnover, employment generation and tax contribution.
27. The study revealed that more number of accommodation units in heritage places and natural places were in the higher turnover range during the season and in the lower turnover range during the off-season. Again more number of accommodation units in pilgrimage places was in the lower turnover range. A probe into their trend or situation revealed that the travelers visiting the pilgrimage places are depending on Dharmashalas or temples, community centres, yatra lodges at free of cost or at nominal charges.

28. The accommodation units have provided employment to 1,826 employees, out of which 1,044 are permanent and 382 are temporary. On an average, each accommodation unit has provided employment to 14 persons.

29. Out of 130 accommodation units, 114 units have contributed less than ₹10,000 to the exchequer in the form of tax.

30. The analysis of the revenue of other stakeholders (travel guides, coffee bars/ice cream parlors, antique shops etc.) is made by taking 70 per cent of the total revenue as revenue from tourism. It is revealed that almost all the stakeholders were in the lower income range during the season as well as off-season. Only 3 stakeholders running antique shops were in the income range of above ₹3 lakhs.

31. It was found that, tourist vehicles from outside the state have to pay entry tax more than the tax paid by the tourist operators who are entering the neighbouring states such as Kerala and Tamil Nadu. This has demotivated
the tourists and tour operators of other states visiting the destinations in the state of Karnataka.

32. Further, it was found that the shortage of qualified tourist guides at the destinations, resulting in uncertified and untrained guides are working. There are only 35 guides working in Karnataka who are approved by Union Department of Tourism.

33. It was found that tourism sector is lacking comprehensive plan related to investments, openings, developing new destinations and preservations.

6.2. Suggestions

This in-depth and area specific research work brought out several recommendations.

1. Creation of better roads and transport network, ensuring better connectivity with road, railways and air transportation and upgrading the quality of roads to use in all seasons.

2. To provide information to tourists, at pilgrimage, heritage and nature and wildlife places, proper technology loaded ‘24X7’ services should be made available. Apart from this, sign boards, travel guides, information broachers are made available at important tourist places.

3. It is better to open more and more information centres by KSRTC and KSTDC at taluk level and busy tourist places.
4. To provide top priority for the maintenance of cleanliness particularly at pilgrimage places.

5. By encouraging public-private-partnership in the construction and maintenance of tourism infrastructure so that role of government could be minimized.

6. Taking safety measures which include fencing, sign boards, warnings, street lights as well as police personnel.

7. Creation of shopping facilities including special provision for local art and folk/traditional art.

8. To encourage local people to actively participate in the promotion of tourism by way of festivals, jatras, ethnic dance, music etc. It can be done by working closely with local authorities and encouraging them to provide information at trade fairs and local visitor attractions in the vicinity.

9. Ensuring quality food at nature and wildlife destinations.

10. Creating emotional bondage between localities and tourists by way of providing priority in service sectors i.e. travel guides, security personnel both men and women.

11. Work out the possibility weather conditions relating to transport information can be attached to tourism advertisement.
12. Creation of awareness among tourists about heritage monuments and maintaining cleanliness by avoiding the use of tobacco and liquor. This is to be done by tour operators and travel guides regularly.

13. Enforcing regulatory measures by the administration which also promotes tourism.

14. Encouraging ethnic tourism so as to get more revenue from foreign countries i.e. encouraging people of Indian origin to visit India.

15. The cost of travel is one of the major factors determining the share of the industry to the economy. To enhance its share there is a need to create a 'good value for money' paid by tourists.

16. The foreign tourists can be encouraged by neutralizing the disadvantages of air fares by reducing it and simplification of visa and other formalities.

17. Rural areas have long played an important role in tourism and leisure within the country. Therefore, opportunity to spend the holidays at countryside as a change can be encouraged.

18. Promoting 'farm tourism' or vocation farms by providing all facilities to agriculturists to make their land or plot or plantation a centre of attraction for tourism destination.
19. Waste management and disposal requires special needs. For example in case of spitting, the agency will have person trained to remove the damaged soil with proper equipment (not with bare hands). Replace the damaged soil with good soil. Have the soils transported to soil management facility to clean the soil and recycle wastes. Persons performing unclean acts can be penalized. Tourist sites should not create wastes that are unmanageable or pollute the environment. Water Treatment, solid waste transportation facilities and in rare cases waste incinerator, effluent treatment plants may be necessary.

20. Tourist department should use the Information technology like Website, online booking, Help Desk, and SMS alerts have to provide efficient service. In addition to that the website which is managed by tourism department must be updated periodically.

21. Security arrangements have to be made to safeguard life, property and interest of tourists.

22. Stringent measures against throwing bottles, plastic cups and bags. The tourist places should be declared no plastic zones.

23. Tourism development activities of the government should become part of overall development policy of the tourist location.

24. Communication facilities in the tourist destinations should be further strengthened.
25. Suggestion boxes at each of tourist locations are made available.

26. Make good number of places fit for continuous/regular visit.

27. Opening of exclusive women lodges so as to strengthen ‘women tourism’.

28. Appointing women travel guides in the interest of ladies/women who are traditional.

29. Allowing the local level committees (For e.g. Grama panchayats, NGOs and village forest committees) to open, run and maintain small canteens, staying homes etc. Such committees should be allowed to enjoy the benefits of revenue derived. In other words, instead of taking every responsibility, the government can decentralize the burden of development of facilities and getting revenue from the tourists.

30. Using local products in the decor and informing the guests about their sources will enhance the tourist attraction.

31. Establishing the contractual agreements with the other service providers in the same locations and other transport operators in different locations to advertise and vouch for their transport.

32. Incentives can be given to tourists in the form of discounted entry.

33. It is necessary to improve the general physical infrastructure with widening choice in food, accommodation, conveyance. However these should be planned as a part of the overall area development strategy, guided by an
integrated land-use plan and be associated with commensurate with expansion of transport operator services and enhancement of the destination competitiveness and sustainable development.

34. Early completion of bridge connecting the ends of Sharavathi in Sagar taluk. This facilitates the proper linkage between Sigandur and Kolluru in Udupi district.

35. To attract tourists of other states, there should be a uniform tax structure or rate of tax on the tourist vehicles entering the state. The southern states can make bilateral agreements on tax structure and policies regarding tourism sector.

36. Alternatively, the government of Karnataka should reduce the rate of tax on tourist vehicles on par with neighbouring states.

37. There is a need to encourage young qualified people to get certificate from Union Tourism Ministry to work as a travel guides at tourism destinations.

38. It is necessary to plan in advance for a comprehensive, sustainable and responsible tourism. The authorities should take interest in preparing plans which will address the longstanding issues of tourism. The various stakeholders like tourists, locals, NGOs, local governments and tour operators should be taken into confidence while preparing plans.
6.3. Conclusion

'Tourism is an industry without smoke education without class room, integration without legislation and diplomacy without formality' (B. Ghosh). Tourism is a form of education, is a part of civilized existence. The human being needs change if he/she has to operate at optimum levels; travel provides that change. However, the level of satisfaction achieved from tourism depends on the place he/she visiting, age, health, energy, income level, background of the tourists, amount spent, facilities at destinations, services provided by the tour operators, travel guides and other stakeholders, infrastructure facilities, role of government in promoting tourism etc. Tourism is a multi-dimensional, multi-faceted activity which touches many lives and different activities. The industry consists of those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists. Tourism as an activity existed long before it was identified. It is emerging growth factor of the economy of many countries only in the recent years. The modern tourism as an important phenomenon offers an opportunity to learn and enrich humanity and to identify goods for a better life and a better society. The industry contributes to the economy and society in various ways.

The present study has analysed the different aspects of tourism by selecting places of heritage, pilgrimage and nature/wildlife destinations in four districts of Karnataka state. It appears that in course of time, tourism becomes a way of life all over the world. It promotes a sense of universal integration, thus cutting down
racial, political, and economic and such other differences among countries. On top of all these it could become a biggest money spinner and could sustain this trend for long. This sector is assuredly capable of generating largest job opportunities. Therefore, a sound strategy needs to be formulated to promote tourism in all its spheres.