CHAPTER VII

FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 FINDINGS

The following are the main findings:

Out of the total hoteliers 71.11 per cent of them have employed male managers and the rest 28.89 per cent of them have employed female managers. 86.66 per cent of them have appointed male supervisors and the rest 13.33 per cent of them have appointed female supervisors. 64.44 per cent of them have employed male as general staff and the rest 35.56 per cent of them have employed female as general staff.

4.44 per cent of them have provided laundry and cleaning facilities. 20.00 per cent of them have provided security, laundry and cleaning facilities; 33.33 per cent of them have provided security service, 17.78 per cent of them have provided swimming pool, laundry and cleaning facilities; 13.34 per cent of them have provided swimming facility and the rest 11.11 per cent of them have provided all services to guests. Thus the majority of the sample hotels have provided security service to guests.

From the total sample it is found that 26.67 per cent of them say that the reason for outsourcing is to provide economical service to guests; 37.78 per cent of them say that it is due to the company policy and the rest 35.55 per cent
of them say that it is a specialty of their hotels. Thus the company policy plays a major role in outsourcing the facilities and activities.

It is evidenced that 22.22 per cent of sample hoteliers have sold their services for cash; 15.56 per cent of them have sold them for credit cards; 11.11 per cent of them have sold them for American express; 8.89 per cent of them have sold them for master card; 20.00 per cent of them have sold them for Visa; 13.33 per cent of them sold for Diners club and the rest of them have preferred other modes of payment. Thus the majority of the sample hoteliers have sold their services for cash.

Out of the total sample it is found that 37.78 per cent of the sample hoteliers have reserved their rooms for occupancy through direct enquiry.

The majority of the sample respondents have used the websites as their advertising media.

Found that the maximum stay of guests in hotels is on Tuesday and Wednesday followed by Sunday. Thursday and Friday occupies the third position. However, it is an accepted fact that no hotels can expect 100 per cent occupancy on all days of the week. The average occupancy will be around 75 per cent.

That the majority of the guests are from USA and it ranks first; next rank goes to SAARC countries; third rank goes to Germany, fourth rank goes to
other countries; fifth rank goes to France; sixth rank goes to Canada; seventh rank goes to UK and eighth rank goes to Russia. Thus the majority of the guests are from USA followed by SAARC countries and Germany.

Out of the total sample hotels, 33.33 per cent of the hoteliers say that guests stay for a period of less than 10 days; 3.11 per cent of the opined that guests stay for a period of 10-20 days; 15.56 per cent of them opined that guests stay for a period of 20-30 days; 13.33 per cent of them opined that guests stay for a period of 30-40 days and the rest 6.69 per cent of them opined that guests stay for a period of above 40 days. Thus the majority of foreign tourists during summer seasons stay for a period of less than 10 days in the hotel.

It is found that 37.78 per cent of sample hoteliers opined that foreign tourists stay for a period of less than 10 days during winter seasons; 28.89 per cent of them say that they stay for a period of 10-20 days; 8.89 per cent of them opined that foreign tourists stay for a period of 20-30 days; 13.33 per cent of them opined that foreign tourists stay for a period of 30-40 days and the test 11.11 per cent of them say that foreign tourists stay for a period of more than 40 days. The majority of the foreign tourists during winter seasons stay for a period of less than 10 days in the hotels.
Out of the total, 13.33 per cent of sample hoteliers opined that domestic tourists during summer seasons stay for a period of less than 10 days; 13.33 per cent of them opined that they stay for a period of 10-20 days; 11.12 per cent of them opined that they stay for a period of 20-30 days; 22.22 per cent of them opined that they stay for a period of 30-40 days and the rest 40.00 per cent of them opined that they stay for a period of more than 40 days. Thus the majority of the domestic tourists during summer season stay in the hotel for a period of more than 40 days during their visit to Tiruchirappalli District.

Found that 17.78 per cent of sample hoteliers opined that domestic tourists during winter season stay for a period less than 10 days; 15.55 per cent of them opined that they stay for a period of 10-20 days; 26.67 per cent of them opined that they stay for a period of 20-30 days; 24.45 per cent of them opined that they stay for a period of 30-40 days and the rest 15.55 per cent of them opined that they stay for a period of above 40 days. Thus the majority of domestic tourists during winter seasons stay in the hotel for a period of 20-30 days.

From the total sample 31.11 per cent of them say that the average number of foreign tourists staying in their hotel is less than 1000; 17.78 per cent of them say that it is 1000-2000; 13.33 per cent of them say that it is 2000-2000 and the rest 37.78 per cent of them say that average number of foreign
tourists saying in their hotel is above 3000. Thus the average number of foreign tourists staying in majority of the hotels in the study area is above 3000 per annum.

Out of the total sample, 26.67 per cent of them say that the average number of domestic tourists straying in their hotel is less than 1000; 31.11 per cent of them say that it is 1000-2000; 15.55 per cent of them say that it is 2000-3000 and the rest 26.67 per cent of them say that it is above 3000. Thus, the average number of domestic tourists staying in majority of the hotels in the study area is 1000-2000.

The predicted value of room occupancy (Y) due to foreign tourists is calculated by using the means of the explanatory variables. Because the regression equation is in log linear form, the geometric mean is chosen. The predicted room occupancy is 0.9290.

The predicted room occupancy (Y) due to foreign tourists is 0.9290 but actual room occupancy found in this survey period is 0.5526 with the gap of 0.3764. The reason for this gap in room occupancy might be due to (a) foreigners might not be impressed / familiar with some of the non-star hotels. (b) The location of and congestion in some of the hotels might not be liked by foreign tourists; they prefer calm, quiet and self contained facilities in hotels. So they prefer star hotels like Sangam or Femina, Royal Southern or Breeze
Residency. Foreign tourists are not bothered about room rent at all. For, they expect only hygienic conditions and quick room service. They are very particular about clean environment and basic facilities. That is why, from the airport, they directly proceed to Sangam/Femina/Breeze Residency/Royal Southern.

Found that a well maintained hotel has very high room occupancy. A well maintained hotel will attract nearly 15% more of domestic tourists and more than 50 per cent of domestic tourists prefer economy hotel.

In case of room occupancy in non star hotels, in winter season, the dominating factor is staff wages paid by hotel management; it is a sort of appointment of brokers to invite domestic tourists at winter season

Found that at summer seasons in Economy hotels, the room occupancy is mainly depending upon the average room rent.

Out of the sample respondents 46.66 per cent of them are owners of tea shops; 10.00 per cent of them are tender coconut vendors; 6.67 per cent of them are sweet stall owners; 6.67 per cent of them have fancy shops; 6.67 per cent of them have fruit stalls; 6.67 per cent of them have sell flowers; 10.00 per cent of them have own petty shops and the rest 6.66 per cent of them have barber shops.
Out of the total sample respondents, 42.50 per cent of them have their business for a period of less than 5 years; 29.17 per cent of them have their business for a period of 5-10 years and the rest of 28.33 per cent of them have their business for a period of above 10 years.

The maximum number of shop keepers makes an initial investment of above Rs.2000. It is observed that 46.70 per cent of shop keepers invest above Rs.2000; 23.3 per cent of them invest Rs.1000 to 2000 while 30 per cent of shop keepers invest less than Rs.1000. It is also observed that a sizable number of petty shop, tea stall, sweet stall, fruit and flower shop owners invest a higher amount of Rs.2000 or more to realize a reasonable profit.

The main initial investment is high in case of sweet stall and low in case of barber shops. Standard deviation also reveals that in case of sweet stall is high and low in case of barber shops. The initial investment does not significantly differ between different types of sample shops at tourist spots.

The recurring investment is high in case of fancy shop and low in case of barber shop. The standard deviation reveals that the standard deviation is high in case of tea stall and low in case of fruit stall. The recurring investments per day do not significantly differ between the sample shops.

It is found that 28.60 per cent of tea stalls register sales of less than Rs.500; 50 per cent of them make sales of Rs.500-1000 per day and the rest
21.40 per cent of them makes sales above Rs.1000. In case of other shops the sales per day are less than Rs.500. The total sales per day are highest in case of tea stall and lowest in case of flower shops.

The total sales per day do not significantly differ between the sample shops in the tourist spots.

The majority of shop keepers register a profit of less than Rs.100 per day. Table 5.11 clearly indicates that 50 per cent of the stalls earn a profit of Rs.100-200 per day while 42.86 per cent of them register a profit of above Rs.200 per day. In an average, it is seen that 30.00 per cent of shops earn a profit of less than Rs.100; 46.70 per cent of them earn a profit of Rs.100-200 while 23.30 per cent of them earn a profit of above Rs.200.

The total profit per day is highest in case of barbershop and lowest in case of sweet stall. The standard deviation of total profit per day is highest for barbershop and lowest for fancy shop. The profit per day significantly differs between the sample shops in the tourist spots.

The total of the barber shops differs significantly from that of other types of sample shops. It has been estimated that a barber shop earns the maximum profit of Rs.175 per day.

The total sales turns out to be a significant variable for predicting the total profit and other variables like initial investment and total number of
buyers do not show significant effect in the total profit. It is to be remarked that the profit margin is much less. For every one rupee increase in total sales, increase in profit is 7 paise only. Thus the total sales value is the only variable that determines the total profit of the sample shops in tourist spots.

From the total 26.50 per cent of sample respondents are less than 25 years old; 32.50 per cent of them belong to 25-35 years; 11 per cent of them belong to 35-45 years; 13.50 per cent of them belong to 45-55 years and the rest 16.50 per cent of them are above 55 years. Thus the majority of the sample respondents are 25-35 years old.

Found that 18.75 per cent of the sample respondents earn less than Rs.100000 per annum; 31.25 per cent of them earn Rs.100000-200000; 14 per cent of them earn Rs.200000-300000 and the rest 36 per cent of them earn above Rs.300000. Thus the majority of the sample respondents have an annual income of above Rs.300000.

81.25 per cent of the sample respondents are male and the rest 18.75 per cent of them are female. Thus the majority of the sample respondents are male.

From the total, 18 per cent of the sample respondents are professionals; 15.75 per cent of them are educationalists; 28 per cent of them are businessmen; 14.5 per cent of them are officials; 16.5 per cent of them are
students and the rest 7.25 per cent of them are others category. Thus the majority of the sample respondents are businessmen.

Out of the sample domestic tourists, 50 per cent of them have visited India during winter season and the rest of them have visited India during summer season. Likewise, among the sample foreign tourists, 50 per cent of them have visited India during winter season and the rest of them have visited during summer season.

13.25 per cent of the sample respondents have selected Tiruchirappalli district as tourist spot with the help of their own previous experience; 11.75 per cent of them have got information through others who have visited India; 18.75 per cent of them have got information through Indian tourist office; 22.5 per cent of them have got it through travel agents and tour operators; 10.75 per cent of them have got through exhibition; 17 per cent of them have got through advertisement and the rest 6 per cent of them through other sources. Thus the majority of the sample respondents have got information about the tourist spot through travel agents and tour operators.

Found that 4 per cent of the sample respondents have visited due to pleasure; 28 per cent of them due to pilgrimage, 43 per cent of them due to their business purpose and the rest 24.5 per cent of them due to academic
purpose. Thus the majority of the sample respondents have visited due to develop their business/profession.

From the total domestic tourists 31 per cent of them have visited the tourist spot individually; 55 per cent of them have visited with their family and the rest of them have visited with their friends. Among the foreign tourists, 56 per cent of them have visited individually, 45 per cent of them have visited with their family and the rest of them have visited with their friend. In general, 43.5 per cent of them have visited individually, 45 per cent of them have visited with their family and the rest of them have visited with their friends.

Out of the total domestic tourists; 63 per cent of them have stayed less than 10 days; 9 per cent of them have stayed 10-20 days; 11.5 per cent of them have stayed 20-30 days; 10 per cent of them have stayed 30-40 days and 6.5 per cent of them have stayed above 40 days. Among the foreign tourists, 32.5 per cent of them have stayed less than 10 days, 38.5 per cent of them have stayed 10-20 days; 16 per cent of them have stayed 20-30 days; 4 per cent of them have stayed 30-40 days and 5 per cent of them have stayed above 40 days. In general 47.75 per cent of sample respondents have stayed less than 10 days; 23.75 per cent of them have stayed 10-20 days; 13.75 per cent of them have stayed 20-30 days; 9 per cent of them have stayed 30-40 days and 5.75 per cent of them have stayed above 40 days. Thus the majority of the sample tourists
have stayed less than 10 days in the study area. Also it is concluded that there is a significant relationship between type of tourists and their duration of stay.

It is found that 27 per cent of them have preferred five star hotels; 36 per cent of them have preferred two/three star hotels; 22.5 per cent of them have preferred tourist bungalow; 8.5 per cent of them have preferred non star hotels and the rest 6 per cent of them have preferred guest house. Out of the sample foreign tourists, 31 per cent of them have preferred five star hotels; 8 per cent of them have preferred two/three star hotels; 26.5 per cent of them have preferred tourist bungalow; 7.5 per cent of them have preferred non star hotels and 27 per cent of them have preferred guest house. In general, 29 per cent of them have preferred five star hotels; 22 per cent of them have preferred two/three star hotels; 24.5 per cent of them have preferred tourist bungalow; 8 per cent of them have preferred non star hotels and the rest 16.5 per cent of them have preferred guest house. Thus the majority of the tourists have preferred five star hotels. Also it is concluded that there is a significant relationship between type of tourists and their choice of accommodation.

From the sample domestic tourists, 13.5 per cent of them say that room is subsidized; 26 per cent of them say that it is economical; 33 per cent of them say that it is excessive and 27.5 per cent of them did not say anything about the room. Out of the sample foreign tourists, 24.5 per cent of them say that room is
subsidized; 37 per cent of them say that it is economical; 16 per cent of them say that it is excessive and 22.5 per cent of them did not say anything about the room. In general, 19 per cent of them say that the room is subsidized; 31.5 per cent of them say that it is economical, 24.5 per cent of them say it is excessive and 25 per cent of them did not say anything about the room. Thus the majority of the sample respondents feel that the room is economical. Also it is concluded that there is a significant relationship between type of tourists and their opinion about the room.

Out of the domestic tourists, 19.5 per cent off them feel that food and beverages provided to them is subsidized; 37 per cent of them feel that it is economical, 20 per cent of them feel that it is excessive and 23.5 per cent of them did not say anything. Out of the foreign tourists 32.5 per cent of them say that food & beverages provided to them are subsidized; 14.5 per cent of them feel that it is economical, 37 per cent of them feel that it is excessive and the rest 16 per cent of them did not say anything. In general 26 per cent of them feel that it is subsidized; 25.75 per cent of them feel that it is economical; 28.5 per cent of them feel that it is excessive and 19.75 per cent of them did not say anything. Thus the majority of the samples respondents feel that food and beverages provided to them are excessive. Also it is concluded that there is a
significant relationship between type of tourists and their opinion about food and beverages.

From the total domestic tourists, 9 per cent of them feel that bar charges are subsidized; 13.5 per cent of them feel that bar charges are economical; 72.5 per cent of them feel that they are excessive and 5 per cent of them did not say anything. From the total foreign tourists, 31.5 per cent of them feel that it is subsidized; 30 per cent of them feel that it is economical; 7.5 per cent of them feel that it is excessive and the rest 31 per cent of them did not say anything. In general, 20.25 per cent of them feel that it is subsidized; 21.75 per cent of them feel that it is economical; 40 per cent of them feel that it is excessive and the rest 18 per cent of them did not say anything. Thus the majority of the sample respondents feel that bar charges are excessive. Also it is concluded that there is a significant relationship between type of tourists and their opinion about bar charges.

Out of the total domestic tourists, 16.5 per cent of them feel that transport charge is subsidized; 58.5 per cent of them feel that it is economical; 12 per cent of them feel that it is excessive and the rest 13 per cent of them did not say anything. Out of the total foreign tourists, 30 per cent of them feel that the transport charge is subsidized; 27 per cent of them feel that it is economical; 18 per cent of them feel that it is excessive and 25 per cent of
them did not say anything. In general 23.25 per cent of them feel that transport charge is subsidized; 42.75 per cent of them feel that it is economical; 15 per cent of them feel that it is excessive and the rest 19 per cent of them did not say anything. Thus the majority of the sample respondents feel that transport charge is economical. Also it is concluded that there is a significant relationship between type of tourists and they’re about transport charges.

Out of the total domestic tourists 13 per cent of have opined that room maintenance is excellent, 32 per cent of them have opined that it is good; 36 per cent of them have opined that it is satisfactory. Out of the total foreign tourists, 26.5 per cent of them feel that room maintenance is excellent; 19 per cent of them feel that it is good; 34.5 per cent of them feel that it is satisfactory and the rest 20 per cent of them feel that it is poor. In general, 19.75 per cent of them feel that room maintenance is excellent; 25.5 per cent of them feel that it is good; 35.25 per cent of them feel that it is satisfactory and 19.5 per cent of them feel that it is poor. Thus the majority of the sample respondents feel that room maintenance is satisfactory. Also it is concluded that there is a significant relationship between type of tourists and their satisfaction towards room maintenance.

9.75 per cent of sample respondents feel that linen maintenance is excellent; 39.25 per cent of them feel that it is good; 41 per cent of them feel
that it is satisfactory and the rest 10 per cent of them feel that it is poor. Thus the majority of the sample respondents feel that the linen maintenance is good. Also it is concluded that there is a significant relationship between type of tourists and their satisfaction towards linen maintenance.

From the total 34.5 per cent of the sample respondents feel that the toilet and bath maintenance is excellent; 22.5 per cent of them feel that it is good; 29 per cent of them feel that it is satisfactory and 14 per cent of them feel that it is poor. Thus the majority of the sample respondents feel that toilet and bath maintenance is excellent. Also it is concluded that there is a significant relationship between type of tourists and their satisfaction towards toilet and bath maintenance.

From the total respondents it is found that 12 per cent of the sample respondents feel that general area maintenance is excellent; 40.25 per cent of them feel that it is good; 21.5 per cent of them feel that it is satisfactory and 26.25 per cent of them feel that it is poor. It is also concluded that majority of the sample respondents felt that general area maintenance is good. There is a significant relationship between type of tourists and their satisfaction towards general area maintenance.

21 per cent of the sample respondents feel that the quality of tea and snacks is delicious; 39.25 per cent of them feel that it is tasty; 31 per cent of
them feel that it is highly hygienic and 8.75 per cent of them did not say anything. Thus the majority of the sample respondents feel that the quality of tea and snacks is tasty. It is also concluded that there is a significant relationship between type of tourists and their opinion about quality of tea and snacks.

Found that 40.25 per cent of the sample respondents say that the lunch is delicious; 10.5 per cent of them say that it is tasty; 34 per cent of them say that it is highly hygienic and the rest 15.25 per cent of them did not say anything. Thus the majority of the sample respondents feel that the lunch is highly hygienic. It is also concluded that there is a significant relationship between type of tourists and their opinion about quality of lunch.

24.5 per cent of the sample respondents opined that the dinner is delicious; 22 per cent of them feel that it is tasty; 7 per cent of them feel that it is highly hygienic and the rest 46.5 per cent of them did not say anything. It is also concluded that there is a significant relationship between type of tourists and their opinion about the quality of dinner.

It is found that 24 per cent of the sample respondents feel that package tour is excellent; 27.5 per cent of them feel that it is satisfactory; 30 per cent of them feel that it is poor and 18.5 per cent of them did not say anything. Thus the majority of the sample respondents feel that the package tour is poor. It is
also concluded that there is a significant relationship between type of tourists and their satisfaction towards package tours.

Out of the total 26.5 per cent of the sample respondents feel that boarding is excellent; 41.75 per cent of them feel that it is satisfactory; 12.5 per cent of them feel that it is poor and 19.25 per cent of them did not say anything. Thus the majority of the sample respondents are satisfied with boarding. It is also concluded that there is a significant relationship between type of tourists and their satisfaction towards boarding.

20.75 per cent of the sample respondents feel that free pickups and drops is excellent; 24.5 per cent of them feel that it is satisfactory; 38.25 per cent of them feel that it is poor and 16.5 per cent of them did not say anything. It is also concluded that there is no relationship between type of tourists and their opinion about free pickups and drops.

It is seen that 18.75 per cent of the sample respondents have arrived through TTDC coach; 25.75 per cent of them through Airway; 24.24 per cent of them through train; 13.5 per cent of them through own van; 7 per cent of them through maxi cab and the rest 10.75 per cent of them through tourist car. Thus the majority of the sample respondents have arrived through airways. It is also concluded that there is a significant relationship between type of tourists and their mode of arrival.
It is seen that 20.25 per cent of the sample respondents have incurred less than Rs.5000 as expenditure for transport within the tourist spot; 28.5 per cent of them have spent Rs.5000-10000; 31 per cent of them have spent Rs.10000-15000 and the rest 20.25 per cent of them have spent above Rs.15000. It is drawn that majority of the sample respondents have spent Rs.10000-15000 for transport within Tiruchirappalli District. It is also concluded that there is a significant relationship between type of tourists and their expenditure on transport within the tourist spot.

It is known that 21 per cent of the sample respondents have preferred air conditioned coach; 19.25 per cent of them have preferred air conditioned car; 21.5 per cent of them have preferred non air conditioned coach; 22 per cent of them have preferred non air conditioned car and the rest of them have preferred other mode of transport. It is concluded that majority of the sample respondents have preferred non air-conditioned car. It is also concluded that there is a significant relationship between type of tourists and their preference towards mode of transport for local sight seeing.

It is seen that 12 per cent of the sample respondents have spent less than Rs.2000 for accommodation; 23.5 per cent of them have spent Rs.2000-4000; 26.5 per cent of them have spent Rs.4000-6000 and the rest 38 per cent of them have spent above Rs.6000. For food and drink, 22.5 per cent of them have
spent less than Rs.2000; 32 per cent of them have spent Rs.2000-4000; 6 per cent of them have spent Rs.4000-6000 and 39.5 per cent of them have spent more than Rs.6000. For entertainments, 37 per cent of them have spent Rs.2000-4000; 8.5 per cent of them have spent Rs.4000-6000 and 43 per cent of them have spent above Rs.6000. For shopping 7.5 per cent of them have spent less than Rs.2000; 64.5 per cent of them have spent Rs.2000-4000; 21 per cent of them have spent Rs.4000-6000 and 7 per cent of them have spent above Rs.6000. For internal travel, 37 per cent of them have spent less than Rs.2000; 31 per cent of them have spent Rs.2000-4000; 24.5 per cent of them have spent Rs.4000-6000 and 7.5 per cent of them have spent above Rs.6000. For tourist guide, 69.5 per cent of them have spent less than Rs.2000; 12 per cent of them have spent Rs.2000-4000; 9 per cent of them have spent Rs.4000-6000 and 9.5 per cent of them have spent above Rs.6000.

Found that majority of the sample respondents have spent Rs.6000 and above for accommodation; Rs.2000-4000 for food and drink; Rs.2000-4000 for entertainment; Rs.6000 and above for shopping; Rs.2000-4000 for internal travel and less than Rs.2000 for tourist guide.

Majority of the sample respondents have spent Rs.2000-4000 for jewellery, carpet and leather goods, textiles, ivory goods, handicrafts, readymade garments and other goods.
Majority of the sample respondents have spent Rs.2000-4000 for jewellery; less than Rs.2000 for carpet; Rs.6000 and above for leather goods; less than Rs.2000 for textiles; less than Rs.2000 for brass/copper ware; Rs.6000 and above for ivory goods; Rs.6000 and above for handicrafts; less than Rs.2000 for readymade garments and less than Rs.2000 for other goods.

It is found that 7 per cent of the sample respondents have the problem of unsuitable climate, 7.25 per cent of them have the problem of poor quality of accommodation; 11.75 per cent of them have the problem of non availability of right type of food, 8.25 per cent of them have the problem of poor sanitary condition, 7.25 per cent of them have the problem of tiresome customs and immigration procedure, 6.75 per cent of them have the problem of non availability of air booking; 6.25 per cent of them have the problem of non availability of train booking; 10.25 per cent of them have the problem of non availability of air conditioned car/coach; 5.5 per cent of them have the problem of inadequate tourist guide services; 8.25 per cent of them have the problem of personal security and safety; 8.75 per cent of them have the problem of limited shopping facility; 7.75 per cent of them have the problem of inadequate cultural activity/entertainment and the rest 5 per cent of them have the problem of inadequate night life. It is also concluded that there is no significant relationship between type of tourists and their problems in the tourist spot.
It is drawn that the main purpose of foreign tourists visiting Tiruchirapalli and Srirangam is to enjoy the architectural beauty of ancient sculptures. For foreign tourists in winter season, the ultimate satisfaction derived from architecture is 50.44 and in summer season it is 40.85. Domestic tourists visit Tiruchirappalli and Srirangam to have a temple dharshanam and their contribution to ultimate satisfaction is 41.26 and 46.36 for winter and summer seasons respectively. The foreign tourists in winter season and domestic tourists in summer seasons are satisfied beyond their expectations.

7.2 SUGGESTIONS

The researcher made the following suggestions, which may either be adopted or modified, in the existing activities to develop the tourism stream and to generate the income and revenue of the government.

Giving wider publicity to potentially attractive places of tourist attractions, alongwith history, traditions, art, music, climate and information about availability of accommodation in different cost segment, transportation etc. will attract more tourists.

Security services of the hotels have to be tightened and monitored intervened by the tourism departments of State and Central.
The services of the hoteliers and the sale of the services have to be made on the basis of the VISA card, Master Card and other credit cards for easy accounting and transaction by line connectivity.

The summer stay of foreign tourists is to be increased by increasing facilities and services. The winter stay of the people is also to be moderated by providing warm accommodation to be provided by the hoteliers.

The average number of domestic tourists has to be increased by the provisions and contingencies so that it may be increased on par with the increase of the average number of foreign tourists.

The cleanliness, quick services, moderate room rent, etc. are to be maintained in the places of accommodation for the increase of revenue through the increase in the number of tourists.

During the festival time of the important temples, the transport facilities are to be additionally provided for the local, domestic as well as the foreign tourists according to the situation either from the places of accommodation or from the significant places of the city.

The inflow of domestic tourists in summer season is more when compared to winter season, as they want to enjoy summer season in sight seeing or worshipping the famous temples. In summer season, almost all non-star or economy hotels are full due to domestic tourists. Hence, it is
recommended to increase the accommodation facilities by the public and private participation. Projects on the basis of Build Operate and Transfer (BOT) can also be tried to larger extent.

The business at the various tourism spots is also a part of revenue of the tourism industry the concentration to be borne by the authorities to hike the provisions and contingencies to the tourists through the business people. The business doers may be given concessional tax rates during the off-season and may also be authorized to do their business at various central places.

For the improvement of the tourism industry the transport sector and TTDC services should be developed and must be given as first priority to bring changes in the hospitality industry to a larger extent.

An Empowered Committee under the Ministry of Tourism to address the problems of tourism industry is to be constituted.

The Government support is to be enhanced from 1 per cent of public spending on tourism investment to 6 per cent, which is still be below the global average of 6.8 per cent.

An increase in the airline seat capacity by following open sky policy, e-ticketing, more air line operations are to be attended to.

Domestic tourism should be given more preference boost up the industry.
An Information Center for tourists at bus stand, railway station, airport and at important places may be established.

There should be a documentary movie which can be displayed at Government Museums showing different tourist spots of the state, specifically Tiruchirapalli District is to be attempted.

There should be 24-hour phone line services for information available for tourists. There should be a circular transport system run by Tourism Department which cover all the important tourist spots of the city at a reasonable fare for tourist.

Tourism education has to be enhanced by the state and central Universities at graduation and post-graduation levels to employ the younger generation in the development of tourism industry.

Proper incentives and concessions must be offered to entrepreneurs and travel agencies undertaking the developmental activities in an eco-friendly manner.

Government should try to expose the travellers to local music shows, with traditional dance, theatre, drama facilities, etc, to provide them a live feeling of the place. We should sell them heritage experience. This will lead to increased interest as well as boost up revenue generation.
Proper training facilities are to be provided for travel agents, tourist guides, posters, cooks and hoteliers in order to meet the tourist demand.

Government and authorized private agencies in the city have to maintain the beauty of the tourist centers of the district with cleanliness.

The quality of the tourism services should be improved and the beautification is to be made in the places of archaeological importance.

Government should organize the tourism fair on annual basis continuously at different places, where different segments of tourism industry interact with one another to evolve a common strategy.

7.3 CONCLUSION

To conclude, all these improvements and facilities are done and created, in order to bring a sea change in the tourism industry in general and specifically for Tiruchirapalli District in particular. For the effective development of the potentials in the tourism industry, government should formulate and design policies related to development of travel industry as well as travel education scenario in India.

Today, there is an urgent need to carry out an extensive survey of the tourist resources of the state on scientific lines and their usage pattern. A common strategy is to be followed to give more tourism products with quality and quantity. The information collected through surveys should be thoroughly
assessed and mapped so as to identify the potentialities of tourism resources of the state at the micro and macro level.

The civic authorities have to act seriously in Tiruchirapalli District to build a competitive environment for the promotion of not only quality tourism but also tourism education in the city.

In order to attract the technology oriented tourism, the re-engineering of travel and tourism enterprises need to be planned. The wider availability of mobile web access at affordable costs is to be significantly increased. Internet service users and e-mail usage by tourists may intensify marketing of tourism services. As e-Tourism services could save both time and money, there will be more individual tourism activity in the years to come. Therefore, a comprehensive tourism policy based on local requirements is the need of the day.