



Factors affecting Tourism Business in Kanyakumari District

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ABSTRACT:

In the rapidly changing global economic scenario, Tourism is considered to be one of the largest and fast growing industries. The occupation of Tourism is providing very useful and fruitful avenues especially to those people who are engaged in Tourism activities because through this smokeless industry, they are not only enhancing their standard of living but also generating income and employment opportunities. In the contemporary era of globalization and industrialization, the whole world has shrunk into a global village. The Tourism has played a very decisive role to transform the world into a globalized economy where all nations can exchange free trade and culture and share their interest of mutual benefits based on Tourism industry. India is one of the major destinations of the foreign tourists particularly the state of Tamil Nadu which has a rich cultural heritage among the Indian states. All over the world, the tourists are visiting it due to its climatic, scenic beauty and ecological resources. The primary urge of a gregarious tourist does not come from nature or historical sites, but from a possible interaction between persons. Nature may provide a suitable backdrop, but not more than that. Usually he prefers company and hankers for sports and other entertainment facilities. Thus, the continuous nature of journey of a commercial traveler may not be observed in the case of a business magnet attending a convention held abroad or within the country. Similarly, the nature of Tourism of an educationist attending a seminar would be different from that of an exchange student. Besides, as usually it is said, all forms of travel are educational in nature. Hence, education may be regarded as a generalized motive, if not the primary motive for all forms of travel.

INTRODUCTION

Tourists may often move in formal and informal groups. There are different types of group tourists. There are exclusive groups like married couples, particularly honeymooners, family groups, friends-circles or groups of students studying in the same class. Recently cooperative holidays are enjoyed also by a group of workers belonging to a common business establishment. Secondly people may form their group in the course of the journey itself. For instance, pilgrims may start their journey separately but the different terrain and the strain of the journey may often bring them together. Lastly tour operators like Thomas Cook with their pre-paid package tours usually

form the largest and most heterogeneous polyglot. A single tourist could be a social drifter or army personnel in search of drug, sex or other excitement. He could also be a high business executive or government official who comes to the tourist spot to shed his inhibitions. A great majority of them would, however behave like any other tourist. Similarly, there are no reasons to think that married couples would not visit night clubs or gambling dens together. But, it cannot be denied that a solitary unaccompanied tourist would be least bound by conventional morality and norms of behaviour to which he is likely to conform in his known surroundings.

On the other hand, a family group tourist would stick to the same code of behaviour when traveling abroad as in the home town. A newly married couple will fall somewhere between the two, since the accepted code of behaviour is still not yet firmly established. To provide accommodation, transport and related facilities to a larger group is however, more difficult because of the bulky nature of the required services. Such difficulties are felt most acutely in the case of a package tour. The amount and pattern of expenditure per day of a package tourist is expected to be different from that of a non-package tourist. Package tours, therefore, are based on some special arrangements like chartered flight (in the case of International Tourism), a separate reserved railway compartment (in the case of domestic Tourism) or a tourist bus (in the case of both international Tourism and domestic Tourism).

The Kanyakumari district is one of Tamil Nadu's leading tourist destination areas, mainly because of the rich flora and fauna it sustains and its sea coast scenic beauty. Tourism has stimulated the development of a variety of allied infrastructure and facilities, such as hotels, lodges and camps, and rail and road links in the region. Through its backward linkages, wholesale and retail businesses have also been established, especially in Nagercoil, to offer various goods to the tourist industry. Tarred roads and other communication facilities have also been developed in the District partly to facilitate Tourism development. Tourism in the Kanyakumari district also provides employment opportunities to local communities and it is a significant source of foreign exchange for India. Despite its positive socio-economic impacts, the industry is beginning to have negative environmental impacts in the area such as the destruction of the area's ecology through real estate surge resulting into the conversion of wet land into housing plots and poor water management. This, therefore, suggests that Tourism in Kanyakumari district has socio-economic and environmental impacts, issues which are addressed by this paper based on the concept of sustainability.

OBJECTIVES OF THE STUDY

- 1) To study the growth and development of Tourism business in India, Tamil Nadu and Kanyakumari District.
- 2) To analyse the business prospects at the tourist spots.
- 3) To assess the socio economic status of tourists, their purpose of visit and problems faced by them at the tourist spots.
- 4) To assess the level of satisfaction of foreign and domestic tourists in the Kanyakumari District
- 5) Finally, to offer valuable suggestions to the implications for the sector as whole and individually on the basis of findings of the study.
- 6) To study the ambience of Tourism in Kanyakumari district.
- 7) To study change in the life style of the local population, correlated to the influx of tourists quantitatively.
- 8) To study the economic variations if any experienced by the local population on the basis of Tourism based activities.
- 9) To study the factors affecting the traditional culture of the local public due to the emergence of Tourism and the impact there of.
- 10) To trigger high growth of economy in Kanyakumari District

STATEMENT OF THE PROBLEM

Tourism developments on coasts and estuaries, particularly in Southeast Asia and the Pacific, have disturbed bird and fish breeding and feeding grounds. Uncontrolled hotel development has caused many problems in coastal resorts. As well as damage to sand dunes, some hotels have been built too close to the neighboring beaches, leaving them in shadow for much of the day. Pollution is another problem. Water pollution may cause a decline in water quality for swimming. It may also affect the growth of coral reefs. Tourism has exposed destinations in developing countries to the behaviour and values of visitors from foreign, mostly western, cultures. In some destinations, the local residents copy the visitors, and the culture changes. Old customs die out. Traditional foods are replaced by dishes that foreigners expect and prefer. In many locations, craft workers make low quality, inauthentic souvenirs for a quick profit. kkkk sector at present is plagued by a number of factors which include Government's apathy, poor infrastructure, law and order problem, visa problems, poor sanitary conditions and pollution etc.

The government's support to the industry has fallen well short of expectations and budgetary and other allocations to the sector have been one per cent of public spending, as against global average of 6.8 per cent. The capital expenditure that goes into the industry is a meager 6.4 per cent of the GDP as against the global average of 11.8 per cent. Tax paid by tourists in India is the highest in the world. Compared to other countries where the tax rate is between 3 to 6 per cent Indian hotel charges about 40 per cent tax. It is not surprising, therefore, that repeat visits of international travellers to India few and far between. Poor infrastructure is another area which is responsible

for dismal performance of Tourism sector. Roads are potholed dusty and narrow to say the least. Our airports are bursting at the seam. The present study is aimed towards the Tourism development in Kanyakumari District, after assessing the present state of affairs of the Tourism development and to evaluate its ability to give sustained growth. The study has focused the perception of commercial shop owners towards their business prospects, socio economic status of tourists and their problems and level of satisfaction in Kanyakumari District.

TOURISM IN TAMIL NADU

Tamil Nadu, formerly known as Madras State, is located in the south eastern side of Indian peninsula with Kanyakumari as the southernmost tip of the land. This tip is the meetingpoint of Bay of Bengal, Indian Ocean and Arabian Sea. Tamil Nadu has a long eastern coast lined dotted with enchanting beaches with Bay of Bengal in the east. Arabian Sea and the states of Kerala and Karnataka form the boundary in the west. The state is bounded in the north by the states of Karnataka and Andhra Pradesh. The state language is Tamil and the main religions in the state are Hinduism, Christianity, Islam and Jainism. With forested slopes of the majestic hills of the Western Ghats, profuse incense of the towering temples and gourami, vibrant festivals of music and dance, shimmering silk fabrics of brilliant colors, and an endless array of silver lined beaches, Tamil Nadu also boasts of being the land of Dravidian culture and tradition. Tamil Nadu is the eleventh largest state in India by area and the seventh most populous state. It is the second largest state economy in India as of 2012.

The state ranked among the top 5 states in India in Human Development Index as of 2006. Tamil Nadu is also the most urbanized state in India. The state has the highest number of business enterprises and stands second in total employment in India, compared to the

population share of about 6%. Tamil Nadu has a long tradition of venerable culture. Tamil Nadu is known for its rich tradition of literature, music and dance which continue to flourish today. Unique cultural features like Bharatanatyam (dance), Tanjore painting, and Tamil architecture were developed and continue to be practiced in Tamil Nadu. Pongal, also called as Tamizhar Thirunaal (festival of Tamils) or Makara Sankranti elsewhere in India, a four-day harvest festival is one of the most widely celebrated festivals throughout Tamil Nadu. Keeping this in mind the Market Research Division of Ministry of Tourism, Government of India has awarded Nielsen India Pvt. Ltd. (Formerly ACNielsen ORG-MARG), one of the largest market research and consultancy organizations in this part of the continent, to conduct a study for a period of one year for collection of Tourism Statistics.

ROLE OF T.T.D.C IN THE DEVELOPMENT OF TOURISM IN TAMILNADU

T.T.D.C has become a household name among the travelling public and tourist alike. The service offered by the T.T.D.C. are much sought after by somestic as well as foreign tourists. T.T.D.C. offers a number of coach tours with less expenditure and it is extremely popular among visitors to Tamil Nadu from abroad. It operates twenty seven types of coach tours from Chennai. The corporation has 24

luxury coaches which also include A/C coaches. It also offers vans and cars to tourists on hire basis. Apart from T.T.D.C. coaches the Tamil Nadu Government is also running bus services to all the important tourist spots and cities in Tamil Nadu. During tourist seasons the transport corporations operate special bus services to the tourist places. The T.T.D.C. is operating the largest chain of hotels in Tamil Nadu.

It established Hotel Tamil Nadu in important cities like Chennai, Coimbatore, Madurai, Tiruchirappalli, Vailakanni, Rameswaram and Kanyakumari etc.,⁸ The T.T.D.C. is apioneer in providing clean and comfortable accommodation for the tourist at affordable rates. Besides providing accommodation and transport facilities, T.T.D.C. offers boating facilities at Ooty, Yercaud, Kodaikanal, Pichavaran and Muthukadu. Wind surfing have also been introduced at Muttukadu back water. Telescope houses have been established at Ooty, Natyanjali at Chidambaram, Tea & Tourism festival at Ooty and Pongal festival⁹. Tourism week celebrations and All India Tourist and Industrial fair at Chennai. These festivals attract lakhs of people. The T.T.D.C published tourist materials like brochures, posters, picture-posters, picture-post cards, pamphlets, magazines and films of outstanding quality and effectiveness.

The T.T.D.C. had certain objectives. They are:

1. Area development approach, keeping foreign tourists in mind.
2. Encouraging private sector investment in Tourism. ∞ Promotion of local and domestic Tourism.
3. Man power development in the hotel and Tourism industry.
4. Adequate publicity for Tourism promotion in India and abroad.
5. Promotion of cultural Tourism, fairs and festivals.
6. Developing facilities for adventure Tourism and beach Tourism.
7. Provision of shopping facilities.
8. Provision of transport facilities to tourists.
9. Selection and marking of land both government and private for construction of hotels and allied projects.

MOTIVES FOR TOURISM

From the motivational point of view, a distinction can be made between a recreational tourist and a motivated tourist. The primary urge of the first type of tourist is travel for pleasure with its entertainment value or recreation as an end in itself. The primary urge of motivated tourist (as defined here) may be altogether different, to him, traveling for pleasure is there, but not as a primary motive. For instance, a commercial traveler travels widely from one place to another to form or renew his business connections. His choice of place of Tourism is determined primarily by business considerations though he may often mix business with pleasure. Similarly the primary urge of a pilgrim, whether traveling alone or in a group is not to enjoy the scenic surroundings of the place of pilgrimage but to fulfill some inner religious urge and to perform some religious rites sanctioned by some commonly held religious norms. The sense of fulfillment of his religious urge may increase (rather than decrease) with the hardship of the journey. A student going abroad for higher study or to attend a summer school selects the university or

college as his place of study not by the same consideration that would reign supreme for a vacation tourist.

Similarly in the case of a group of students accompanied by their teachers on an education tour, the declared motivation is not only pure enjoyment but educational also. But, in practice, such educational tours may often be a camouflage for an outing or picnic. It may be pertinent to add here that different motives for a tour need not necessarily lead to different types of tour. The mode of behaviour of a person attending a business convention or a seminar or a conference would be more or less same whether he is by profession, a businessman or a government official or an educationist. Similarly the same motive for Tourism (say, business or education) may lead to different types of touristic behaviour pattern. Thus, the continuous nature of journey of a commercial traveler may not be observed in the case of a business magnet attending a convention held abroad or within the country. Similarly, the nature of Tourism of an educationist attending a seminar would be different from that of an exchange student. Besides, as usually it is said, all forms of travel are educational in nature. Hence, education may be regarded as a generalized motive, if not the primary motive for all forms of travel.

IMPORTANCE OF THE STUDY

When many people consider Tourism, they think of international travel to exotic destinations. However, most Tourism is domestic that is, it relates to tourists traveling within their own country. Both international and domestic Tourism are dominated by industrial countries. Europe, North America and the Pacific region receive more than two thirds of international visitor arrivals. However, Tourism is a major industry worldwide. In the mid- 1990s the Tourism industry contributed more than 6 per cent of the value of all the goods and services produced throughout the world. It also accounted for more than 7 per cent of global capital investment and 13 per cent of world consumer spending. Experts estimated that Tourism supported more than 130 million jobs worldwide and contributed more than 5.6 per cent to total tax payments. The Tourism industry is made up of all the businesses that directly provide goods or services for the business and leisure activities of tourists.

The industry includes international and domestic airlines; shipping lines and ferry operators; railway, bus and taxi operators; accommodation suppliers; restaurants, clubs, and other catering establishments; tour and excursion operators, travel agents; managers of entertainment facilities; theme parks; national parks and heritage attractions; manufacturers and retailers of souvenirs; visitor information centers; and conference, convention and meeting centers. Many of these businesses serve non-tourists too. Tourism creates many job opportunities. Tourism is a labour-intensive industry that is; it requires a large number of workers. But most Tourism is seasonal, that is, there are times in a year when visits to a destination reach a peak, especially at seaside and ski resorts. As a result, many Tourism jobs are part time and casual. The majority of Tourism jobs are also low skilled and low paid. However, the large numbers of people that Tourism employs and the links it has to other industries, such as catering and restaurant work, mean that governments actively encourage Tourism development. The following palaces are very popular and tourist part in Kanyakumari District. Vivekananda Rock, Kanyakumari Temple or the Kanyakumari Bhagavathiamman Temple, Kanyakumari Beach, Padmanabhapuram Palace, Gandhi Mandapam, Thiruvalluvar Statue. Sri Sthanumalayan Temple, Tirparappu Water Falls, Mathoor Hanging Bridge, Vattakottai

Fort, St Xavier Church, Government Museum, Pechiparai Reservoir, Sothavilai Beach, Kamarajar Manimandapam and Chitharal

PURPOSE OF THE STUDY

The purpose of this study was to evaluate Tourism in Kanyakumari district, a small semi urban place in Tamil Nadu. The evaluation was conducted in co-operation with the people of Kanyakumari district and utilized their words and thoughts on the subject of community based Tourism. To that end, the primary source of data collection was formal qualitative interviews supplemented with informal conversation and participant observation. Data was analyzed within a grounded theory framework using the method of constant comparison. Insights into the data were cross checked regularly with informants from Kanyakumari district to assure accuracy and reliability. These methods were intended to elicit the meaning of Tourism as understood by the people of Kanyakumari district. Understanding Tourism from the local perspective will serve as an evaluation of Tourism in Kanyakumari district. Insights into local meaning will help evaluate Tourism's appropriateness for other communities in India that are similar to Kanyakumari district as well as Tourism's appropriateness as a tool for conservation and development. Kanyakumari district was chosen for this study because it has maintained a viable, sustainable somewhat community based liberal minded with social awareness.

The tools used by the investigator to gather data, to some extent, decide the distinctive ways of describing and quantifying the data. The important data gathering devices in this research are questionnaires, opinionnaires, checklists, rating scales, interviews, scorecards, sealed specimen etc. Each of the tools is particularly appropriate for certain sources of data, yielding information of the kind and in the kind that can be most effectively used.

RESEARCH METHODOLOGY:

This study is an analytical one based on primary and secondary data. One of the important stages in the research process is data collection. The researcher secondary method of data collection.

PILOT STUDY:

A pilot study administering the interview schedule with 61 scrap traders (10 per cent of the total sample) in the all selected districts and assessing its feasibility was also done. Based on the pilot study necessary modifications were made in the interview schedule. The researcher sought adequate guidance through the research supervisor.

SECONDARY METHOD:

The secondary data required for the study was drawn from published documents of Tourism development corporation Limited, journals, articles, books and reports relating to Tourism. The data collected from the above sources are supplemented by the information collected through discussions with the persons related to the Tourism industry.

SAMPLING:

The most essential requirements for satisfactory sample enquiries are an accurate census of the universe. For the purpose of the study, convenient sampling method is adopted for choosing 50 foreign tourists and 50 domestic tourists in the study area. There are 50 commercial shops in and around tourist spots. Out of these 50 shops, 20 shops are chosen through simple random sampling method. There are 80 hotels providing services to tourists in the study area. Out of these 80 hotels 45 hotels are chosen through simple random sampling method.

MEASURING TECHNIQUES:

Measurement is central to process of obtaining data. The three levels of measurement are used in the study like nominal, ordinal and interval.

SCALING TECHNIQUES:

Scaling describe the procedure of assigning numbers to various degrees of opinion, attitude and other concepts, in the present study has taken Four Point Likert scaling method. The benefit of this scale is that it provides the users with more options and provides a wider range of relatively neutral and relatively extreme responses. Further it helps the pin-pointing and narrowing down responses from the respondents.

STATISTICAL TOOLS USED:

The Statistical Package for Social Sciences Version 19 was used in the analysis of the data collected in this research. As the researcher deemed it the most appropriate given its versatility and considering the nature of the data collected. The SPSS has the incredible capabilities and flexibilities of analyzing huge data within seconds and generating an unlimited gamut of simple and sophisticated statistical results including simple frequency distribution tables, polygons, graphs, pie charts, percentages, cumulative frequencies, binomial and other distributions.

The researcher has utilized appropriate statistical tools for analyse the data. In most of the cases comparison has been made on the basis of observation. Comparisons of tables with simple mathematical tools have been used to make the analysis more understandable one. On

the basis of the answers given by the respondents a null hypotheses was framed which involves statistical tools for test hypothesis, such as simple percentage, mean and trend are used for analysis of data. Chi square test is used for testing the hypothesis. Kathleen Carry model is used for finding out the significant effects of hotel room occupancy by foreign and domestic tourists. Factor wise satisfaction index is used to find out the level of satisfaction of sample respondents.

STATISTICAL TOOLS

Tools used for the study

The data collected from the respondents were analyzed by statistical tools like Percentage analysis, Descriptive Statistics, Chi-square

Method of analysis:

The duly filled in the questionnaires has been scrutinized and rectified for errors and slips. The collected data has been tabulated and statistically analyzed. Descriptive analyses have been applied in this study.

FINDINGS

Scenery beauty received the first rank the major reason for popularity of Tourism is the overcrowded urban areas and the stress associated with the pollution, noise and crime make the people in these areas to seek peace, calm and beauty respectively.

Food and Drinking water received 2nd rank. The level of satisfaction of the tourists is high on this count but during the survey period it is found that the sanitary conditions apart from quality of food were poor. The variety and quality of food served by the restaurants in the town is also up to the satisfaction of tourists. Lack of local cuisines and high pricing was an issue.

It is observed that accommodation facility received fourth rank means with relatively medium contribution to the level of satisfaction. The tourists were overall satisfied with hotels and services. The problem facing accommodation establishment is due to the fluctuation in demand. This problem is especially acute during summer season.

A flood of tourist enters the city causing demand for accommodation and thereby creating a shortage of accommodation. Rise in demand prompts to exploitation Shopping facility received third rank. It is known from the study that purchasing of items of various varieties is found on large scale by tourist. Though the shopping facility received third rank there is a habit of dual pricing system and bargaining is common.

Parking facilities received fourth rank because parking facilities are not sufficient during the whole year in summer season the problem becomes acute. Some roads are narrow designed for a limited traffic and also creates parking difficulties.

Shopping facility received third rank. It is known from the study that purchasing of items of various varieties is found on large scale by tourist. Though the shopping facility received fifth rank there is a habit of dual pricing system and bargaining is common.

Local traffic creates problem and has received seventh rank. Within the town roads are narrow cars parked on roadside creates local traffic and inconvenience.

Transportation received the eighth rank Kanyakumari is well connected by road to other parts of country. There is a Railway link also in Kanyakumari district. There is a very heavy rush of tourists during summer seasons, during peak tourist part of Tamilnadu.

Kanyakumari attracts more tourists from other states in India .The people of Kanyakumari District felt that the foreign tourists hardly had done any damage to the local culture but they were not having the same opinion with the Indian tourists.

As Kanyakumari District has a distinguish identity and sophisticated mentality from the rest of Tamil Nadu state. The superstitious and communally sensitive north Indian tourists by and large damaged the very basic social fabric and tolerance of the local society.

The local people hardly had any altercation with the foreign tourists but had the same with the Indian tourists.

Tourism was developing Kanyakumari District's economy and image. The more and more starting of Travel Agencies, Tour Operators, Call Taxi Operators Rail and Roadlinks to other Tourist spots of the state and all over the country.

SUGGESTIONS

1. Paid parking should be easily available at distinct places.
2. Easily available road links should be provided where possible.
3. Government should take initiatives to improve Tourism in Kanyakumari District promptly. Government should make regular inspections and surprise visits to hotels to keep proper check.
4. Safety of tourists should be priority of the local government.
5. Proper signboards are not available so these should be kept on priority by Tourism officials.
6. Various projects related to escalators, traffic lights, ropeway projects, water ATMs, beautification of the town must be accomplished on time. It would make Tourism reach more heights and revenue to the state government and local entrepreneurs of all types and kinds.
7. The government should provide the assistance to the physically challenged, senior citizens.
8. The state government should introduce inter- town bus facility from Nagercoil to all the tourist spots of Kanyakumari District. A shuttle service among all the tourist spots maybe another option
9. The government should regularize the fare such trips and even to have regular monitoring on the tour operators' schedules and fares.
10. The state government of Tamil Nadu and the other state governments should have a close coordination in providing more auxiliary facilities.

11. An extensive exposure of the flora and fauna, historical monuments, natural beauty and heritage to be done to attract national and international tourists.

CONCLUSION:

Kanyakumari offers a multitude of experience to the tourist. It is blessed with unmatched natural diversity that provides immense scope for Tourism. This virtual paradise holds almost all the tourist attractions of the world i.e. beaches, enhancing back waters, mist clad hill stations, lush forests, scintillating waterfalls, extensive plantation, invigorating monsoons, ayurvedic health centre, magical festivals, spectacular art forms, splendid cultural heritage, spicy cuisine and everything else that enthralls a visitor. It has emerged as the most acclaimed tourist destination of the district in the recent past.

From the overall study the investigator finds and analyzed there are more employment opportunities in particular district at the same time the economy of Kanyakumari is higher than any other districts in Tamil Nadu. There are more foreign and domestic tourists are visiting. The service provided by the tour operators and travel agencies in this district is not satisfactory. The government should take necessary action to regulate the travel and tour operators. Tourism will generate more foreign exchange if the government takes to improve the tourist destinations. Kanyakumari also famous for handicrafts like sea shells and allied products etc and their economy, standard of living, per capita income in increasing only because of Tourism.. In this district Female are getting more employment opportunities.

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