



TOURISM DEVELOPMENT OF 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.

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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).

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 leads 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

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. Tourism 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 travelers 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.

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

HYPOTHESES OF THE STUDY

- There is multi-collinearity and hence the existence of Autocorrelation among the explanatory variables.
- Satisfaction levels are not different between foreign tourists and domestic tourists.
- The carrying capacity of tourist spots of the study area is highly insufficient to accommodate tourist inflow.

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 used both primary and secondary methods of data collection.

Primary method: For collecting primary data three questionnaires were prepared. Before preparing the questionnaire a pilot study was conducted in which discussions were held with restaurant owners, tour operators, commercial shops and tourists? After the completion of the pilot study the questionnaire was modified and restructured and split into three; one questionnaire for restaurant owners, another questionnaire for commercial shops and the third questionnaire for tourists.

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 250 foreign tourists and 250 domestic tourists in the study area. There are 550 commercial shops in and around tourist spots. Out of these 550 shops, 120 shops are chosen through simple random sampling method. There are 180 hotels providing



services to tourists in the study area. Out of these 180 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.

Area of the Study:

Kanyakumari District in the state of Tamil Nadu is chosen as an area of the study.

Period of the study:

Secondary data are collected for a period of 5 years from 2009 to 2014. Primary data are collected from October 2013 to September 2014.



Limitations of the study

All possible care to avoid short comings and errors in the collection of data has been taken during the study. Utmost care and skill are exercised to derive the conclusions and bring out the findings of the study. In spite of all the efforts taken in this regard, the present study is restricted to Kanyakumari District. The collected data may spell out only the attitude of respondents based on the experiences with regard to tour. The opinion of the respondents is collected throughout the period of one year and hence, there may be some cognitive changes in their attitude as well as their opinion due to some external clues.

TABLE 1: Demographic characteristics of the sample and journey features

Characteristic	Distribution of answer
Tourist's gender	Male 46%, Female 54%
Tourist's age	15 – 24:19%; 25 –44: 50%; 45 – 64: 28% ; older than 65: 3%
Tourist's educational qualification	Elementary: 10%; Secondary: 35%; College or higher: 55%
Tourist's nationality	Indian tourists: 45%; Foreign tourists: 55%
Tourist's marital status	Married: 67%; single: 33%
Tourist's occupation	Governmentemployee:45%;businessman:35%;any other:20%
Type of lodging	Hotel: 75%; apart hotel: 10%; other: 15%
No. of days of visit	1-3: 55%; 4-6: 25%; 7-9: 20%
First visit to Kanyakumari	Yes: 33%; No: 67%
Main travel motivation	Leisure/recreation/holidays: quoted by 82% of respondents; visiting Friends and family: quoted by 11% of respondents; business: quoted by 4% of respondents; health: quoted by 3% of respondents
Main form of transportation used in this journey	Rental car: 49%; private car: 41%; public transports: 10%;

Source: Data collected from questionnaire.

TABLE 2

STATEMENTS	d.f.	TABLE VALUE	CHI SQUARE VALUE	RANKS (S.A.-1, A-2,N-3,D.A 4,S.D.A.-5)
Hotel employees are friendly, courteous and attentive.	3	7.815	32.292	1
The rooms are well maintained in hotel.	2	5.991	29.569	1
The quality of food is excellent	3	7.815	17.769	1
Parking is easily available	2	5.991	14.615	1
Local people are kind	4	9.488	5.958	3
View are attractive	2	5.991	14.615	1
Easily available road links	3	7.815	6.938	1
The prices are as I expect	4	9.488	33.385	2

Source: Data collected from questionnaire



In table 2 five points Likert Scale has been used. The table 2 depicts that in all the above statements the chi-square value is significant shows that overall tourists are satisfied with their visit to Kanyakumari.

TABLE – 3

Sr. No.	Factor	Overall ranking
1	Accommodation	3
2	Shopping facility	5
3	Transportation	8
4	Recreation	6
5	Local traffic	7
6	Scenery beauty	1
7	Food and drinking	2
8	Parking	4

Source: Data collected from questionnaire.

Findings of above table

- 1) 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.
- 2) 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.
- 3) 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.



- 4) 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.
- 5) 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.
- 6) Recreation received the sixth rank. In recent, there has been manifold expansion of infrastructural and recreational facilities in the town, but these facilities could not keep pace with the taste and preference of modern day tourist. It is essential that the tourist resort become more and more popular and is able to attract an ever increasing number of tourists. The scope of recreational facilities needs to be expanded as the present places of recreation become over crowded during peak season.
- 7) Local traffic creates problem and has received seventh rank. Within the town roads are narrow cars parked on roadside creates local traffic and inconvenience.
- 8) 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.

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.

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.

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 entralls a visitor. It has emerged as the most acclaimed tourist destination of the district in the recent past.

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