

**A STUDY ON MARKETING OF TOURISM PRODUCTS
IN KODAIKANAL, DINDUGUL DISTRICT**

*Thesis Submitted to Manonmaniam Sundaranar University
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DOCTOR OF PHILOSOPHY IN COMMERCE

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This thesis entitled **“A STUDY ON MARKETING OF TOURISM PRODUCTS IN KODAIKANAL, DINDUGUL DISTRICT”** Submitted by **A.Diana** for the award of **Doctor of Philosophy in Commerce** of **Manonmaniam Sundaranar University**, is a record of bonafide research work done by her and it has not been submitted for the award of any degree, diploma, associateship, fellowship of any University / Institution.

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DECLARATION

I hereby declare that the thesis entitled “**A STUDY ON MARKETING OF TOURISM PRODUCTS IN KODAIKANAL, DINDUGUL DISTRICT**” submitted by me for the degree of **Doctor of Philosophy in Commerce** is the result of my original and independent research work carried out under the guidance of **Dr. C. EUGINE FRANCO**, Head, Department of Commerce, St. Xavier’s College (Autonomous) Palayamkottai and it has not been submitted for the award of any degree, diploma, associateship, fellowship of any University or Institution.

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CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Tourism is a composite industry. It consists of various segments which can produce a wide range of products and services. Tourism marketing is an integral effort to satisfy tourists and, it is a device to transform the potential tourists into the actual tourists. The tourism products are an amalgam of different tangible and intangible elements. The tourism products are highly perishable, service products, intangible and the users of tourism products are of heterogeneous in nature. In the Indian perspective for developing the tourism products, there are tremendous potentials. Further, there are tremendous opportunities for developing beach tourism, village tourism and heritage tourism. The forts, old palaces, havelis etc, need an intensive care of tourism planners. Particularly, the high spending tourists prefer village tourism and heritage tourism. The tourist organizations, the national and provincial governments need to formulate a plan for the development of tourism keeping in view the regional and local conditions where the sites are to be developed.

Tourism is now well recognized as an export oriented industry. The tourists travel either for pleasure or family reasons and health or business purposes from one country to another or within one country. Once when a foreign traveller in large number turns towards India, it has potentiality to earn foreign exchange. In order to augment foreign exchange, the country has to provide attractive tourism services which will satisfy their aspirations. In turn, the satisfied tourists repeatedly visit India and initiate others to visit India with their friends, relations and others. Hence, development of tourism and its services in India has become an important industry.

Tourism's importance, as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity objectives, which we have set for ourselves. Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure at the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth.

Tourism is a service industry. It provides jobs to people as hotel employees, tour guides, tour agents, taxi drivers, restaurant employees, and transportation workers. Hence, the present study has made an attempt to study the aspects related to the personal details of the tourists, kind of problems the tourists faced in getting preferred mode of transport, problems faced in accommodation, problems faced in food, expenditure pattern of tourists and attitude of the tourists. Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. It is a critical business function for attracting customers.

From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. It is the process of communicating the value of a product or service through positioning to the customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its

shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behaviour and providing superior customer value

1.1.1 TOURISM PRODUCTS

Tourism product includes the total tourist experience that meet its expectations, including experience with housing, natural and cultural attractions, entertainment, transportation, catering, hosts etc. Serbia has possibilities for development and commercialization of a tourism product, which can be divided into successful short-term ("quick win") and long-term success ("long run"). In the short-term, successful tourism products or products with the greatest opportunity to be quickly placed on the market included.

1.1.2 ISSUES AND CHALLENGES

ISSUES

- All nature based forms of tourism is spoiled
- Nature as well as the traditional culture is not in concentration.
- Increase the negative impacts upon the nature and socio-cultural environment.
- Authorities not to managing natural areas with conservation purposes
- Reducing the employment and income opportunities for local communities
- Lack of awareness towards the conservation of natural and cultural assets both among local and tourists.

CHALLENGES

- The potential for tourism to deliver pro-poor growth in the least developed countries offers significant benefits to the world's poorest people.
- International tourism often falls between departments dealing with development, trade, environment and other issues greater co-ordination should be attempted, in order to maximise to potential to support sustainable, pro-poor tourism (PPT).
- The private sector, community organisations in destination countries, international NGOs and governments should all be involved in efforts to develop PPT
- Tourism is highly dependent upon natural capital (e.g., wildlife, scenery) and culture. These that some of the poor have, even if they have no financial resources.
- Tourism can be more labour intensive than manufacturing (though less labour intensive than agriculture).
- Compared to other modern sector, a higher proportion of tourism benefits (jobs, petty trade opportunities) go to women.

1.2 STATEMENT OF THE PROBLEM

Tourism is a major item of international trade. It provides a major contribution to foreign exchange earnings to the developing and developed countries. Tourism creates a goodwill about the tourist spot on tourists which promotes them to participate in events like conferences and exhibitions. It also provides an opportunity to improve cooperation as well as to project a real image of a country to the outside world. Tourism has an educational significance and it involves cultural exchanges.

The cultural factors attract tourists to destinations such as architectures and historical monuments. Tourism brings together people of different backgrounds from different countries. Tourism is an integral part of modern life as a force for social change.

Tourism industry in India as well as Tamil Nadu is mostly untapped. Poor and inadequate infrastructural facilities and management, non-availability of basic amenities in tourist spots, inadequate transportation facilities, lack of domestic and international airports, lack of accommodation arrangements and the like, have made most of the tourist centres inaccessible to both domestic and foreign tourists. Tourists' attitudes towards the various tourism products play an important role in the development of tourism today.

The present study "A Study on the Marketing of Tourism Products in Kodaikanal, Dindugul district" has attempted to study the length of the stay of tourists, the purpose of tour, the tourism products that are being marketed in Kodaikanal and the problems that are being faced by the tourists in the study area. Further, the socio economic background and the expenditure pattern of tourists, the attitude of tourists towards tourism products and the factors influencing the tourists to take tourism decision have also been included in the study.

1.3 SCOPE OF THE STUDY

The main aim of the study is to analyse the satisfaction of the tourists towards tourism facilities available in Kodaikanal. The study intends to find answers to the problems and shortcomings in tourism infrastructure development in the study area and tourism support services such as quantity and quality of public transport, accommodation, food, bank, parking facility, shopping, medical facilities and so on. The opinion and the suggestions from the tourist respondents incorporated herein would provide guidelines for future course of action to be followed in Kodaikanal.

1.4 OBJECTIVES OF THE STUDY

The following objectives have been framed for the study:

- (i) To study the various tourism products marketed in Kodaikanal, Dindugul district.
- (ii) To study the socio economic background and the expenditure pattern of the tourists.
- (iii) To study the attitudes of tourists towards marketing of tourism products in Kodaikanal, Dindugul district.
- (iv) To find out the level of satisfaction among tourists in Kodaikanal, Dindugul district.
- (v) To analyse the relationship between the satisfaction and socio economic background of tourists in Kodaikanal, Dindugul district.
- (vi) To analyse the factors motivated the tourists to visit Kodaikanal.
- (vii) To suggest a few measures for the betterment of marketing of tourism products in Kodaikanal , Dindugul district.

1.5 HYPOTHESES OF THE STUDY

The following hypotheses were framed and tested for the present study:

- 1) There is no significant difference in satisfaction towards tourism facilities among different gender groups of tourists visiting Kodaikanal, Dindugul District
- 2) There is no significant difference in satisfaction towards tourism facilities among different age group of tourists visiting Kodaikanal, Dindugul District.
- 3) There is no significant difference in satisfaction towards tourism facilities among marital status of tourists visiting Kodaikana , Dindugul District.

- 4) There is no significant difference in satisfaction towards tourism facilities among different nature of the family of tourists visiting Kodaikanal at Dindugul District.
- 5) There is no significant difference in satisfaction towards tourism facilities among different number of members in the family of tourists visiting Kodaikanal, Dindugul District.
- 6) There is no significant difference in satisfaction towards tourism facilities among different levels of education of tourists visiting Kodaikanal, Dindugul District.
- 7) There is no significant difference in satisfaction towards tourism facilities among different occupation of tourists visiting Kodaikanal, Dindugul District.
- 8) There is no significant difference in satisfaction towards tourism facilities among different nativity of tourists in Kodaikanal, Dindugul District.
- 9) There is no significant difference in satisfaction towards tourism facilities among different monthly income of tourists visiting Kodaikanal, Dindugul District.
- 10) There is no significant relationship between gender and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
- 11) There is no significant relationship between age and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
- 12) There is no significant relationship between marital status and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

- 13) There is no significant relationship between nature of the family and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
- 14) There is no significant relationship between number of members in the family and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
- 15) There is no significant relationship between level of education and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
- 16) There is no significant relationship between occupation and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
- 17) There is no significant relationship between nativity and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.
- 18) There is no significant relationship between monthly income and level of satisfaction in the tourism products among tourists in Kodaikanal, Dindugul District.

1.6 METHODOLOGY

Primary and secondary data have been collected from different sources and used for analysis. Secondary data required for the study have been collected from various publications. Primary data were collected through a well structured interview schedule prepared by the researcher in consultation with the experts in the field. The finalized interview schedule was pre-tested as to its contents and wordings through a pilot study. The pilot study was conducted with fifty respondents selected at random. The practical difficulties experienced by the respondents in answering the questions

were set right and the final draft interview schedule was finalized. The finalized structured interview schedule was used for collecting information from the selected respondents.

1.7 RESEARCH DESIGN OF THE STUDY

Research design is the conceptual structure within which the research is conducted. Bernad Philips has described the research design as a blue print for the collection, measurement and analysis of data. The research design in the present study is descriptive as well as exploratory in nature. The study describes the phenomena of tourists satisfaction, kind of problems the tourists faced in the visiting places, expenditure pattern of tourists, attitude of the tourists towards the facilities of shops, hotels, travels, hospitals, food and guides. Apart from this, the present study has its own confined objectives and also pre determined methodology to fulfill the objectives of the research.

1.8 SAMPLE SIZE AND SAMPLING DESIGN

The present study is based on both primary and secondary data. Tourists have been visiting various places of Kodaikanal, Dindugul district. The researcher collected the primary data from tourists visiting various places of Kodaikanal, Dindugul district. For the collection of primary data, 500 tourists were selected through convenient sampling method. They were met at the hotels or guest houses where they were residing and also at the tourists spots which they were visiting in Kodaikanal A well structured interview schedule was adopted to collect the primary data.

1.9 DATA COLLECTION

The present study used the primary and secondary data. The secondary data have been used to write the theoretical and conceptual framework and also the review of literature. The primary data had been collected with the help of structured interview

schedule. The researcher herself prepared the interview schedule used in this study. Before preparing the interview schedule, the researcher has contacted various experts and had number of discussions with different individual tourists. From the various discussions and references, the researcher has prepared interview schedule in a proper format. The prepared interview schedule has been tested through the selected 50 sample respondents. Further, the researcher had an indepth analysis with the support of the interview schedule prepared for final study. After that the researcher finalized the final well structured interview schedule with the support of and contribution from various field experts.

1.10 FRAMEWORK OF ANALYSIS

The collected data had been processed with the help of appropriate statistical tools. The statistical tools were selected on the basis of the objectives of the study and also the nature of data included for the analysis. The details of statistical tools and its relevance of application is summarized below:

1.10.1 ANOVA

ANOVA test is used by the researcher to find the significant differences existing among the three or more sample groups in relation to a variable. The total variance in a set of data is divided into variation within groups and variation between groups.

The ANOVA technique is based on the concept of sum of squared deviations from a mean. Corresponding to the total variance and its two components, we have the total sum of squares (SS), between groups sum of squares (SS_b), within groups of squares (SS_w) is obtained by combining the sum squares i.e., the squared deviations of every raw score from its sample mean. The formula used is

$$SS_w = \sum_1 d^2 + \sum_2 d^2 + \sum_3 d^2 + \sum_4 d^2 + \sum_5 d^2 + \dots \sum_n d^2$$

Where d = a deviation of every raw score of a category from its sample mean.

Between groups sum of squares (SS_b) is arrived at by calculating the difference between each sample mean and the total mean. The squared difference is multiplied by the sample size in the concerned category and these quantities.

The formula is

$$SS_b = \sum [(x - x_1)^2 \times n]$$

Where,

X = any sample mean

X₁ = the total mean

n = the number of scores in any sample

SS_b = the between groups sum of squares

The total sum of squares (SS₁) is equal to a sum of within and between groups sum of squares.

$$SS_1 = SS_b + SS_w$$

Mean Square

The value of the sums of squares tends to become larger as variation increases and also as sample size increases. The mean square (or variance) is obtained by dividing SS_b or SS_w by the appropriate degrees of freedom.

$$MS_b = SS_b / df_b$$

$$MS_w = SS_w / df_w$$

Where,

MS_b = the between- groups mean squares

MS_w = the within – group mean squares

df = the degrees of freedom

$df_b = k-1$

$df_w = n_1-k$

Where,

k = the number of samples (groups)

n = the total number of scores in all samples combined.

1.10.2 ‘T’ Test

‘t’ test is used to study the significant differences among two groups of samples with respect to a variable. It is also used to test the significance of a correlation co-efficient calculated among two variables. In the study, for the latter purpose ‘t’ test is employed. Theoretical work on t-distribution was done by W.S. Gosset in the early 1900. The “t-statistic” is defined as:

$$t = \frac{x - \mu}{S} \times \sqrt{n}$$

Where, $S = \frac{\sqrt{\sum(x - \bar{x})^2}}{n-1}$

The t-distribution is derived mathematically under the assumption of a normal distribution as:

$$f(t) = C \left[\left(1 + \frac{t^2}{v} \right) \right]^{-\frac{v+1}{2}}$$

Where, $t = \frac{(X - \mu)}{S} \sqrt{n}$

C = a constant required to make the area under the curve equal to unity.

$v = n-1$, the number of degrees of freedom.

To test the significance of the correlation coefficient, the following formula is used:

$$t = \frac{r}{\sqrt{1-r^2}} \times \sqrt{n-2}$$

Where, t is based on $(n-2)$ degrees of freedom.

If the calculated value of t exceeds $t_{0.05}$ for $(n-2)$, d.f., the value of r is significant at 5% level. If $t < t_{0.05}$, the data are consistent with the hypothesis of an uncorrelated population.

1.10.3 Garrett's ranking technique

To find out the tourists' problems in the visiting places and in availing marketing of tourism products in Kodaikanal and also in assessing preference of tourists towards tourism products, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent Position} =$$

Where,

R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then, for each factor, the scores of each individual are added and then total value of scores and mean values of score are calculated. The factors having highest mean value are considered to be the most important factors.

1.10.4 Factor Analysis

Factor analysis is a statistical tool employed to find out the factors motivated the tourists to visit Kodaikanal, Dindugul district.

The factor analysis model in matrix notation is given by

$$X = Af + e$$

Where,

$$X = (x_1, x_2, x_3, \dots, x_p)$$

$$F = (f_1, f_2, f_3, \dots, f_m)$$

$$E = (e_1, e_2, e_3, \dots, e_p)$$

$$M = \text{Number of factors}$$

And the relevant matrix is

$$A = \begin{bmatrix} a_{11} & a_{12} & \dots & \dots & \dots & a_{1m} \\ a_{21} & a_{22} & \dots & \dots & \dots & a_{2m} \\ \dots & \dots & \dots & \dots & \dots & \dots \\ \dots & \dots & \dots & \dots & \dots & \dots \\ a_{p1} & a_{p2} & \dots & \dots & \dots & a_{pm} \end{bmatrix}$$

where a_{ij} is the factor loading which give net correlation between the variables x_i and factor f_j . (where $i = 1, 2, \dots, p$ and $j = 1, 2, 3, \dots, m$). It is assumed that the error variables (e) are distributed independently of f and p and e as a multi-variate normal distribution.

1.10.5 Tourists Satisfaction Index (TSI)

Satisfaction with the facilities available in Kodaikanal of Dindugul District is determined by calculating the Tourists Satisfaction Index (TSI). Tourists Satisfaction Index helped to know the satisfaction of the tourists with the facilities available in Kodaikanal of Dindugul District. In a way, tourists' satisfaction index shows the satisfaction among tourists. The Tourists Satisfaction Index (SFI) is calculated by using a specially devised unstandardised model, devised by the researcher. The unstandardised Tourists Satisfaction Index is standardized through reliability analysis. The Formula used to calculate Tourists Satisfaction Index is:

$$TSI = \sum_{i=1}^n TSV_i$$

Where,

TSV=Tourists Satisfaction Variable

TSI=Tourists Satisfaction Index

i=1.....n or number of satisfaction variables included.

1.11. LIMITATIONS OF THE STUDY

The present study is subjected with the following limitations:

- (i) This study is primarily concerned with the tourists of Indian nationality.
- (ii) Non-availability of proper secondary data and records were great obstacles in this study.
- (iii) The result of the primary data duly depended upon the trustworthiness of the respondents.
- (iv) The scope of the study is limited to only Kodaikanal.
- (v) The data were collected only from 500 respondents.

1.12. CHAPTER SCHEME

The present study is classified into seven chapters.

The first chapter deals with the introduction and the design of the study. This chapter presents the statement of the problem, objectives of the study, hypotheses, operational definitions, methodology, statistical tools, sampling design, the method of data processed, geographical coverage, limitations of the study and the chapter scheme.

The second chapter deals with review of literature.

The third chapter deals with conceptual framework of the study.

The fourth chapter envisages the profile of the study area.

The fifth chapter includes the socio-economic background and the expenditure pattern of tourists.

The sixth chapter highlights the attitude of the tourists towards tourism products marketed in the study area and the factors motivated tourists to visit tourist places in Kodaikanal.

The seventh chapter presents the summary of findings and suggestions for the betterment of marketing of tourism products in the study area and ends with conclusion.

. CHAPTER - II

REVIEW OF LITERATURE

2.1 INTRODUCTION

Tourism occupies an important role in the modern study. Like other disciplines, tourism has many attractive features and complex nature. These characters influence various academic disciplines such as economics, geography, history, psychology and sociology as well as management and marketing. The disciplines like market research, planning and statistics are also used in tourism. Hence, the importance of tourism cannot be minimized or underestimated. Generally, tourism has attracted the entire world in many ways. The responsibilities of managing the affairs of nations have almost been universally recognized as the economic advantages of tourism. Tourism is a painless procedure for transfer of real resources from industrially capital surplus of developed countries to low income developing countries. It is a very important source for maximizing foreign exchange earnings of not only developing countries but also of many developed countries of the world. In this context, tourism is a fast growing industry in the world. Therefore, a large number of research articles and books have been published on it. The following studies are reviewed as a part of this study. The reviews were classified and grouped in to thirteen different categories such as International tourism, Marketing of Tourism, Tourism Management, Tourism and Agriculture, Tourism in India, Modern Tourism, Eco and Socio Tourism, Wildlife Tourism, Coastal Tourism, Cultural Tourism and Pilgrim Tourism.

Richard L. Bawen, Linda J. Cox and Morton Fox (1991) in their study on, “The Interface between Tourism and Agriculture”, presents a conceptual model of linkages between the agricultural and tourism sectors of a tourist destinations economy. Based on evidence from Hawaii and the literature, it is argued that the linkages can benefit both sectors. Unique agricultural products, government policy and the relative scarcity of resources are key determinants of the linkages character. In addition, agricultural services must be recognized as an important growth industry for tourist economies¹.

Bijender K. Punia (1994) in his book, “Tourism Management – Problems and Prospects” has emphasized a good work with details of tourism patterns, arrivals, natural and manmade tourist resources in the Haryana state, and has reviewed the plans and policies of state government in the context of present and future development of tourism. He has brought out the existing problems in way to tourism development in the state particularly in terms of tourist resources, human resources, tourist information and publicity, tourism awareness and allied aspects. He has suggested practical measures towards accelerated development of tourism in the state².

Batra, G.S., and Chawla, A.S., (1995) in their book, “Tourism Management – A Global Perspective” have studied that the recent trends in tourism industry in India. The work contains the performance and growth of central tourism corporation and state tourism development corporation in Punjab and highlights the problems of

¹ Richard L.Bawen, Linda J.Cox and Morton Fox, “The Interface between Tourism and Agriculture”,

² Bijender K. Punia, “Tourism Management – Problems and Prospects”, Ashish publishing House, New Delhi, 1994, pp. 1-199.

Tourism Management and the leading suggestions for improving the functioning and performance of tourism corporations³.

Pushpinder S. Gill (1997) in the study on, “Tourism Economic and Social Development,” gives valuable information regarding significance of tourism in India, socio-economic dimensions of tourism, Indian and International tourism, tourism infrastructure, role of travel agencies, and profile of tourism development in Europe. Besides, this study will prove an ideal companion for researchers, academicians, tourists, travel agencies, officials and policy makers⁴.

Praveen Sethi (1999) in his study on, “Hand Book of Modern Tourism,” deals with the aspects of tourism such as development of Modern Tourism and International Tourism. In addition, this study also describes impact of sex tourism particularly in the South-Asian country. It promotes unequal gender relations in which women are subordinate to male interests. Based on the above such information this study will be of use to academicians, professionals and tourists in many ways⁵.

Sinha, P.C. (1999) in his study on, “Tourism Management,” explains the important volumes of International Encyclopedia of Tourism Management Series. In this volume potential area such as Environment Management, Tourism Planning Management, Tourism Marketing Management, Tourist Travel Management, Tourism Issues, Tourism Strategies, and Tourism Management Policy etc., are covered. These works aim at providing a basic reference on the subject, details about various

³ Batra, G.S, and Chawla, A.S, “Tourism Management – A Global Perspective”, Deep and Deep Publications, New Delhi, 1995, pp.1–195.

⁴ Pushpinder Gill. S., “Tourism Economic and Social Development”, Anmol Publications, New Delhi, 1997, pp.23-42.

⁵ Praveen Sethi, “Hand Book of Modern Tourism”, Anmol Publications, New Delhi, 1999, pp.1-3.

concepts, principles and nature of tourism industry and a supportive literature on various facts⁶.

Sharma, J.K. (2000) in his study on, “Tourism Planning and Development a New Perspective,” looks into the contemporary problems and prospects of the tourism industry. The purpose of this study is two-fold. On the one hand, it attempts to summarize the foundations of tourism planning and development and on the other it caters to tourism designers, planners, and developers of varied experiences and knowledge. The study makes an attempt to present an alternative tourism planning and development process which recommends for re-conceptualizing sustainable tourism. Therefore, the book is very useful to readers and researchers⁷

Abha Agarwal, K.M (2001) points out “Tourism for the Sustainable Development - A Case Study of Uttaranchal State”. In this context, Uttaranchal has its flexible margin of accommodating more population in agriculture as well as in industry in Bhawar and Tarai areas while the interior hilly areas have reached its saturation point. In this context, first of all the state government should constitute a ministry for development of Tourism and Tourism development department should also be established in each and every district of the state. Thus the above description makes it clear that tourism for India, particularly for Uttaranchal will prove the main source of revenue and ecological regeneration which is the immense need of today’s sustainable economic development⁸.

Sunil Gupta and Bansal, S.P. (2001) in their study on, “Tourism Towards 21st Century,” deals in two parts. The first part is an attempt to highlight the

⁶ Sinha, P.C., “Tourism Management”, Anmol Publications, New Delhi, 1998.

⁷ Sharma. J.K, “Tourism Planning and Development A New Perspective”, Kanishka Publishers and Distributors, New Delhi, 2000.

⁸ Abha Agarwal, K.M, “Tourism for the Sustainable Development-A Case Study of Uttaranchal State, Indian Journal of Marketing, Vol. XXXI, Issue.9, 2001, pp. 11-12.

contemporary issues. It also explores some important concepts in global tourism. The second part of the study is related to regional tourism. This study will be of use to the tourists, policy makers, academicians, researchers and all those interested in the study of various aspects of tourism⁹.

Jeyapalan, N. (2001) in his study on, “An Introduction to Tourism”, explains that tourism occupies an important role in the world because the industrial revolution brought a significant change in the field of travel. Now, many countries depend upon tourists income. It is also recognized as a source of foreign exchange earnings as well as employment generation. The study provides a comprehensive authoritative introduction to the subject of tourism. It deals with history of travel, types of tourism, tour in modern period, nature of tourism, components as well as elements of tourism, motivation of travel, organization of tourism, measurement of tourism, planning of tourism, tourism marketing, and economic as well as cultural significance of tourism, travel agencies, travel documents and tourism in India¹⁰.

Bheemaraj, P. (2002) made a study on, “Tourism and Economic Development of Tamil Nadu with Special Reference to Tiruchirappalli District.” The study is divided into six chapters. The first chapter deals with objectives, hypotheses, and methodology of the study. The second chapter consists of definitions, concepts, and review of literature. It also includes the particulars on foreign exchange earnings by way of tourism and economic development. The third chapter presents the profile of the study area. The fourth chapter deals with the numerous places of tourist interest and tourist arrivals in Tamil Nadu. The fifth chapter comprises analysis of data and discussion of the findings. The last chapter consists of the summary of findings,

⁹ Sunil Gupta, Bansal. S.P., (ed.), “Tourism towards 21st Century”, Deep & Deep Publications, New Delhi, 2001, P.137.

¹⁰ Jayapalan, N., “An Introduction to Tourism”, Atlantic Publishers and Distributors, New Delhi, 2001.

suggestions, and conclusions. The above study is one of the basic and detailed studies of tourism field¹¹.

Martin Mowforth, Lan Munt (2003) in his study on, “Tourism and Sustainability,” assert that growth of tourism means for the third world countries to escape the confines of underdevelopment. This study also focuses on new purportedly sustainable forms of tourism to the third world destinations in the context of a world undergoing accelerated process of globalization. The growth of mass tourism has a range of problems. They include environmental effects, social and cultural degradations, unequal distribution of financial benefits, the promotion of paternalistic attitudes, and even the spread of diseases. Now tourism is still in its infancy stage. There is no clear agreement on their definitions and conceptual and practical boundaries. In this context, implementation of sustainable tourism will be ecological, social, cultural and economical. This study aims to present many of the issues and debates associated with different aspects of new tourism. Therefore, the work is very useful for understanding the positive and negative sides of tourism¹².

Romila Chawla (2003) in his study on, “Tourism in India-Perspective and Challenges”, attempts to examine the problems of tourism. The study also introduces the various tourist destinations like hill stations, beaches, pilgrimage centers, wild life sanctuaries and adventure centers in India. Finally, the study deals with the contribution of tourism to the Indian economy¹³.

¹¹ Bheemaraj, P., “Tourism and Economic Development of Tamil Nadu with Special Reference to Tiruchirappalli District”, Ph.D. Thesis submitted to Bharathidhasan University, Thiruchirappalli, 2002, pp. 1-10.

¹² Martin Mowforth, Lan Munt, “Tourism and Sustainability”, Routledge, London and New York, 2003, pp. 1-94.

¹³ Romila Chawla., “Tourism in India-Perspective and Challenges”, Sonali Publications, New Delhi, 2003, p.136.

Jagmohan Negi (2004) in his study on “Grading and Classification of Hotels, Tourism Resorts and Restaurants Principles and Practices”, tells that the accommodation sector is fundamental to tourism. Therefore, the study deals with the needs, requirements, and existence of tourist accommodation units. It is a basic work to understand the importance of hotel industry¹⁴.

Jagmohan Negi and **Gaurav Manohar** (2004) in their study on, “Tourist Guide and Tour Operation Planning and Organizing” deals with and highlights the role of the tourist guides and tour operators and their professional status. It is a useful work for the researchers to know the duties and responsibilities of tourist guides and tour operators¹⁵.

Sudesh Lahri (2004) in his study on, “India Tourism Destination for all Seasons,” explored the possibilities of tourism in the context to India. This study brings to the reader much information regarding history, culture, museums, monuments, religions, festivals, dances, music, architecture, sculpture and paintings. This study is very useful to know wider range of tourism in India¹⁶.

Anna Blackman, Faith Foster, Tracey Hyronen, Bronwyn Jewell, Alf Kuilboer and Gianna Moscardo, (2004) in their study on, “Factors Contributing to Successful Tourism Development in Peripheral Regions,” review 11 case studies describing tourism development in peripheral regions around the world. These cases were analysed using a tourism systems framework adapted from Winnett’s Behaviourial systems approach. The analysis also identified a number of barriers to successful tourism development including lack of control over negative impacts,

¹⁴ Jagmohan Negi, “Grading and Classification of Hotels, Tourism Resorts and Restaurants Principles and Practices”, Kanishka Publishers, New Delhi, 2004.

¹⁵ Jagmohan Negi, Gaurav Manohar, “Tourist Guide and Tour Operation Planning and Organising”, Kanishka Publishers and Distributors, New Delhi, 2004, pp. 1-11.

¹⁶ Sudesh Lahri, “India Tourism Destination for All Seasons”, Adhyayan Publishers and Distributors, Delhi, 2004, pp.5-6.

difficulties with finance, community opposition and a lack of infrastructure. The results supported the use of the tourism systems framework for guiding the planning, implementation and control of tourism development in Peripheral regions¹⁷.

Shanimol,S.P,(2004) in her study “The educational potentialities of Tourism Development in Kerala and Tamil Nadu” this reports gives information about Tourism education and Awareness . The main concept is socio- cultural aspects of educational Potentiality of tourism development in both the state are realised. But in certain aspects like tapping and exploration of educational potentiality, impact on tourism on environment. This study presents all formal and non-formal education is strongly felt and there is more awareness of education potentialities of tourisms¹⁸

Prafulla Chandra Mohanty (2004) in his study titled, “Marketing of Tourism Services in India a Study with Special Reference to Orissa”, tells that the tourism in India has vast employment potential. At present about 8.5 million persons are directly employed by hospitality services. This is about 2.4 per cent of the total work force of the country. In addition, the industry provides indirect employment to about 30 million persons. Further, it is interesting to note that employment generation in proportion to investment is very high in tourism industry. According to an estimate, an investment of Rs.10 lakh creates 89 jobs in hotels and restaurant sector as against 44.7 jobs in agriculture and 12.6 in manufacturing industry. Another important aspect of employment in tourism is that it employs a large number of women in hotels, airlines services, travel agencies, handicrafts making and marketing and cultural activities centers. As per 1983 to 1984 indices, the employment output ratio in tourism was 71 whereas in leather 51 textiles 27, electricity 14, beverages 12 and

¹⁷ Anna Blackman, “Factors contributing to Successful Tourism Development in Peripheral Regions”, The Journal of Tourism Studies, Vol.15, No.1, 2004, pp.59-70.

¹⁸ Shanimol, S.P., (2004) “The Educational Potentialities of Tourism Development in kerela and Tamil nadu” unpublished Dissertation, manonmaniam Sundarnar university,Thirunelveli.

cement 6. Generally, the visit of a foreign tourist to India provides employment to 1 per cent and 6.5 domestic tourists generate one job. Based on the above such information this article will be useful to academicians and professionals in many ways¹⁹.

Evaristus M. Irandu, (2004) in his study on, “The Role of Tourism in the Conservation of Cultural Heritage in Kenya”, discusses the contribution of International tourism in the conservation of cultural heritage in Kenya. The cultural impacts of International tourism are found to be both positive and negative. Doxey’s irritation index is used as the main theoretical framework in the study. The issues discussed in this study are relevant to other parts of the world including Asia and Pacific region²⁰.

Settu, T. Raveendran K, and Raja Narayanan, S. (2005) in their study on “Tourism Industry in India” revealed that tourism is the largest sector in the world wide export of goods and services and accounts for 12 percent of global income. The allied topics include the tourism policy, the role of the tourist transporter in the tourism policy, the co-ordination mechanism between the centre, states, benefits extended to the tourist transporter and steps against misuse of benefits by non tourist transporters²¹.

Chanchal Kumar Sharma, (2005) in his study on, “Tourism Policy Innovations of an Indian State (Haryana) and their Implications”, tells that the socio-cultural dimensions of various tourism strategies adopted by the state of Haryana, in order to underline the importance of ensuring effective planning and management for

¹⁹ Praffulla Chandra Mohanty, “Marketing of Tourism in India-A Study with Special Reference to Orissa”, Orissa Review, Vol. 1, No.2, 2004, pp.8-10.

²⁰ Evaristus M. Irandu, “The Role of Tourism in the Conservation of Cultural Heritage in Kenya”, Asia Pacific Journal of Tourism Research, Vol.9, No.2, 2004, pp.10-20.

²¹ Settu, T. Raveendran K, and Raja Narayanan, S. “Tourism Industry in India”, Kisan world, Vol. 32, No. 12, 2005, p.22.

generating protection and preservation of cultural heritage, values, local environments and social well-being. It is thus a call for a mature response on the part of the government for ensuring sustainable development of tourism. There is a need to develop a strategic framework involving coherent partnership between all the stakeholders, ensuring generation of foreign exchange without creating socio-cultural and environmental problems and without having to exhaust assets which cannot be replaced²².

Singh, B.N. and Manas Chatterjee (2005) in their study on, “Tourism in India,” describe the history, heritage and special folk arts of Jammu and Kashmir. This study also deals with the social responsibility and business ethics and the need for tourism laws and regulations. This study contains the basic ideas and ethics of tourism. This study also gives much information about economic impact of tourism, eco-tourism, and growth of travel agencies²³.

Charles R. Goeldner, (2005) in his study on, “Reflections on the Historic Role of Journals in Shaping Tourism Knowledge”, presents the origins, development and importance of tourism. The history of the development of journal of travel research is considered and included the roles of editors and referees. It is argued that the commencement of more journals has not damaged the field and that editor to editor co-operation is valuable²⁴.

Planning Commission of India (2005) prepared a report on, “Tamil Nadu Tourism.” This report gives information about global economy and the role of tourism

²² Chanchal Kumar Sharma, “Tourism Policy Innovations of an Indian State (Haryana) and their Implications”, Professional Paper, Vol.53, No.1, 2005, pp.67-76.

²³ Singh. B.N., Manas Chatterjee, “Tourism in India”, Vol. 1, Rbsa Publishers, Jaipur, 2005, pp.176-178.

²⁴ Charles R.Goeldner, “Reflections on the Historic Role of Journals in Shaping Tourism Knowledge”, The Journal of Tourism Studies, Vol.16, No.2, 2005, pp.44-51.

in Tamil Nadu such as business and industrial tourism, pilgrimage tourism, historical and heritage tourism, nature and wildlife tourism, ethnic tourism, coastal or beach tourism, health care and nature cure tourism. This report presents all the statistical information which is useful for those who go for further studies in the field of Tourism in Tamil Nadu²⁵.

Bramodha Devi, C.K. (2006) in her study, “An Economic Study of Tourism Industry with Special Reference to Kanyakumari District in Tamilnadu”, highlighted the various tourist attractions, attitudes of tourism, and their socio economic conditions, profile of tourist, impressions and problems of the tourist. She concluded that there are some untapped potential areas in this district. Those places should be identified and should be developed at the international standard. Through that we can improve the employment potential to a greater extent²⁶

Malini, R. and Karthikeyan, R. (2006) in their study on “Marketing Concept in Tourist Industry”, suggests that the government or private organization has to take drastic steps to provide proper entertainment throughout the year to attract tourists²⁷.

Vijay Anand A.S, (2006) in his study “Impact of Tourism on Environment with Special Reference to Ooty Town in Tamil Nadu”, highlighted the various attraction tourist parts, attitudes of tourists and profile of the tourists, impacts and solutions. In this area, green lands are converted into brown buildings for infrastructure facilities for tourists. The attraction of the environment will lose its

²⁵ Planning Commission of India, “Tamil Nadu Tourism,” Tamil Nadu Development Report, Academic Foundation, New Delhi, 2005, pp. 281-293.

²⁶ Bramodha Devi, C.K., “An Economic study of Tourism industry with special reference to Kanyakumari District in Tamilnadu”, submitted to M.S. University, September 2006.

²⁷ Malini, R., Karthikeyan, R, “Marketing Concept in Tourist Industry”, Kisan World, Vol. 33, No.12, 2006, pp.37-39.

charm and beauty. Unless systematic and sustainable efforts are made, Ooty may slip out from the favoured destination of the tourists in the course of time. ²⁸

Arabi, U. (2007) made a study on, “Online Tourism Services in Developing Countries: Need for the Website Marketing Infrastructure.” In the modern age, online tourism is a dynamic growing industry with highly competitive and powerful concentration mechanisms. Therefore, a number of online tourism providers have increased all over the world. They use the internet and they are able to reach more consumers and business partners globally in a more efficient way and at relatively low costs. The paper points out that the main challenges in the tourism sector are lack of IT and English skills, lack of online marketing knowledge and limited access of telecommunication systems²⁹.

Anil Kumar, K. and Sudheer, S.V. (2007) in their study titled, “Identification of Negative Factors of Tourism: A Case Study,” describes that the factors like female prostitution, drug trafficking, pick pocketing and theft are identified as major negative factors of tourism in Kerala. In addition to these, factors such as water pollution and exploitation of natural resources are also identified as major negative factors³⁰.

Sheeba Rani, D.M. (2007) in her study on, “Marketing of Tourism Services – A Case Study on A.P. Tourism (A.P.T.D.C Ltd.), Visakhapatnam,” probes into the marketing strategies, to study the tourist satisfaction of supporting and facilitating services and to find out tourists’ opinions about the major aspects like the quality of

²⁸.Vijay Anand, A.S., “Impact of Tourism on environment : A study in Ooty town”, unpublished Dissertation, Mononmaiam sundarnar university, Thirunelveli .

²⁹ Arabi, U, “Online Tourism Services in Developing Countries: Need for the Website Marketing Infrastructure”, Indian Journal of Marketing, Vol. XXXVII, No.8, 2007, pp.25-37.

³⁰ Anil Kumar, K., Sudheer, S.V., “Identification of Negative Factors of Tourism: A Case Study”, Southern Economist, Vol. 46, No. 7, 2007, p.8.

food, tour charges and reservation facilities. The study is based on the random sample of 80 tourists who have been selected and canvassed through a structural questionnaire. Out of 80 tourists, 8 are foreigners, 16 tourists are from within the country and outside the state and 56 are within the state. The study suggests that improvement of infrastructural facilities is very necessary for Visakhapatnam tourist centre³¹.

Ramesh O. Olekar (2007) in his study on, “Pros and Cons of Tourism Industry in India,” explains that Tourism is one of the businesses of providing information, transportation, accommodation and other services to travellers. However, tourism has affected the environment, the quality of water, air and increased noise levels. In this situation, the Indian Government should adopt pragmatic, dynamic approach to develop tourism³².

Yathish Kumar (2007) in his study on, “Tourism Sector and Sustainable Development,” shows that India is the seat of spiritualism and the confluence of different religions like Hinduism, Sikhism, Islam, Christianity, Buddhism, and Jainism etc. The followers of religion have built many temples, mosques, monasteries, and churches across the country. These are attracting both domestic and international tourists³³.

Bheemaraj, P. (2007) made a study on, “Tourism and Economic Development of Tamil Nadu with Special Reference to Tiruchirappalli District.” The main objective of the study is to study the inflow of foreign and national tourist into Tamil Nadu and to study the increase or decrease in the foreign exchange earnings.

³¹ Sheeba Rani. D.M., “Marketing of Tourism Services – A Case Study on A.P. Tourism, (A.P.T.D.C. Ltd.), Visakapatnam”, Indian Journal of Marketing, Vol. XXXVII, No.2, 2007, pp.32-39

³² Ramesh Olekar. O, “Pros and Cons of Tourism Industry in India”, Kisan World, Vol. 34, No. 5, 2007, pp. 56-58.

³³ Yathish Kumar, “Tourism Sector and Sustainable Development,” Southern Economist, Vol. 46, No.9, 2007, pp.19-20.

The study tells that the underdeveloped regions of the country can greatly benefit from tourism. From this point of view, many of the economically backward regions contain high scenic beauty and cultural attractions may get employment and income. Therefore, tourism greatly helps the development of the backward areas³⁴.

Satyanarayana, G., Raghavalu, M.V. and Reddy Ramu, M. (2007) in their study on, “Tourism and its Impact on Socio-Economic Sectors in Developing Countries,” tells that tourism developed only after the end of the world wars. The basic causes of steady growth of tourism are economic, social and technological in nature. Raising per capita income, leading to higher purchasing power, and an increase in discretionary incomes have made tourism accessible to a large majority of people. Thus, tourism is an important means of promoting cultural exchanges and international cooperation. At the same time, it must recognize that tourism also contributed to the protection of the natural environment and cultural heritage of people³⁵

Paramasivan G. And Gand Sacratees J. in their report “Economics of Tourism in India”, pointed out that the economic significance of tourism and its relation to its contribution to increase in income, foreign exchange earnings and generation of employment are of high significance of foreign exchange and large scale unemployment. And concluded that tourism becomes one of the major industries of the world. It contributes significantly to employment, income and harmony.

³⁴ Bheemaraj, P., “Tourism and Economic Development of Tamil Nadu with Special Reference to Tiruchirappalli District”, Seminar Paper submitted to Department of Economics, M.S. University, Tirunelveli, 2007, pp. 1-16.

³⁵ Satyanarayana. G., Raghavalu, M.V., and Reddy Ramu, M., “Tourism and its Impact on Socio-Economic Sectors in Developing Countries”, Southern Economist, Vol. 46, No.7, 2007, pp.9-10.

However tourism is economically important, as it provides as a source of income, it brings infrastructural improvements and it may help regional development.³⁶

Murugesan N. (2007) in his thesis titled “Promotion of Tourism in Kanyakumari” has made an investigation of the infrastructural facilities available to the in Kanyakumari. He has offered constructive suggestions to promote Kanyakumari as an international tourist centre.³⁷

Bhaskar Rao, M. (2007) attempted a study on, “Tourist’s Perceptions towards Package Tours,” the objectives of the study are to identify the motivators of tourism and to study the relationship between the socio-demographic factors of tourists and their preferences towards package tours. The study reiterated that package tour is better than non-package tour, because package tour is a comprehensive program and is arranged by a single institution, which takes care of the interests of tourists in terms of accessibility, amenities, attractions, accommodation and activities³⁸

Anand, S.K. (2007) in his study on, “Tourism Industry Today”, tells that many countries have developed tourism as a major source of national income. Some of the smaller countries like Singapore, Thailand, Indonesia, and Philippines depend largely on income from tourism. The study also tells that the western capitalist world has been able to invest more money in tourism industry and they get huge dividends from tourism whereas in the developing world there is great potential for tourism but

³⁶ paramasivan G.and Gand Scratees.J (2009) “Economics of Tourism in India” in southern Economist Vol. XXXX VII No. 15,pp 19-20.

³⁷ Murugesan,(2007), “Promotion of Tourism in kanyakumari unpublished Dissertation, Madurai Kamaraj university,Madurai.

³⁸ Bhaskar Rao, M., “Tourists’ Perceptions towards Package Tours”, Indian Journal of Marketing, Vol. XXXVII, No. 5, 2007, pp.28-31.

due to lack of funds. The tourism industries in these countries are still underdeveloped³⁹.

Harikumar, P.N. Rajan George Panickar and Susha, D. (2007) in the study entitled, “Role of Ayurveda Centers in Promoting Backwater Tourism in Kerala”, tells that tourism is an important means to attain development, foreign currency, and national prestige. The study concludes that the Kerala state has enough potential to promote backwater tourism by the close tie-up with the Ayurveda Sector⁴⁰.

Mahananda B. Chittawadagi, Sangappa K. Nashi (2007) in their study on, “GATS and Medical Tourism in India”, tells that medical tourism is the act of travelling to another country to obtain medical and surgical care. This study reiterates that India is capitalizing on its low costs and highly trained doctors. On this basis, many countries have developed links for speedy treatment in India⁴¹.

Udayakumari, N. (2007) in the study entitled, “Medical Tourism in India: An Overview”, suggests that Indian healthcare providers can use information technology to keep in touch with patients who have been treated⁴².

Anbazzhagan, M. and Gunasekharn, V. (2008) in their study on, “Medical Tourism in Vellore District,” highlights the drawbacks in Vellore such as lack of proper infrastructure, inadequately maintained roads, very high rate of airfare and lack of tourist information centers, pollution, unsafe drinking water, and non-availability

³⁹ Anand, S.K., “Tourism Industry Today”, Sumit Enterprises, New Delhi, 2007.

⁴⁰ Harikumar.P.N.,Rajan George Panickar, Susha. D., “Role of Ayurveda Centers in Promoting Backwater Tourism in Kerala”, Southern Economist, Vol. 46, No. 9, 2007, pp. 21-24.

⁴¹ MahanandaChittawadagi.B., SangappaNashi, K., “GATS and Medical Tourism in India”, Southern Economist, Vol. 46, No.9, 2007, pp.25-29.

⁴² Udayakumari. N., “Medical Tourism in India, An Overview”, Kisan World, Vol. 34, No. 5, 2007, pp.54-55.

of hygienic foodstuff. Thus, the study helps to identify the areas where special attention is to be given to accelerate the tourism development⁴³.

Sonam Jagasia (2008) in his study on, “Medical Tourism in India – A Report”, tells that medical tourism provides private medical care in collaboration with tourism industry to patients from other countries. In India, bulk of patients comes from neighbouring countries such as Bangladesh, Pakistan, other Asian Countries, Africa, and Middle East Countries but health care industry has some inherent drawbacks. Lack of standardization in medical care and cost, lack of regulatory mechanism, infrastructural bottlenecks, and poor medical insurance coverage are a few to mention here. On the other hand, tourism industry and hospitality industry are facing some major challenges to develop the infrastructure and services. In this situation, Indian Government encourages medical tourism through low-cost but excellent medical treatment for the travellers who come from foreign countries to India. This study also helps to understand the real situation of medical tourism in India⁴⁴.

WTTO and **IHRA** (2008) (World Travel and Tourism Organization and International Hotel and Restaurant Association) jointly prepared a study on, “The Global Importance of Tourism.” The study introduces the importance of tourism such as creating jobs and wealth, contributing sustainable development, and providing infrastructure. The study also warns that travel and tourism can damage environment and destroy local cultures⁴⁵.

⁴³ Anbazhagan, M. Gunasekharn, V., “Medical Tourism in Vellore District”, *Kisan World*, Vol.35, No.3, 2008, pp.59-62.

⁴⁴ Sonam Jagasia, “Medical Tourism in India – A Report”, *Acumen*, Vol. Issue 2, 2008, pp.13 – 17.

⁴⁵ W.T.T.O. & IHRA, “The Global Importance of Tourism”, *Tourism and Sustainable Development of Economic and Social Affairs*, New York, 2008, pp.1-9.

Sunil Kumar Saikia (2008) in his study on, “Potential for Tourism Industry (Arunachal Pradesh)”, points out the economic importance of tourism industry and attractions in Arunachal Pradesh. The study also points out that 1.5 billion tourists are visiting foreign countries annually by the year 2020, spending 5 billion US Dollar every day. The study concludes that there is considerable potential for developing tourism industry in Arunachal Pradesh. The state has rich natural beauty, serenity and exotic flora and fauna necessary for making and developing tourism as a potential industry. This study will help to expose all potentials of Indian Tourism⁴⁶

Dipankar Chatterjee, Arnab Das, Fulguni Ganguli and Liton Dey (2008) in their study on, “Domestic Tourism of the Urban Bengalis: A Shared Observation of the Culture”, explain that an overview of the culture concerning domestic tourism of the Urban Bengalis, the linguistically distinct people of India. The Urban Bengalis, especially the people of Kolkata metropolis are one of the largest sections of the tourists in India. The study is an exploration of relationship between the significant Bengali representations of travel and the contemporary preferences of Urban Bengali domestic tourists⁴⁷.

Ravichandran, K. (2008) made a study on, “Travellers’ Perceptions on Travel Service Providers in an Electronic Environment.” The study is based on Rwanda an emerging tourism destination in Africa. The objectives of the study are to seek an insight into the perceptions of travellers particularly on the issue of disintermediation in tourism industry and assessing how travellers perceive the traditional travel intermediaries in the current electronic environment. Based on these

⁴⁶ Sunil Kumar Saikia, “Potential for Tourism Industry (Arunachal Pradesh)”, *Yojana*, Vol. 52, 2008, pp.53-56.

⁴⁷ Chatterjee, D.Das, A.Ganguli, F. and Dey.L, “Domestic tourism of the Urban Bengalis: A Shared observation of the culture”, *Preliminary Communication*, Vol.56, Issue.1, 2008, pp.75-91.

objectives, this study reports a series of relevant aspects like identification of the overall perceptions in the different categories of travellers⁴⁸.

Suhrid Sankar Chattopadhyay (2008) in his study entitled, “Tourism in the East”, gives an account of the historical sites, mountains, forests, wildlife, sea, and the Ganges which are the attractive features in West Bengal. The study also tells that eastern railway and south eastern railway have played major roles for promoting tourism in eastern India. Besides, some of the rare information related to tourism is also given in the study. Therefore, the study contains very useful materials related to the field of tourism⁴⁹.

Eshraghi, H., Krishna Murthy and Khamish (2008) in their study on, “Evaluation of Climatic Effects on Tourism”, explain that climate is a dominant attribute of a tourist destination and has a major effect on tourism demand and satisfaction. Therefore, Mieczkowski developed the Tourism Climate Index (TCI) in 1985. It allows quantitative evaluation of the climate for the purpose of tourism activity. The study introduces Mieczkowski’s Tourism Climate Index and its needs⁵⁰.

Jenny Fyans (2008) in his study on, “Cardamom House: A Model of Responsible Tourism”, highlights that the global tourism is one of the biggest perpetrators of destructive human behaviour. It also causes various problems for the environment and the people of the destination. In this view, the study gives more insights into making harmless and environmental protected tourism⁵¹.

⁴⁸ Ravichandran. K., “Traveller’s Perceptions on Travel Service Providers in an Electronic Environment”, *Indian Journal of Marketing*, Vol. XXXVIII, No.6, 2008, pp.21-28.

⁴⁹ SuhridSankar Chattopadhyay, “Tourism in the East”, *Frontline*, Vol. 25, No.3, 2008, pp.120-126.

⁵⁰ Eshraghi, H., Krishna Murthy, Khamish, “Evaluation of Climatic Effects on Tourism”, *Southern Economist*, Vol. 47, No. 14, 2008, pp. 45- 47.

⁵¹ Jenny Fyans, “Cardamom House: A Model of Responsible Tourism”, *Sivakasi Times*, Issue No.65, 2008, pp.7-8.

Selvaraj, C. (2008) in his study on, “The Principles of Tourism,” describes the basic ideas related to tourism. Now-a-days tourism is considered not merely an entertainment activity but an industry, which earns so much of foreign exchange and is a source to improve nation’s economy in divergent ways. The study gives a lot of information like history of tourism, elements of tourism, motivation of tourism, kinds of tourism, forms of tourism, socio-cultural and economic importance of tourism and evils of tourism. The study also contains information like travel and accommodations. It is a useful work for the learners of preliminary level in the field⁵².

Jelsy Joseph and Adalarasu, B. (2008) in their study on, “A Vision of Tourism Sector in India”, brought about the details of economic generation through tourism industry. The study also recorded that the Indian hotel industry has shown tremendous development in the modern days and demand for hotel rooms in India has continued to rise in all categories. At the same time India has to face hectic competition from global players of tourism-based countries like China. In this situation medical tourism continues to help the tourism industry. Because of growing numbers of travellers from all over the world, particularly in United States are making their way to India’s hospitals for huge savings on their medical proceedings. The study also contains some statistical data. It will help the learners and researchers⁵³.

Subramanian, T.S. (2008) in his study on, “Destination Tamil Nadu”, reported that UNESCO has recognized 21 monuments as World Heritage Monuments in India. Of the above-mentioned monuments, five are in Tamil Nadu. They are Mamallapuram, Brihadiswara Temple at Thanjavur, Brihadiswara Temple at Gangaikondacholapuram, Airavatesvara Temple at Darasuram near Kumbakonam and

⁵² Selvaraj.C., “Principles of Tourism”, CSR Publication, Devicode, Udayamarthandam, Kanyakumari District, 2008.

⁵³ Jelsy Joseph, and Adalarasu, B., “A Vision of Tourism Sector in India”, Indian Journal of Marketing, Vol. XXXVIII, No. 12, 2008, pp.29-33.

Nilgiri Mountain Railway. This study also contains an interview report of Mr.V. Irai Anbu I.A.S., Secretary, Department of Tourism and Culture and a special report on paragliding festival at Yelagiri⁵⁴.

Ramachandran, A., Karthikeyan, G.B. and Kavitha, N (2008) made a study entitled, “A Study on Tourism Awareness and Satisfaction in Tamil Nadu with Special Reference to Mamallapuram.” The study is a research report based on primary data. The basic notion of the study is that tourism involves cultural exchanges. In this report, the required data were collected through an interview with the help of a structured questionnaire. It helps the researchers to make questionnaires for preparing this study⁵⁵.

Harisha, N and Jayasheela (2008) in their study entitled, “Medical Tourism in Karnataka : Opportunities Galore”, observe that medical tourism entails provision of cost effective private medical care in collaboration with the tourism industry for patients who need surgical and other forms of specialized treatment. This process is facilitated by the corporate sector involved in medical care as well as the tourism industry both private and public. This study also tells that Karnataka has strong tourism potentials particularly in health tourism field but in the meantime lack of medical based information systems, poor infrastructure facilities and the inadequate number of trained medical staff are the challenges of medical tourism⁵⁶.

Bheemaraj, P. (2008) in his study on, “Importance of Tourism in Economic Development: A Micro Study”, noticed that tourism in India is the second largest foreign exchange earner, but tourism potential in India has not been explored to the

⁵⁴ Subramanian, T.S., “Destination Tamil Nadu”, *Frontline*, Vol. 25, No.20, 2008, pp. 91 – 102.

⁵⁵ Ramachandran, A., Karthikeyan, G.B., Kavitha, N., “A Study on Tourism Awareness and Satisfaction in Tamil Nadu with Special Reference to Mamallapuram”, *Indian Journal of Marketing*, Vol. XXXVIII, No. 11, 2008, pp.27 – 35.

⁵⁶ Harisha, N., and Jayasheela, “Medical Tourism in Karnataka: Opportunities Galore”, *Kisan World*, Vol. 35, No.10, 2008, pp.55-57.

full. The study concludes that 50 lakh people are employed either directly or indirectly in the tourism industry in India⁵⁷.

Manikanda Muthukumar, C. (2009) in his study on, “The Impact of Tourism on the Socio-Economic Development of Tamil Nadu”, tells that tourism is the world’s largest and fastest growing industry. Tamil Nadu is one of the states in India which has a rich and vast tourism potential. There are more than 30,000 temples in Tamil Nadu, which has given the state the title of ‘A Land of Temples.’ The study also points out that there are 20 places of tourist interests in Tamil Nadu⁵⁸.

Leena Mary Sebastian and Prema Rajagopalan, (2009) in their study on, “Socio-Cultural Transformations through Tourism: A Comparison of Residents’ Perspectives at Two Destinations in Kerala, India”, compares residents’ perceptions on socio-cultural impacts of tourism at Kumily and Kumarakom in Kerala. This study further explores whether tourism activities in Kumily, are more sustainable than in Kumarakom. Primary data were collected through resident’s survey and the findings indicate that Kumily with its planned intervention has a more sustainable tourism development pattern than Kumarakom⁵⁹.

Subbiah, A. and Jeyakumr, S (2009) in their study entitled, “Wildlife Tourism in India,” points out that Wildlife Tourism is one of the fastest growing sectors of tourism worldwide. India’s tropical forests have over 1200 species of birds and 350 mammals, preserved in the different regions of the country within 59 National Parks and 372 sanctuaries. The forests, national parks, forest reserves, and

⁵⁷ Bheemaraj, P., “Importance of Tourism in Economic Development: A Micro Study”, Southern Economist, Vol. 46, No. 19, 2008, pp. 35-38.

⁵⁸ Manikanda Muthukumar, C., “The Impact of Tourism on the Socio Economic Development of Tamil Nadu”, Indian Journal of Marketing, Vol. XXXIX, No. 11, 2009, pp.34-38.

⁵⁹ Leena Mary Sebastian and Prema Rajagopalan, “Socio-Cultural Transformations through Tourism : A Comparison of residents’ Perspectives at two destinations in Kerala, India”, Journal of Tourism and Cultural Change, Vol.7, No.1, 2009, pp.5-21.

sanctuaries form around 22 per cent of the total area. Therefore, the Wildlife Tourism in India has reached an apex level of popularity in the present times. The study helps to understand the status of Wildlife Tourism in India⁶⁰.

Fredrick, J. (2009) in his study on, “Medical Tourism in India,” gives information under the headings of the growth of medical tourism, nature of medical tourism and major problems of medical tourism. The study tells that India is one of the best places for all types of health care treatment. Therefore, people around the world have considered India as the ‘Global Health Destination’. Based on the recent trends medical tourism will continue to expand in the years ahead and India will emerge as one of the leading nations specializing in the field⁶¹.

Subramanian, T.S. (2009) in his study on, “Tamil Nadu Tourism”, tells that various attractions like hill stations, beaches, temples, mountains, archaeological sites, wildlife parks, botanical gardens, amusement parks etc. are available in Tamil Nadu. The state has also the largest number of waterfalls in India. There are so many lesser-known tourist centers in the state. The study highlights the potential of the tourism. It helps the general readers to know the importance of tourism in Tamil Nadu⁶².

Jayalatha, J. (2009) made a study on, “Tourism Development : A Micro Study”, presents the different sites located in Madurai namely Meenakshi Amman Temple, Thousand Pillared Hall, Thirumalai Naicker Mahal, Vandiyur Mariamman Teppakulam, Gandhi Museum, Thirupparankuntram, Alagarkoil and Athisayam amusing park. She states that to undertake a tour to the above-mentioned spots the tourists must have various motivations like, physical motivations, cultural

⁶⁰ Subbiah. A., and Jeyakumar. S., “Wildlife Tourism in India”, Kisan World, Vol. 36, No.3, 2009, pp. 59 – 61.

⁶¹ Fredrick, J., “Medical Tourism in India”, Kisan World, Vol. 36, No.6, 2009, pp.53-56.

⁶² Subramanian, T.S., “Tamil Nadu Tourism”, Frontline, Vol.26, No.22, 2009, pp.107-118

motivations, personal motivations, prestige and status motivations. The study tells that tourism is not only a good industry in the field of economic development but it is equally an important medium for international socio-cultural links. Therefore, the study concludes that the host sector needs to develop a good network to attract travellers' interests⁶³.

Manickaraj, S. and Paramasivam, G. (2009) in their study on, "Tourism Scenario at Gulf of Mannar", describes that the importance of tourism and the economic benefits of the tourist places like Thoothukudi and Tiruchendur which are located in the Gulf of Mannar. The study concludes that the Government of Tamil Nadu has taken steps to strengthen the existing infrastructure at the tourist destinations to identify the areas of tourist importance, and to develop them with adequate infrastructure for the benefit of tourists⁶⁴

Mohamad Reza Salimi Sobhan and Chandrashekar, B. (2009) in their study on, "Climate Comfort for Tourism: A Case Study of Anzali Township in Gilan Province, Iran", reveals that the climatic conditions of Anzali Township are evaluated in terms of tourism activities. When the results of the study based on seasons, spring and summer were to offer the best condition for tourism activities. This study is useful for those who learn the climate comfort of tourism purpose⁶⁵.

Vannarith Chheang (2009) in his study on, "State and Tourism Planning: A Case Study of Cambodia", explains the state is a catalyst in tourism planning not just because of economic development and poverty reduction but also for national

⁶³ Jayalatha, J., "Tourism Development: A Micro Study", Southern Economist, Vol. 48, No.5, 2009, pp. 43-45.

⁶⁴ Manickaraj, S., Paramasivam, G., "Tourism Scenario at Gulf of Mannar", Southern Economist, Vol.48, No.13, 2009, pp.43-44.

⁶⁵ Mohammad Reza Salimi Sobhan and Chandrashekar, B., "Climate Comfort for Tourism: A Case Study of Anzali Township in Gilan Province, Iran", Southern Economist, Vol. 48, No.14, 2009, pp. 49-51.

image and cultural identity. It further examines the role of a state in tourism development policies in post conflict Cambodia. Nine factors were determined in the context of tourism development; security and safety for tourists; infrastructure and tourism facilities development; stakeholders collaboration; cultural heritage preservation; environmental protection; human resources development; tourism products promotion, simplification of travel procedures and regional cooperation⁶⁶.

Anikumar K. (2009) in his reports on “Impact of Negative Factors of Tourism on Tourists” Pointed out that the negative factors which directly affected the tourists, three major factors such as 1. Over pricing, 2. Hosts exploitation, on tourists and 3.Littering are found to be making a high impact on the foreign tourists and he concluded that tourists will avoid their further visits (or) discourage other tourists from visiting the tourists centers of Kerala and may even tend to cutting down of their period of stay in the tourist centres of Kerala.⁶⁷

Jeyalatha J. (2009) in her article, “ Tourism Development” A Micro study, studied the personal factors and motivation factors of the tourists in Madurai. She suggestions for the satisfaction of the tourist based on her study. For her study she selected the important places around Madurai. She concluded that, the importance and development of tourism in the country was merely regarded as one’s own private affair or one’s own individual happiness. Now tourism is not only a good industry in the field of economic development but it is equally an important Hotel ITDC industry and agents need to develop a good network to attract travellers’ interests.⁶⁸

⁶⁶ Vannarith Chheang, “State and Tourism Planning: A Case Study of Cambodia”, *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.4, No.1, 2009, pp.63-82.

⁶⁷.Anilkumar.K.(2009) “Impact of negative factors on Tourist” , in *southern Economist Vol XXXX VII* No.15.p.21.

⁶⁸.Jeyalatha.J., “Tourism Development: A Micro Study”, *Southern Economist*, Vol.48, No.17,July.1.2009, Vol.38,No.12, Dec.2008,pp.29-33

Shalini Singh (2009) in her study on, “Tourism in India: Policy Pitfalls,” describes that the Tourism is a highly political phenomenon; public policies on tourism reflect the general state of governance in a country. In the developing countries, especially those of South Asia, tourism policies are neither elaborated sufficiently nor appropriately executed, and India is no exception. It is observed that traditional Indian tourism practices were largely oriented towards a domestic base rather than International tourism, in terms of both demand and supply⁶⁹.

Vikas Sharma and **Sunil Giri**, (2009) in their study entitled, “Pilgrim Tourism Transportation Opportunities, Problems and Challenges”, note that India is a vast country with a wide variety of tourist attractions, which makes its presence on the world tourism map. The study reveals that transportation problem is a major cause that affects pilgrimage tourism badly. Therefore, some important suggestions highlighted in the study are given below:

- Tourism Department and Shrine Board jointly should provide package tour facilities and transport facility.
 - In view of the tremendous growth in number of pilgrims, it is necessary to start online booking facility to minimize the time and the number of people waiting and avoid traffic jams.
 - It is necessary to install digital display boards giving exact information about the pilgrimage centers in bus stands, railway stations, and major headquarters.
- Based on the above information, the study is very useful for identifying the problems in the pilgrim centers⁷⁰.

⁶⁹ Shalini Singh, “Tourism in India:Policy Pitfalls”, Asia Pacific Journal of Tourism Research, Vol.7, Issue 1, 2009, pp.45-59.

⁷⁰ Vikas Sharma and Sunil Giri, “Pilgrim Tourism and Transportation Opportunities, Problems and Challenges”, Indian Journal of Marketing, Vol. XXXIX, No. 11, 2009, pp. 25-30.

Cyriac Mathew (2009) in his study entitled, “Diversity a Blessing to Kerala Tourism,” tells that the important motivations for travel and tourism may be cultural, social, interpersonal, physical, and religious. This study gives a clear picture of the diversity of the various attractions in Kerala. It helps to understand the potentialities of Kerala tourism⁷¹.

Manikaraj and Paramasivam . G., in their article “Tourism Scenario at Gulf of Mannar”, concluded while the growth in tourism has been impressive, India’s share in total global tourism arrivals and earnings is quite insignificant. It is an accepted fact that India has tremendous potential for development of tourism. The diversity of India’s natural and cultural richness provides the basis of a wide range of tourist products and experiences. The Government of Tamil Nadu has taken steps to strengthen the existing infrastructure at the tourist destinations and to identify the areas of tourist importance and to develop them with adequate infrastructure for the benefit of tourists.⁷²

Manish Srivastava, (2009) in his study on, “Assessing International Heritage Tourist Satisfaction in India”, states that travel and tour have been the integral part of Indian culture because in ancient time, tourism was confined to pilgrimage only but in modern days tourism has got the status of largest export industry of the world. The study concludes that tourists coming to India are very much satisfied with the attitude of Indians and registered guides. But, some of the foreign tourists are dissatisfied with unregistered guides and the infrastructural facilities like road transport. The study

⁷¹ Cyriac Mathew, “Diversity a Blessing to Kerala Tourism”, Southern Economist, Vol. 48, No. 5, 2009, pp.28-30.

⁷² Manickaraj. S., Paramasivam. G., “Tourism Scenario at Gulf of Mannar”, Southern Economist, Vol.48, No.13, November.1.2009,pp.43-44

helps to understand the level of tourism service providers and satisfaction of customers⁷³.

Vinay Chauhan and Suvidha Khanna (2009) in their study on, “Tourism: A Tool for Crafting Peace Process at Kashmir in India”, found that the role of tourism as an ambassador and vehicle of International understanding and peace. Kashmir despite a major tourist destination, the spread of terrorism especially during the last two decades have hindered the smooth growth of tourism industry. Thus, following the principles of tourism as a strategic tool to counter terrorism, the present research is conducted to study the tourists contribution to the peace building tourists perception. The research concludes that tourism has a significant contribution towards peace building in the study area and the study also suggests a strategic model based on developing guest host relationship⁷⁴.

Yoar Gal, Adir Gal and Efrat Hadas (2010) in their study on, “Coupling Tourism Development and Agricultural Process in a Dynamic Environment”, found that the role of agriculture in the Israeli economy has been declining and a combination of essential trends has resulted in the emergence of tourism as alternative sources of economic growth in rural areas. These changes have created a new situation, in which tourism related developments in the rural area of Israel have become part of the activities of many farm owners⁷⁵

Mustafa Akal (2010) in his study on, “Economic Implications of International Tourism on Turkish Economy”, outlines the effects of International Tourism by

⁷³ Manish Srivastava, “Assessing International Heritage Tourist Satisfaction in India”, *Indian Journal of Marketing*, Vol. XXXIX, No. 4, 2009, pp.49-54.

⁷⁴ Vinay Chauhan and Suvidha Khanna, “Tourism : A Tool for Crafting Peace Process at Kashmir in India”, *Tourismos, An International Multi-disciplinary Journal of Tourism*, Vol.4, No.2, 2009, pp.50-55.

⁷⁵ Yoar Gal, Adir Gal and Efrat Hadas, “Coupling Tourism Development and Agricultural Processes in a Dynamic Environment”, *Current Issues in Tourism*, Vol.13, No.3, 2010, pp.279-295.

showing developments in tourism-related economic parameters and discusses the implications of tourism on the economy of Turkey. It further outlines how far international tourism contributes to economic growth and development of Turkey⁷⁶.

Periyasami, N. and **Ashish Varughese** (2010) in their study entitled, “Perception of Tourists Visiting Kerala: A Micro Study”, shows that human beings have been fascinated by travel since antiquity. The invention of wheel and money by Sumerians around 3500 B.C. makes the beginning of the speed travel. Now all classes of the people all over the world make travel as a normal part of life. Thus, tourism is one of the largest industries in the world in terms of earnings and employment generation. The objectives of the paper are to study the relationship between the nature of tour and the socio demographic factors of the tourists and to analyze the relationship with the travelling style and the type of tourists. The study makes use of the primary data for analysis. These data have been collected from both domestic and foreign tourists by administering a schedule. Based on the schedule, there is a sample of 300 tourists taken for analysis. Out of 300 tourists selected, 180 of domestic tourists are from 13 states and 120 of foreign tourists from 14 countries. The final analysis is given under the headings like ‘relationship between nature of tour and age’, ‘relationship between nature of the tour and educational status’, ‘relationship between nature of tour and income’, ‘relationship between travelling style and type of tourists’. This study gives very useful guidelines for taking micro study related tourism⁷⁷.

Suhrid Sankar Chattopadhyay (2010) made a study on, “Tourism in West Bengal”, highlights the importance of tourism industry. In his opinion, the present

⁷⁶ Mustafa Akal, “Economic Implications of International Tourism on Turkish Economy”, *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.5, No.1, 2010, pp.131-152.

⁷⁷ Periyasami, N. and Ashish Varughese, “Perception of Tourists Visiting Kerala: A Micro Study”, *Southern Economist*, Vol. 48, No. 18, 2010, pp.41-43.

situation of tourism industry is not satisfactory. Therefore, the tourism ministry must take some effort to develop infrastructure and attract more investments in private sector⁷⁸.

Jeyakumar, S. (2010) in his study on, “Tourism in Virudhunagar”, highlights the history of Virudhunagar district and the tourist spots in the district. The study tells that Virudhunagar district is famous for temples, historical places, pilgrimage centers and beautiful waterfalls. The study gives the following suggestions for promotion of tourism in Virudhunagar district:

- Complete tourist package can be provided through initiation by the local government bodies of activities such as beautification campaigns, sponsorship of special events that tie in with local tourist attractions and participation of business in the area.
- Successful tourism promotion and development requires good leadership by open minded and enthusiastic persons from local government, community groups, business community and non-profit organizations such as chamber of commerce and convention and visitor bureaus.
- Support and participation of local government is especially important in funding for tourism development and promotion, creation and maintenance of infrastructure.
- Good planning for tourism development and promotion can develop and support local business.

⁷⁸ Suhrid Sankar Chattopadhyay, “Tourism in West Bengal”, Front Line, Vol.27, No.6, 2010, pp.108-109.

- Coordination and cooperation between business persons and local leadership for tourism development and planning to work are necessary.
- Widespread community support for tourism development and the attitudes and hospitality of local tourism workers are important for successful tourism.

In the view of the above suggestions, the study is very useful for learners and researchers⁷⁹.

Jeyakumar, N. (2010) in his study on, “Eco-Tourism in Kodaikanal”, highlights the importance of historical and geographical background of the area studied. The study also introduces the special features of eco-tourism and its benefits. Kodaikanal is only of hill station in India, which was set up by Americans. In the past Kodaikanal was known as the ‘Switzerland of East’ due to its natural beauty. Now it is also called Princes of Hill Stations. It is located in Dindigul district. Based on the features and reasons, Kodaikanal is an ideal destination for successful ecotourism. The International Ecotourism Society (TIES) defines ecotourism as ‘responsible travel to natural areas that covers the environment and improves the welfare of local people’. Another definition describes Genuine Ecotourism as ‘tourism that financially support environmental conservation, monitors and tries to minimize its environmental impact, increases environmental and cultural knowledge, allows sincere communication between guest and host, and operates with the consent and participation as equals of the host community.’ Authentic ecotourism is different from mass tourism in that it will respect local indigenous culture and encourage its preservation for the right reasons. While Kodaikanal provides excellent opportunities, there are still significant barriers obstructing ecotourism from reaching its fullest potential. Ecotourism provides a way to educate the community to protect and

⁷⁹ Jeyakumar, S., “Tourism in Virudhunagar”, Kisan World, Vol.37, No.2, 2010, pp.46-49.

conserve the environment through travel and also create and maintain sustainable environment for both residents and tourists and more importantly for the next generation. The paper concluded that both domestic and foreign tourists are attracted to Kodaikanal mainly by natural beauty, climate and environment. The rich variety of natural attraction and eco-based activities that spread in Kodaikanal can be used for promoting Kodaikanal as an ecotourism destination round the year⁸⁰.

Mahbubul Alam, Yasushi Furukawa and Salma Akter (2010) in their study on, “Forest-Based Tourism in Bangladesh: Status, Problems and Prospects,” attempts at exploring various dimensions of ecotourism industry and critically analyses the relationship among the stakeholders, overall strength-weakness of ecotourism sector in Bangladesh and impediments hindering its development. National parks, Ecoparks, Wildlife Sanctuaries, Game Reserves, and the like have been developed in the natural forest ecosystems to attract tourists. This study identifies a number of impediments, including conflict among the stakeholders and forest degradation hindering expansion of ecotourism industry⁸¹.

Ishwara. P. (2010) in his study on, “Coastal Tourism: Opportunities and Challenges”, tells that tourism has achieved a higher profile in the public consciousness all over the world. The tourism related business around the world has experienced a profound shift in the consumer confidence. In addition, tourism takes a wide variety of activities in response to diverse motivations including religious education, pleasure, romance, business, health, social status, self-discovery and more. It considers tourism as a multi-faceted economic asset and the attraction of tourism is a good economic resource gifted to the people either by nature or by ancestor. The

⁸⁰ Jeyakumar, N., “Ecotourism in Kodaikanal”, *Kisan World*, Vol.37, No.3, 2010, pp.45-47.

⁸¹ Mahbubul Alam, Yasushi Furukawa and Salma Akter, “Forest-Based Tourism in Bangladesh: Status, Problems, and Prospects”, *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.5, No.1, 2010, pp.163-172.

study also carried some general information about tourism in India and some particular information about coastal Karnataka. For utilization of the potentials of tourism in coastal Karnataka, the authorities concerned must take steps to leverage the strength of transport infrastructure of the region. Airport, Seaport, Railway networks and Roadway networks would help to promote tourist activities in the area. The coastal district of Dakshina Karnataka has immense scope for religious, medical and beach tourism. In this district, medical tourism attracts tourists from the neighbouring states like Andhra, Kerala and Tamil Nadu. Educational institutions attract students from all over India and the beaches attract a large number of the local people. Based on the above given information the study helps to know the importance of tourism in India⁸².

Mohinder Chand, (2010), in his study on, “A Cross National Study of Motivational Determinants Among Non-Resident Indian Visitors to Religious Centres in India”, presented an interesting comparison of religious motivations among NRI visiting to sacred sites in India. Twenty six motivational items were analyzed through factor analysis. It is found that no significant differences in motivations among NRI visitors from four countries, whereas significant differences were found between domestic and NRI tourists⁸³.

Pandey, Suruchi, (2011), conducted a study on “Status Report on Training Activities in Selected Hospitality Industry Units in Pune”. It aims at highlighting the training practices in Hospitality Industry Units in Pune. Training makes its best contribution to the development of the individual and through them to the

⁸² Ishwara, P., “Coastal Tourism: Opportunities and Challenges”, Southern Economist, Vol. 48, No. 17, 2010, pp.28-30.

⁸³ Mohinder Chand, “A Cross National Study of Motivational Determinants Among Non-Resident Indian visitors to Religious centres in India”, International Journal of Hospitality & Tourism Administration, Vol.11, No.1, 2010, pp.22-38.

organisations for which they work when well motivated. To quote Prof. S. K Bhatia, India, the invincible, is aiming towards superpower on all fields. If the rate of development is to further accelerate, the quality of management has to keep pace with this progress. This calls for emphasis on training and development in all sectors i.e. corporate, business, services, industry, health services, education, agriculture, entertainment, tourism, NGO and many more. The present study is an effort to understand training and development practices existing in hospitality industry. Training is the act of increasing the knowledge and skill of an employee for doing a particular job. Training is a short-term educational process and utilizing a systematic and organised procedure by which employees learn technical knowledge and skills for a definite purpose. The increasing competition, among other things increases the significance of training. Training matches the employee with the job from time to time.⁸⁴

Sunanda.C ,Yadav.K, (2012) in their study on “Marketing tourism destination with a strategic planning approach: Case Study of Andhra Pradesh” estimated the total number of domestic tourists by different purposes of travel and estimated the magnitude and patterns of tourist expenditure. The responsibility of management of the destination product has traditionally been transferred from individual companies to a destination. Management should be aware not only of the needs and wants of the active demand but also of the potential markets they can attract. It then can develop the optimization of benefits and adapt their marketing mix to their target markets.⁸⁵

⁸⁴ Pandey,Suruchi, “Status Report on Training Activities in Selected Hospitality Industry Units in Pune” Published thesis (2011).

⁸⁵ Sunanda.C, Yadav.K, “Marketing tourism destination with a strategic planning approach: case study of Andhra Pradesh” Published thesis , (2012)

Nimi Dev. R (2013) in her study on “Marketing strategies adopted by Tourism industry in South India - a comparative study between Kerala and Tamil Nadu” is to assess the pricing strategies for supportive services of tourism industry in the states of Kerala and Tamil Nadu, to evaluate the promotional strategies adopted for promoting identified products in the states of Kerala and Tamil Nadu, to evaluate the benefits from tourism to the states. She concluded the use of environmental friendly materials and proper waste management systems which have to be encouraged. Sustainability of religious and traditional values should be at the bottom of festivals. South India states are for tourism considering nature blessed products as well as culturally envisaged ones.⁸⁶

2.2 RESEARCH GAP

Tourism is unique because it involves industry without smoke, education without classroom, integration without legislation and diplomacy without formality. Therefore, tourism plays a major role all over the world. In the past, the growth of tourism was very much limited because of the non-availability of facilities like transport, accommodation and communication. Today, we are living in the age of science and technology. In this situation, tourism emerges as a main sector of economy in all nations. In addition to this, it is a service-oriented industry and it makes a tremendous contribution to the improvement of the social and cultural life of a nation.

Several attempts have been made to assess the development of tourism in India. Some of them are helpful to understand the importance of tourism and the basic principles of tourism. A.K. Bhatia’s attempts are of this kind. These works give the

⁸⁶ Nimi Dev. R (2013) Marketing strategies adopted by Tourism Industry in South India – a comparative study between Kerala and Tamil Nadu in her study” Published thesis,(2013).

basic idea of tourism to the learners. Besides these, other works have described the importance of social, cultural, economical, and environmental conditions of tourism. that some of the people who undertake tourism with medical, coastal, modern business, educational and entertainment purposes are described in several articles and books. Communication technology plays a vital role in the modern world and it affects the tourism industry also. In this situation, K. Ravichandran studied ‘Travellers’ Perceptions on Travel Service Providers in an Electronic Environment. This study leads the learners to understand the modern technology in the field of tourism. Aparna Raj points out in his study on “India’s Tourism – Sustainable Development” that tourism industry is one of the ‘money-making’ industries, but it badly affects the environment of the host country. In this way, tourism studies made an attempt to explain the need for security system. Above all, some of the studies show the negative side of tourism such as affecting the eco-system, decline in traditional occupation, increasing prostitution, spread of disease and theft. Some other studies also have concentrated on different aspects of tourism. All the mentioned analyses provide some ideas for the present study.

From the direction of the previous studies, the present research focuses on the satisfaction of tourists, contemporary position, expectation of tourists and problems faced by the tourists in Kodaikanal, Dindugul district.

CHAPTER - III

PROFILE OF THE STUDY AREA AND ITS TOURIST ATTRACTIONS

3.1 INTRODUCTION

Kodaikanal was situated as a hill in the Palani hills. Palani hills were first surveyed by British lieutenant ward in 1821. In 1834, Madurai collector built a small bungalow at the head of Kodaikanal Adukkam pas near Shenbaganur. In 1845 the two bungalows “Sunny side” & “Shelton” built in town area by American mission.

The first Long distance visitor major partridge of Bombay Army who visited Kodaikanal in 1852, and planted the Australian eucalyptus trees in Kodaikanal in 1853, a group of American and British constructed a Anglican church of St. Peter. This is the first church in Kodaikanal. The famous Mary Church of “La Saleth” was constructed in 1860 by a catholic priest.

In 1883, Kodaikanal had 615 permanent residences. Kodai has more sun shine than any other Indian hill stations. Just a few minutes’ walk in any direction, one can reach the heart of Kodaikanal town.

Pillar Rock, Kodaikanal, Green Valley View, Silver Cascade, Coackers Walk, Devils Kitchen, Dolphin Nose, etc. are few of the magical locations that mesmerize everyone and one can experience the exquisite area of Kodaikanal.

Kodaikanal is presently one of the few remaining unspoiled hill resorts in the country. The researcher is very proud to introduce the great “Cold Gold” Kodaikanal. Kodaikanal is a famous chilled hill station among the world. This is situated in Tamilnadu. It is nesting on the southern most of the upper reaches of the Palani hills. The nature gives a lot of gifts to Kodai. So, the tourists called the Kodaikanal kindly

as “The Switzerland of the East”, “The Emerald Set of South” and “The Chilled Paradise among the Hills’.

3.2 GEOGRAPHY OF KODAIKANAL

Kodaikanal is a charming hill station situated amidst the wooded slopes and gentle jungle at the southern India. This hill station is still unspoiled by modern civilization unlike its poor Ooty which is called the “Queen of Hill Station”. Waterfalls and the beautiful lake of Kodaikanal will enhance or mesmerize any visitors. Housing more sunshine than other hill resorts is being accessible all round the year. Kodaikanal is one of the most popular health resorts in India. Abundance of natures and accessibility to greenery is this beautiful hill station.

Kodaikanal consists the area of 2,145.sq.meters situated at an altitude of 2,133 sq.meters above sea level. The highest place of Kodaikanal is observatory (2,343 meters).

The Princess of hill stations earns an inimitable place in the global map of tourist places. Known for its serenity and ravishing locales with enormous tourist potentials, Kodai stands 2,133 mtr above sea level. Kodai can be approached by road from Madurai, Dindugul, Palani and the drive via Ghat roads is unique experience.

Airports - Madurai 135 Km, Coimbatore 180Km.

Railway junctions - Dindugul100 Km, Kodairoad 80 Km.

Kodaikanal Lake is an artificial star shaped one which is at the heart of the town. It’s not just the Lake and the ride but also the entire stretch around the lake enthrall the tourists by providing horse riding, cycling and the winding path of 5 km displays lush locales while going on walk.

3.2.1 ETYMOLOGY

It is not known who first used this name or what they intended it to mean.

However the following explanation makes some sense. By pronouncing with long Tamil 'O' as *ko...dai* means *the summer* and *kanal* means *to see*, which means a place to see in Summer. Kodaikanal is actually a summer forest.

The other interesting explanations are, the Tamil language, has four versions to define the name "Kodaikanal". The word Kodaikanal is classified into two words as Kodai and Kanal. Here "*Kanal*" means in Tamil that the dense forest or the closed forest. Then "*Kodai*" has four different meanings. With its meaning Kodaikanal meant in four ways. By pronouncing with long Tamil 'O' and KO....DI means "the end". So, that KO...DI KANAL means "The End of the Forest" in the bygone days, Kodaikanal is situated at the end part of the thick forest. Nowadays, it is developed but the beauty is still kept.

By pronouncing with short Tamil 'O' as KODI means "The Creepers". So, Kodaikanal means "The Forest of Creepers". "*The Forest of Creepers*" is also thought to be the English language meaning given in 1885 during the early western habitation of the place, and is still accepted. They called like this with its beauty.

By pronouncing with long Tamil 'O' as KO....DAI means "The Summer". So KO...DAI KANAL means "The Forest of the summer". Kodaikanal is actually a summer forest. By pronouncing with short Tamil 'O' as KODAI means that "The Gift". So, "Kodaikanal" means "The Gift of the Forest" Kodaikanal was created by the forest and its surroundings. So, it may be called as the gift of forest.

Another Tamil word for creeper is Valli, the honey collecting daughter of the chief of the Veddas mountain tribe. The chief and his wife prayed to the Mountain God for a girl-child and their prayers were answered when the chief found a new-born

girl child during a hunting expedition. As she was found among creeper plants, they named the child Valli and she grew up as princess of the tribe in Kurinji and became the consort of lord Murugan. The romantic traditions of Murugan in Sangam literature are thus associated with the name Kodaikanal.

3.2.2 HISTORY

The earliest residents of Kodaikanal were the Palaiyar tribal people. The earliest specific references to Kodaikanal and the Palani Hills are found in Tamil Sangam literature of the early Common Era. Modern Kodaikanal was established by American Christian missionaries and British bureaucrats in 1845, as a refuge from the high temperatures and tropical diseases of the plains. In the 20th century, a few elite Indians came to realize the value of this enchanting hill station and started relocating here.

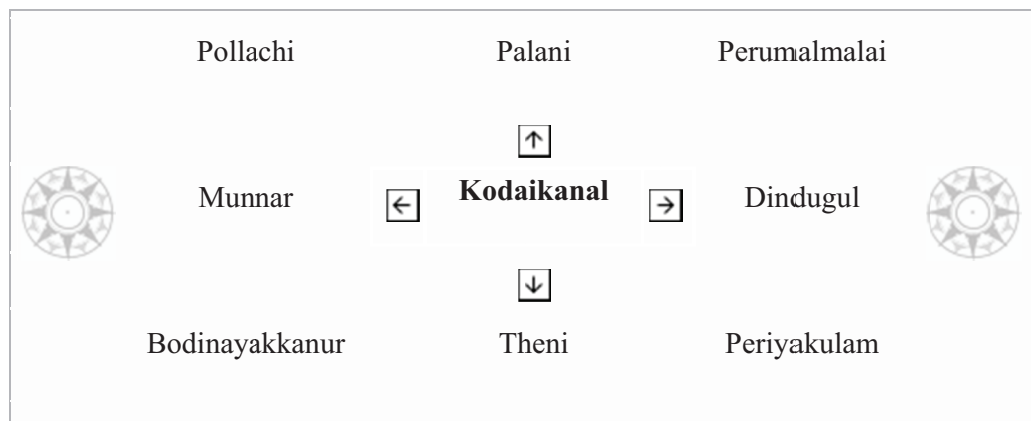
Tourism has been impacted by industrial pollution issues including the closure of a mercury factory owned by Unilever's Indian Subsidiary Hindustan Unilever after evidence of widespread mercury pollution, to date no proper clean-up operation has been mounted.

The town of Kodaikanal sits on a plateau above the southern escarpment of the upper Palani Hills at 2,133 meters (6,998 ft), between the Parappar and Gundar Valleys. These hills form the eastward spur of the Western Ghats on the Western side of South India. It has an irregular basin as its heartland, the centre of which is now Kodaikanal Lake, a 5 kilometres circumference manmade lake.

Meadows and grasslands cover the hillsides. Gigantic eucalyptus trees and shola forests flourish in the valleys. Mighty rocks and cascading streams, rise up from the valleys. There are many high waterfalls and ubiquitous gardens and flower beds in bloom.

Kodaikanal is known for its rich flora. Of the big trees, cypress, eucalyptus and acacia are the dominant varieties. Pear trees are numerous and the fruits are of high quality. Competing with the fruit trees are the flowering ones - mainly rhododendron and magnolia. Large dahlias of different hues are the main attraction of Bryant Park, situated close to the Kodai Lake. Water lilies in the park's pond are another pleasing sight. The town abounds in a kind of beautiful yellow wild flowers.

North of the town, high hills that slope down into the villages of Pallangi and Vilpatti stand guard. On the east, the hill slopes less abruptly into the lower Palani. A precipitous escarpment facing the Cumbum Valley is on the south. On the west is a plateau leading to Manjampatti Valley, Indira Gandhi National Park, the Anamalai Hills and the main body of the Western Ghats.



3.3 MAJOR TOURIST ATTRACTIONS IN KODAIKANAL

3.3.1 CLIMATE

Kodaikanal has a monsoon-influenced subtropical highland climate (*Cfb/Cwb*, according to the Koppen climate classification). The temperatures are cool throughout the year due to the high elevation of the city.

Table 3.1

CLIMATE DATA FOR KODAIKANAL

Month	Jan.	Feb.	March	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Year
Average	17.5	18.6	20.1	20.6	20.9	18.9	17.7	17.9	18.1	17.4	16.4	16.7	18.4
high °C (°F)	63.5	65.5	68.2	69.1	69.6	66	63.9	64.2	64.6	63.3	61.5	62.1	65.13
Average	8.1	8.5	10.1	11.7	12.6	12.0	11.4	11.3	11.2	10.7	9.7	8.7	10.5
low °C (°F)	46.6	47.3	50.2	53.1	54.7	53.6	52.5	52.3	52.2	51.3	49.5	47.7	50.92
Precipitation	59.1	34.6	52.6	136.0	146.1	97.7	122.1	153.1	185.6	253.9	235.0	141.4	1,617.2
mm (inches)	2.327	1.362	2.071	5.354	5.752	3.846	4.807	6.028	7.307	9.996	9.252	5.567	63.669

3.3.2 ECONOMY

Kodaikanal is a city in the hills of the Taluk division of the Dindugul district in the state of Tamil Nadu, India. Its name in the Tamil language means "The Gift of the Forest". Kodaikanal is referred to as the "Princess of Hill stations" and has a long history as a retreat and popular tourist destination. Kodaikanal was established in 1845 as a refuge from the high temperatures and tropical diseases of the plains. Much of the local economy is based on the hospitality industry serving tourism

The economy of Kodaikanal is predominantly run by tourism. The number of tourists increased from two million in 1999 to 3.2 million in 2009. The town's infrastructure changes every year in preparation for the peak tourist season. Major roads are converted into one-way lanes to regulate the constant inflow of traffic and special police are brought in for the safety of the tourists and protection of local businesses. Hotels are often fully booked during the high season, and remain virtually empty during the off-season. Due to the rapid development of nearby cities such as Madurai and Coimbatore, the town is starting to enjoy year-round tourism.

There are at least 50 hotels catering to all categories of tourists and over 30 South & North Indian, Continental, Western and Chinese restaurants, and many more small eateries and tea stalls.

Table 3.2

SEASON IN KODAIKANAL

Sl. No	Season	Months
1	Peak Season	April-June
2	Low Season	Feb-March; July-September
3	Second Season	October-January

3.3.4 HEALTH

The major medical facilities are Van Allen Hospital and the Government Hospital. These hospitals treat patients with common ailments and injuries and perform child delivery and care, but are not equipped with modern medical equipment for complicated diagnoses and surgeries.

In April 1915, Dr. Van Allen raised funds to construct the first unit of the hospital at the entrance of Coaker's walk. It was named after him. Facilities got updated from time to time and now it has X-ray machine, well equipped pathological lab, and operation theatre with blood transfusion facilities.

Government Hospital is situated on the hillside near Rock cottage on lower shola road. It was a small municipal hospital until 1927. Now it has X-ray, Dental, Maternity ward and other facilities.

3.4 MERCURY POLLUTION

Air and water-borne mercury emissions have contaminated large areas of Kodaikanal and surrounding forests. A study conducted by the Department of Atomic Energy confirmed that Kodaikanal Lake has been contaminated by mercury emissions. Mercury pollution was reported in Kodaikanal which affected lakes in the area. The causes, originating from a Hindustan Lever thermometer factory nearby, were reported to be dispersal of elemental mercury to the atmosphere from improper storage and dispersal to water from surface effluents from the factory. Apart from tests conducted on Kodaikanal Lake, moss samples collected from trees surrounding the Berijam Lake, located 20 km from the factory were also tested. This showed mercury level in the range of 0.2 µg/kg, while in Kodaikanal Lake the lichen and moss levels were 7.9 µg/kg and 8.3 µg/kg, respectively. Fish samples tested from the

Kodaikanal Lake also showed High level in the range of 120 to 290 mg/kg confirming that pollution of the lake had taken place due to mercury emissions from the factory.

The Hindustan Unilever thermometer factory caused widespread mercury pollution through improper disposal of broken thermometer waste containing large quantities of mercury. The factory sold much of this waste to a junkyard in Kodaikanal and also dumped large quantities in the forest behind the factory. The factory was eventually closed in 2001 after 18 years of operation. Hindustan Lever has used considerable legal maneuvering to avoid paying compensation the ex-workers and their families many of whom died or became physically handicapped as a result of mercury poisoning.

The ex-workers have joined to form the 559-strong Ex-Mercury Employees Welfare Association and in 2006 filed a Public Interest Litigation (PIL) suit in the Madras High Court. The association wants an economic rehabilitation scheme and a healthcare treatment and monitoring programme at the company's expense for everyone who ever worked in the factory. It also wants the company prosecuted. Hindustan Unilever denies that any of the health problems of the workers or their families was the result of mercury exposure in the factory. In 2010, the workers were still fighting for compensation.

In June 2007, the Madras High Court constituted a five-member expert committee to decide on the mercury workers health claims. The last court hearing was in June 2008. The committee later failed to find sufficient evidence to link the current clinical condition of the factory workers to past mercury exposure in the factory.

Additional site remediation studies are being undertaken by national institutions, as desired by the Tamil Nadu pollution Control Board (TNPCB) and the court's Scientific Experts Committee (SEC) during the project review meeting in

January 2010. IIT Delhi is revalidating the risk assessment study and sites specific clean-up standard; National Botanical Research Institute, Lucknow is studying impact on trees and preservation of trees; and Centre for Soil and Water Conservation Research and Training Institute, Ooty is studying the impact on soil and soil erosion. Based on the above study findings, results of remediation trials and recommendation of SEC, the TNPCB will take a final decision on the clean-up standard. Hindustan Unilever Ltd. (HUL) will commence soil remediation work at the factory site once decision on clean-up standard is taken and consent is given by TNPCB.

3.5 EDUCATION

The following schools are located at Kodaikanal: Bhavan's Gandhi Vidyashram, Brindavan Public School, Kodaikanal International School, Kodaikanal Public School, St. John's Girls Higher Secondary School, St. Joseph's Public School, St. Peter's Matriculation Higher Secondary School, St. Xavier's High School, Zion Matriculation High School.

The main colleges here are (American University of India (AUI) / Kodai International Business School (KIBS) www.auiedu.com) which is an elite Business school offering MBA & BBA programs in USA & India located in Ugarthenager, Kodaikanal Christian College, and Sacred Heart College. Mother Theresa University is distinctive as India's only university devoted to exclusively women's issues. In 2005, a new engineering college specializing in Information Technology, Kodaikanal Institute of Technology under Anna University, has been established 22 kilometres (14 mi) below Kodaikanal town.

3.6 RELIGIOUS MONUMENTS

Since Kodaikanal was founded by the American and European Missionaries, Christian churches are abundant in Kodaikanal. They include Church of South India - opposite to Bryant Park, St. Peter's Church near Coakers Walk, Gorapur, Lake End, La Salette, Lutheran Mission, Sacred Heart - Munjikal, Saint Antony's - Antonyar Kovil street, Saint Francis Xavier, Saint Joseph's, Saint Mary's and Saint Peter's - Coakers Walk road. Amongst the most popular is Union Church with a large Tamil congregation and Margaret Eddy Memorial Chapel at Kodai International School with lively services in a typically American style and distinctive stone architecture.

There are many Hindu Temples in Kodaikanal including the Durgai Amman Kovil, Kurinji Andavar Kovil, Mariamman Kovil, Observatory Murugan Kovil and Vinayagar Kovil. The Muslim mosques are Ellis Villa and Munjikal. There is an active community of Tibetan Buddhist refugees.

3.7 CIVIL SOCIETY

3.7.1 KODAIKANAL GOLF CLUB

Kodaikanal has several clubs and civil society organizations operating for social, charitable and environmental goals. Established clubs in Kodaikanal are the Kodaikanal Lions Club (*est. 1985*) under the jurisdiction of Lions Clubs International (*district 324B*); Kodaikanal Boat Club (*est. 1890*) with nearly 650 permanent members; Kodaikanal Golf Club (*est. 1895*) with over 600 members and an 18 hole golf course, spread over 143 acres (0.58 km²); The Indian Club (*est. 1915*) on Poet Thyagarajar road and The Rotary Club of Kodaikanal.

In 1890, the Kodaikanal Missionary Union (*KMU*) was formed to enable missionaries of the various denominations to come together for recreation and to develop mission strategy and outreach in cooperation with each other. In 1923, it built

an Edwardian style clubhouse with large central hall for social events and afternoon teas, 6 tennis courts, a reading room, and other spaces for meetings. With the decline of missionary activity in India, the KMU was wound up in the 1980s, and the property was turned over to Kodaikanal International School. The KMU library with many valuable old books besides newer materials, is still functioning in one room, and provides something of a social venue. The valuable original KMU archives materials have been incorporated into the archives of the school, which has hired an archivist and is in process of converting the whole original KMU building into an archives and display center for the school and the community. (2008)

Kodaikanal lake View showing: Mount Perumal, Boat house, Carlton Hotel, Kodaikanal International School, Fish hatchery, Lake Road.

Kodaikanal has several social service societies which promote local trade and increase employment of rural villagers in the town's periphery by participating in its tourism fueled growth. These include the Kodaikanal People Development Group (*KOPEDEG*) which has been successful in providing employment for marginalized women and marketing their products. The *Made-in-India* tagged products from Kopedeg are unique to Kodaikanal and are targeted at foreign tourists who regularly buy them as souvenirs.

The *Cottage Crafts Shop* at Anna Salai, is run by the voluntary organisation, Coordinating Council for Social Concerns in Kodai (*CORSOK*). They sell goods crafted by development groups and use the commission charged to help the needy. In 1994, the "Potter's Shed" was inaugurated. This pottery and craft shop in Kodaikanal has made and sold thousands of fine pieces of locally made pottery. All profits from this business are contributed to the *Bethania Kids*, Center for Children with Disabilities.

The Kodaikanal Lake Protection Council and Vattakkanal Organization for Youth, Community and Environment (*VOYCE*) are active in preserving Kodaikanal's environment. Plastic bags are banned and almost all shops and roadside vendors heed the rule and use recycled paper bags in fear of a social reprisal. Local hotels have also participated in improving the environment by placing garbage cans all across the town, with their prominent *donated by* signs acting as silent salesmen.

3.8 PLACES OF INTEREST

3.8.1 KODAIKANAL LAKE

Kodaikanal has several scenic natural attractions which are enjoyed by its visitors and made it a popular romantic destination for newlyweds. These are described in order of distance from the bus-stand.

Kodaikanal Lake, 500 metres (1,600 ft) from the bus stand, is an artificial, roughly star-shaped 45 ha (60 acres) lake built in 1863. It is recognized as Kodaikanal's most popular geographic landmark and tourist attraction. Rowboats and pedales can be hired at the Kodaikanal Boat Club with its main entrance near the only five-star hotel in Kodaikanal, The Carlton. Horses and bicycles can be hired beside the lake for short periods. The 5 kilometres (3.1 mi) path that skirts the periphery of this lovely lake is a favourite walk for the locals and tourists alike.

3.8.2 GUNA CAVES

Guna caves, made popular by the Tamil movie Guna, previously called *Devil's Kitchen*, are deep bat-infested chambers between the three gigantic boulders that are the Pillar Rocks. The deep narrow ravines of the caves are now closed to public due to the tragic deaths of twelve youths there. These dangerous caves are highly protected now, and tourists can see the sections of the cave system from afar. In the late 1970s, the inside of the caves was well photographed.

3.8.3 BRYANT PARK

Bryant Park: Just east of the lake and 500 metres (1,600 ft) from the bus stand, is a wonderfully maintained 20.5 acres (8.3 ha) botanical garden. The park was planned and built in 1908 by a forest officer from Madurai, H.D.Bryant, and named after him. With 325 species of trees, shrubs and cactuses, the park is a rainbow of stunning flowers during the peak season. A large section is dedicated to nearly 740 varieties of roses. There are 1857 Eucalyptus trees and a Bodhi tree which adds a religious significance to the park. Ornamental plants are cultivated in a nursery for sale. The park organizes horticultural exhibits and flower shows every summer, to coincide with the peak season. Entrance fee to the park is nominal and it is open throughout the year.

Bryant park, near the lake, is the place where the tourists' happiness experiences full bloom. Celebrating its centenary year in 2008, it provides a conglomeration of flowers and a long stretch (16.15 acres) of lawn. A poly green house is also established and 742 rose varieties are maintained in the Rosary.

3.8.4 COAKER'S WALK (1900)

Coaker's Walk, 500 metres (1,600 ft) from the bus-stand, constructed by Lt.Coaker in 1872, is a 1-kilometre (3,300 ft) paved pedestrian path running along the edge of steep slopes on the southern side of Kodai. The walk, winding around Mount Nebo, starts in front of the Van Allen hospital, running parallel to the Van Allen Hospital Road and joins the main road beside St. Peter's Church, providing a stunning panoramic view of the plains. On a clear day one can view as far as Dolphin's Nose in the south, the valley of the Pambar River in the southeast, Periyakulam town and even the city of Madurai. A fascinating rare phenomenon called *Brocken spectre* can be witnessed, when a person can see his shadow on the clouds with a rainbow halo. This

occurs when the sun is behind the viewer and clouds and mist are to the front. There is an observatory with a telescope halfway along the walk. Entrance fee to the walkway is nominal and it is throughout the year.

3.8.5 BEAR SHOLA FALLS

Bear Shola Falls, 3 kilometres (1.9 mi) from the bus-stand, is a tall waterfall in a Reserve forest. The final approach to this quiet area is a gently climbing footpath.

3.8.6 GREEN VALLEY VIEW

Green Valley View, (formerly called Suicide Point) 5.5 kilometres from the bus-stand and near the golf course, has an excellent panoramic view of the plains and a sheer drop of 1,500 metres (4,900 ft) overlooking the Vaigai Dam to the south. The stairway leading up to it is highly commercialized and lined with rows of shops to tempt tourists.

3.8.7 PINE FORESTS

Pine forests, in 1906, with a view to growing valuable timber, Mr. Bryant started the Kodaikanal pine plantations in the south-west of Kodaikanal.

3.8.8 SHEMBAGANUR MUSEUM OF NATURAL HISTORY

Shembaganur Museum of Natural History, 6 kilometres from the bus-stand, founded in 1895, is open to the public (except Tuesdays) for viewing their outstanding taxidermy collection of more than 500 species of animals, birds and insects and a living collection of over 300 exotic orchid species. The museum is affiliated with Loyola College in Chennai and exhibits artifacts of the ancient Palaiyar tribe's people whose descendants still live in these hills.

3.8.9 KODAIKANAL SOLAR OBSERVATORY

Kodaikanal Solar Observatory, 6 kilometres from the bus-stand on Observatory Road, at 2,343 metres (7,687 ft) is the highest location near Kodai. The first observations were commenced here in 1901. Former Director John Evershed, discovered the phenomenon of radial motion in sunspots, now known as the Evershed effect. The Kodaikanal Terrestrial Telescope scan view a grand panorama including: Sothupparai Dam, Vaigai Dam, Periyakula and Varaha river. This Indian Institute of Astrophysics facility has a comprehensive Astronomical Science museum with organized public tours, access to the astronomy library, and scheduled night-time telescopic sky viewing. It is open daily to the public during peak season, and a few hours each Friday in the rest of the year.

3.8.10 PILLAR ROCKS

Pillar Rocks, 8 kilometres ifrom the bus-stand, is a set of three giant rock pillars which stand 122 metres (400 ft) high. It is managed by the Tamil Nadu Forest Department. The viewpoint can be crowded but is not commercialized. There is an excellent public garden adjacent to the viewpoint.

Pillar rocks are a place depicting the intricacies of nature. A garden on the way pretends to give the outlandish structure of nature- two rocks in the shape of pillars. One needs a bit of luck to view them as fog often fondly envelops them.

3.8.11 DOLPHIN'S NOSE

Dolphin's Nose, 8 kilometres from the bus stand, is flat rock projecting over a breathtaking chasm 6,600 feet (2,000 m) deep. It is an undisturbed area 1 kilometre down a very steep rocky trail beginning soon after Pambar Bridge. Orange juice vendors along the trail offer a welcome rest stop. Beautiful views of steep rocky escarpments rising from the plains can be seen. The old village of Vellagavi can be

reached through a rugged bridle path here. A short paved walkway leads from the road here to **Pambar falls** (which is also locally addressed as 'Liril Falls' after the famous Liril Soap Advertisement filming in 1985).

3.8.12 UPPER LAKE VIEW

Upper Lake View, on the way to pillar rocks, is an advantage point for an awesome view of the star shaped lake.

3.8.13 SLIVER CASCADE

Sliver cascade provides a fitting welcome to the visitors who reach Kodaikanal. The very spectacle of the water falling in the tinge symbolizes the bliss of nature. Tourists never fail to stop over here to enjoy the marvel of nature.

Silver Cascade, 8 kilometres from Kodaikanal at a wide bend in the long and winding Laws Ghat Road, at altitude 1,800 metres (5,900 ft), is a 55-metre (180 ft) waterfall formed from the outflow of Kodaikanal Lake. The water quality is reportedly poor and not good enough for bathing. This impressive waterfall is a popular stop for first-time visitors. There are a few souvenir and fruit vendors and many monkeys here. There is also a smaller but more serene waterfall below the bridge which crosses the stream here.

3.8.14 KURUNJI ANDAVAR TEMPLE

While feeling ecstasy in the company of nature, one is reminded of God. Kurunji Andavar (Lord Muruga) Temple, known for Kurunji flower which blossoms once in 12 years, is meant for the people with a religious bent of mind.

One can get a wonderful view of the step cultivation, valleys on the slopes Palani from this temple. Visit to this ensures God's blessing amidst nature's bliss.

Kurinji Andavar Murugan temple, 4 kilometres from the bus-stand, is famous for its Kurinji flower which blossoms in the area only once every 12 years.

The deity here is called *Sri Kurinji Easwaran*, who is in fact Lord Murugan. This temple was built in 1936 by a European lady, who on coming to Celon, converted to Hinduism. She changed her name to Leelavathi and married Mr.Ponnambalam Ramanathan. She is also known as Lady Ramanathan. This temple was handed over to Arulmighu Dhandayuthapani Swamy Thiru Kovil, Palani by Devi Prasad Bhaskaran (also known as Padmini, niece and adopted daughter of S Natesan Pillai, son in-law of Lady Ramanathan) and her husband Dr R. Bhaskaran.

The Kurinji Andavar Temple is home to Lord Murugan, or Karthikeya, 'Kurinji' is also a rare species of flower which blooms here once every 12 years.

3.8.15 SILENT VALLEY VIEW

Silent valley view offers a breath taking view of the valley adding to the fearsome experience when one looks at the depth of it.

3.8.16 BERIJAM LAKE

Berijam Lake is situated about 21 kms away from Kodaikanal Lake and is a favourite spot with picnickers. Those who get the permission from the district forest officer, Kodaikanal will be allowed to enter Berijam Lake.

A calm serene lake surrounded by mesmerizing nature at a distance of around 20 km from Kodaikanal. Boating is prohibited as the lake is a source of water for villages. Forest department's permission is required and limited numbers of vehicles are allowed to enter forest area where the lake is situated. Entry is restricted into the Berijam Lake area to between 9.30 a.m. and 3 p.m. Bison, deers, panthers and snakes are often spotted in this area. Fire tower, silent valley, medicine forest, lake view are other attractions around the lake. Psilocybin mushrooms which produce hallucinogenic effects when consumed and other poisonous mushrooms grow around

Berijam. Medicine forest has a certain species of trees whose fragrance is believed to have hallucinogenic effects.

3.8.17 BERIJAM LAKE VIEW

This place gives a panoramic view of Berijam Lake and is located before the lake. This is 19 kms from the Kodaikanal Lake. According to the history of Kodaikanal, this hill resort was discovered in the early nineteenth century during the colonial period it was, however, during the 1840s the people first started setting in this place. Besides the British, the other early settlers of the place, having loving memories about Kodaikanal, were the American, French, Swedish, Irish and German missionaries.

A walking track up to Kodaikanal was made from the Kumbakarai falls, at the foothills near Periyakulam Town. Only palanguins could pass through this path. Later, in the early twentieth century, the law's Ghat road was constructed. This road was opened for regular traffic during 1920s.

The star shaped Kodaikanal lake came into existence in 1863 and it still serves as the sources of water for the temple city of Palani. It was only during the 1960s, that Kodaikanal started gaining importance as a tourist spot. Rich and elite Indians started setting up resorts in this place.

The 1980s was the most important time in the history of Kodaikanal. Tourism started booming up in this changing scenario of the region.

In 1863, Kodaikanal lake was created by Sir Vere Hendry Levinge, who was then the Collector of Madurai, by damming three streams flowing into a valley. He stocked the Pambar House after his retirement. Pictures taken in Kodaikanal during the early years of its foundation show the area around the lake with very few trees and a marshy landscape the manmade lake had no bounds.

In 1890, the Kodaikanal Boat Club was formed. Today, three different boat clubs with a variety of boats are available for hire. There is now an excellent 9 kilometers (6 ml) lighted and paved sidewalk around the lake. There are strict municipal laws against construction near the lake.

3.8.18 SOLAR PHYSICAL OBSERVATORY – GETTING CLOSE TO THE STARS

The solar physical Observatory is situated at the highest point in Kodaikanal, at a height of 2,343 meters.

3.8.19 SHENBAGANUR MUSEUM – THE DRY LEAVES OF HISTORY

The museum has an impressive collection of ancient archaeological finds. There are also amazing specimens of butterflies and stuffed birds. In addition, the Museum houses an orchidarium where over 300 varieties of orchid are to be found.

3.8.20 TELESCOPE HOUSE

Visitors can have a panoramic view of the valley and nearby towns from the telescope house at Coaker's Walk. A nominal entrance fee is collected at the telescope house

FIGURE 3.1
MAP OF KODAIKANAL

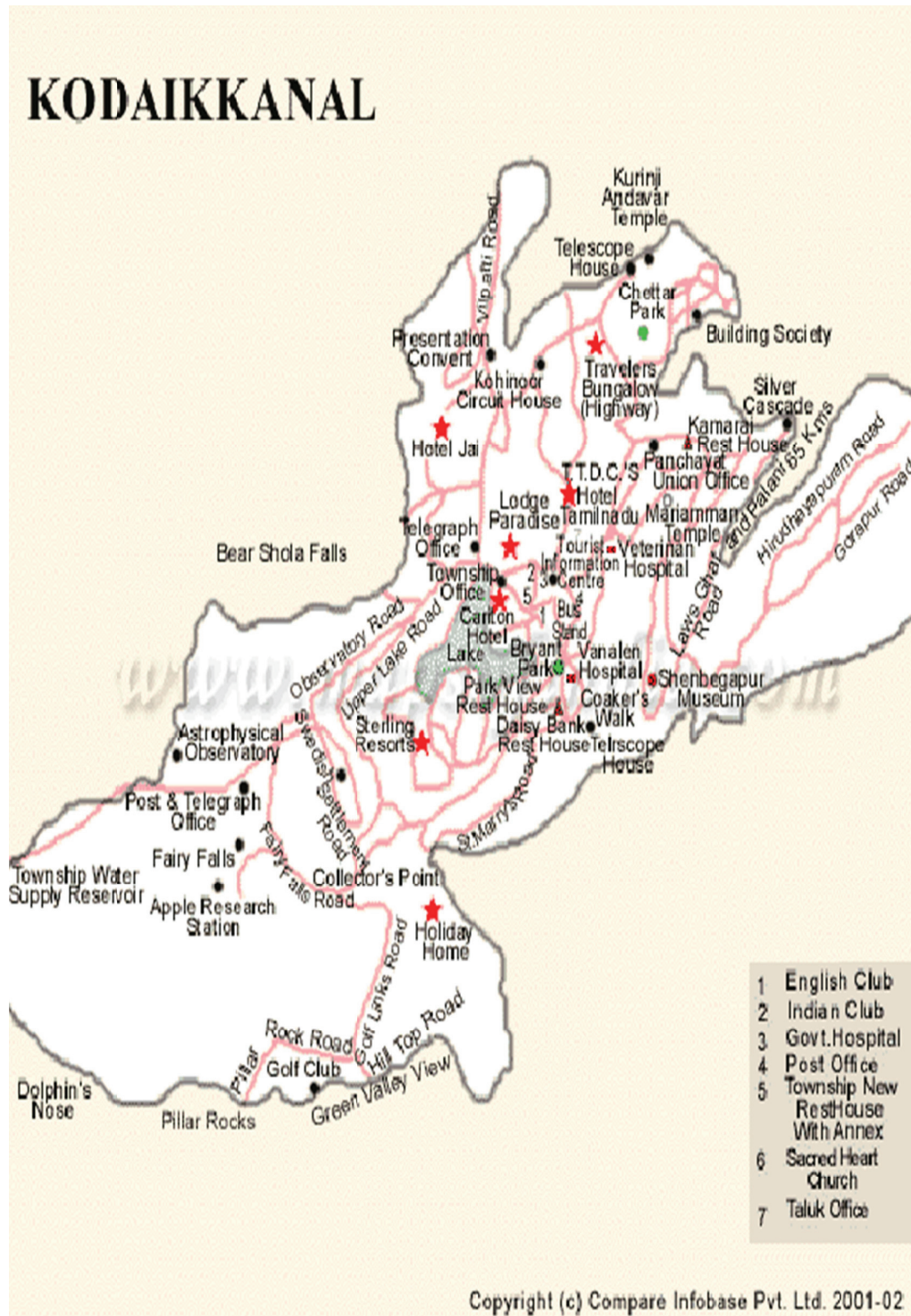


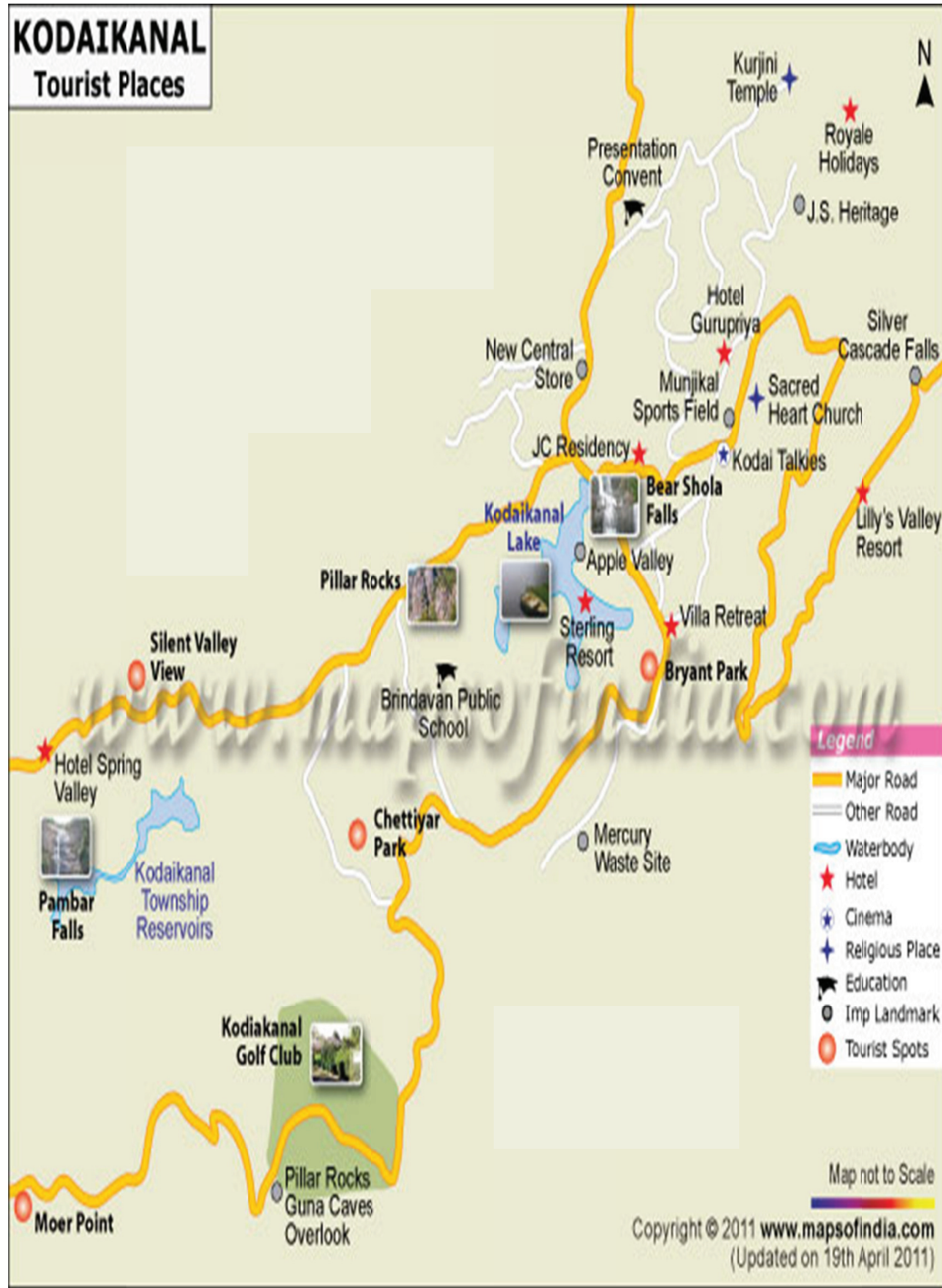
FIGURE 3.2

IMPORTANT PLACES IN KODAIKANAL



FIGURE 3.3

TOURIST PLACES IN KODAIKANAL



Sources: <http://www.mapsofkodai.com>

3.8.21 TRANSPORT

Almost all distances from Kodaikanal are calculated with the lake as the central point of reference. The nearest airports are Madurai (135 kilometres or 84 miles), Coimbatore (170 kilometres or 110 miles) and Trichy (200 kilometres or 120 miles). The nearest Railway stations are Palani Railway Station (64 kilometres or 40 miles) north, Kodai Road Station (80 kilometres or 50 miles) south east and Dindugul Railway Junction (100 kilometres or 62 miles) east.

The 2 to 3 hours drive to Kodai via the steep and winding Ghat roads from Batlagundu or Palani is a memorable experience. Travelers may stop at turnouts on the road and enjoy the scenic beauty of the Palani hills. There is a 28 km shortcut from Periyakulam to Kodaikanal via Kumbakarai. Bicycle rentals, taxis, vans and limited city buses are available. Auto rickshaws are not available.

3.8.22 HANDICRAFTS

A handicraft, sometimes more precisely expressed as artisanal handicraft, is any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools. It is a traditional main sector of craft, and applies to a wide range of creative and design activities that are related to making things with one's hands and skill, including work with textiles, moldable and rigid materials, paper, plant fibers, etc. Usually the term is applied to traditional techniques of creating items (whether for personal use or as products) that are both practical and aesthetic

3.8.23 BANKING FACILITIES OTHER SPECIALITIES IN KODAIKANAL

There are at least seven retail bank branches and five automated teller machines (ATM) in Kodaikanal. HDFC Bank has a branch and ATM at Seven Road

junction, Anna Salai and The Bank of India has a branch and ATM at S.G.J Thangadurai Building, Anna Salai. The Canara Bank has a branch and ATM at CLS book shop complex, Anna Salai. The Central Bank of India branch is at M M Street, Law's Ghat Road, Perumalmai. The Indian Bank has a branch and ATM at Anna Salai. The State Bank of India has a branch at Anna Salai and also has an ATM on Lake Road, outside Kodaikanal International School. The Union Bank of India has a branch at Naidupuram and also has an ATM on the 1st Floor of Municipal Shopping Complex opposite the Old Bus Stand, Anna Salai, ICICI Bank also has an ATM in Kodaikanal.

The Kodaikanal Co-operative Land Development Bank, the Kodaikanal Co-operative Urban Bank at Anna Salai and the Madurai District Central Co-operative Bank at Post Office Road offer only local commercial banking services. There is an excellent bazaar where residents, local villagers and tourists come to buy woollen clothing, flowers, fresh grocery, meat, handicrafts, hot snacks, inexpensive toys, medicinal herbs and oils, hardware, dry goods and cooking fuels. The cosmopolitan nature of Kodai is evident on Anna Salai, the main business street, where it is common to see local villagers, European and American students and backpackers, foreign retirees and families from other parts of India, all mixed together in their common activity of shopping.

Plums, pears, chile peppers, carrots, cauliflower, cabbage, garlic and onions are cultivated by terrace farmers in surrounding villages. Most are trucked to other parts of India and some are sold in the local market. Popular tourist souvenirs include handicrafts, home-made chocolates, postcards and eucalyptus oil.

Due to its relatively unpolluted image, various locations within Kodaikanal are used for movie shootings as well. Some examples being Jo Jeeta Wohi Sikandar

though depicted as Dehradun, the Tamil movie Guna, Manmadhan Ambu, Thenali etc.

3.8.24 HOTELS IN KODAIKANAL

123Kodaikanal.com is specializes in inbound tours and offers a host of tourism related services to inbound tourists exclusive for Kodaikanal Hill Station. Enjoy one-click access to the best luxury and budget hotels at Kodaikanal. It has been operating a variety of activity based tours for Groups and Individual tourists and has been able to mastermind them with great deal of efficiency.

It aims is to offer the widest choice and best Kodaikanal Package Tours at discount rates as well as a convenient, fast and secure way to make a reservation in Kodaikanal Hotels and Resorts.

The climate of Kodaikanal is pleasant throughout the year, but the best time to visit Kodaikanal is from April to June and from September to October. The most crowded tourist season in Kodaikanal is during the summer mid-April to mid-June. The temperature ranges between 12 and 20 degree Celsius in summer and between 8 and 18 degree Celsius in winter.

Table 3.3

Tariff in Hotels/Resorts during Season and Off-Season

Resorts/Hotels	Hotel Level	Season	Off Season	Meeting Hall
The Carlton	4 Star	Rs.8500	Rs.8500	Yes
Hotel Kodai International	3 Star	Rs.3999	Rs.2955	Yes

Sabari Resorts	3 Star	Rs.6000	Rs.5000	No
Yagappa Heritage Resort	Resorts	Rs.1200	Rs.1200	No
Raahat Inn	Resorts	Rs.3500	Rs.1800	No
Apple Valley	Luxury	Rs.1999	Rs.1299	No
Royal Hotels	Luxury	Rs.1500	Rs.1000	Yes
S.V. International	Luxury	Rs.1800	Rs.1200	Yes
Golden Parks Inn	Luxury	Rs.2000	Rs.1600	Yes
Hotel Grand Palace	Luxury	Rs.2200	Rs.2000	Yes
Kodai Resort Hotel	Luxury	Rs.2500	Rs.2500	Yes
R. R. Residency	Luxury	Rs.1800	Rs.990	No
Summer Migrations	Luxury	Rs.2500	Rs.2000	No
JC Residency	Luxury	Rs.2200	Rs.1500	Yes
Hotel Gurupriya	Luxury	Rs.1700	Rs.990	No
Kodai Gate Resort	Home Stay	Rs.2400	Rs.1200	No

Ganesh Guest House	Home Stay	Rs.350	Rs.250/person	No
AKR Guest House	Home Stay	Rs.2400	Rs.1200	No
Hotel RockFort	Economy	Rs.1250	Rs.800	No
Hotel Spring Valley	Economy	Rs.450	Rs.450	Yes
Hotel Ruby International Kasim Hotel (P) LTD	Economy	Rs.1700	Rs.700	No

Sources:www.kodaihotel.com

3.8.25 HOME MADE CHOCOLATES

Chocolates are loved by all right from kids to grownups. So, they become a perfect gifting solution for every occasion. Right from celebrating a special occasion to consolidate one's friendship and from expressing one's love for someone to simply celebrating one's life one offers you homemade chocolates for all occasions.

3.8.26 VARIETIES OF CHOCOLATES

Spices Corner Kodaikanal manufactures variety of chocolates, such as Rum & Raisins, Cashew Rich, Roasted Almond, Pista Crunchy, Mixed Fruit, Strawberry Cream, Nut & Milk, Raisin Crumchy, Almond Crunchy, Butter Scotch, Chocolate Nougha, Walnut Delight, Fruit & Nut, Dark Chocolates, Milk Chocolates, Plain Chocolates, Whole Nut Chocolates, Wrapper Chocolates, Biscuit Chocolates and Dates Chocolates.

CHAPTER - IV

CONCEPTUAL FRAMEWORK OF THE STUDY

4.1 INTRODUCTION

Tourism plays a major role in the economic development of countries like China, England, Germany, Hong Kong, Thailand and United States. It is because of the tourist attractions in the country they are able to attract more tourists towards them and generate huge revenue as foreign exchange. In the past, the scope for tourism in any country was very much limited because of the non-availability of facilities like transport and communication. But in the present day, development of science and technology especially the infrastructure development had brought in many new inventions. Hence, the tourism sector started to give tremendous contribution towards the improvement in social and cultural life of the people in any country.

Tourism in India has shot up at lightning speed in recent years. India has succeeded in becoming the most preferred place amongst domestic and overseas travellers. Tourism exposes international travellers to India's diverse culture. Tourism has emerged as an industry in the recent past and in developing as the biggest industry of the world. Now the technical boom is helping tourism to be in the main driving seat of many countries. The globalization and open economy helped tourism to emerge as one of the biggest foreign exchange earners for India. It brings the opportunity of infrastructure development.

The overall development of any country depends especially on the improvement of road, vehicles, communication, water supply, airports and railway stations. Economic progress and industry development depend on the overall

development of country. Tourism plays a major role in this overall infrastructural advancement. Tourism helps agriculture and other industries directly and indirectly.

4.2 TOURISM-MEANING

Tourism dates back to early history. Even before long years, in the history there are evidences for ancient tourism. In Sanskrit literature '*Trithatana*' means going out and visiting places of religious merit, *Paryatana* means going out for pleasure and knowledge, *Deshatana* means going out of the country primarily for economic gains.

Tourism is an act of travel for the purposes of leisure, pleasure or business and the provision of services for this act. There are two important components that make up tourism.

- (i) The practice of travelling for pleasure
- (ii) The business of providing tours and services for persons travelling

The origin of the word 'tourist' dates back to the year 1292 A.D. It has come from the word 'tour' a derivation of the Latin word 'tornus' meaning a tool for describing a circle or a turner's wheel. In the first half of the seventeenth century, the term tourist was first used for travelling from place to place as a journey or an excursion, a circuitous journey touching the principal parts of a country or region.

The Oxford Advanced Learners Dictionary of English defines 'tourist' as a 'person making a tour for pleasure'. According to the Dictionnaire Universal the 'tourist' is a person who makes a journey for the sake of curiosity, for the fun of travelling, or just to tell others that he has travelled. The League of Nations with the concurrence of member countries defined the term 'foreign tourist' as: 'Any person visiting a country, other than that in which he usually resides, for a period of at least

24 hours. Based on the above definition, the following persons were considered as tourists:

- i) Persons travelling for pleasure, for domestic reasons and for health.
- ii) Persons travelling to meetings, or is a representative of any kind like scientific, administrative, diplomatic, religious and athletic.
- iii) Persons travelling for business purposes.
- iv) Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours.

The following persons are not considered as tourists:

- i) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- ii) Persons coming to establish a residence in the country.
- iii) Students and young persons in boarding establishments or schools.
- iv) Residents in a border of a country and persons dwelling in one country and working in the neighbouring country.
- v) Travellers passing through a country without stopping, even if the journey takes more than 24 hours.

The United Nations confirmed the above definition in the year 1945 and it was stated that the 'tourist' was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose.

World Travel Organisation defined Tourism as, “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Mathieson and Wall (1982) defined tourism as, “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”

According to Macintosh and Goeldner (1986) tourism is “the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these and other visitor.”

4.3 CHARACTERISTICS OF TOURISM

The following five main characteristics of tourism have been identified from the definition given by World Travel Organization:

- i) Tourism arises from the movement of people to and their stay in various destinations.
- ii) There are two elements in all tourism, the journey to the destination and the stay including activities at the destination.
- iii) The journey and the stay take place outside the usual place of residence and work, so that tourism gives rise to activities which are distinct from those of the resident and the working population of the places, through which the tourists travel and in which they stay.

- iv) The movement to destination is of temporary, short term character, with the intension of returning to the usual environment within a few days, weeks or months.
- v) Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

4.4 PRODUCT-MEANING

According to Philip Kotler a product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.

4.4.1 LEVEL OF PRODUCTS

Core Benefit: This is the fundamental service or benefit or being bought by the customer.

Generic Product: When the marketer converts the core benefit into a basic version of the product it is termed as generic product.

Expected Product: The customers generally expect a set of attributes and conditions while making a purchase and if the marketer meets these expectations it is termed as expected product.

Augmented Product: When a product is developed with such additional services or benefits which makes it distinctive from other products. It is made distinctive from other product. It is termed as an augmented product.

Potential Product: This indicates the possible evolution of the augmented product in future. This is where organizations search for new ideas and ways to customers and at the same time make their product something unique or different.

To understand the product from the tourist, Medlik and Middleton have observed that as far as the tourist is concerned, the product covers the complete experience from the time he leaves home to the returns to it.

Middleton has noted that researching targeted customers' perceptions of product benefits and utilities, and designing or adopting products to match their expectations, lay of course at the heart of marketing theory.

4.4.2 PRODUCT DESIGN IN TOURISM:

Product Orientation: This lays stress on the products and services of tourism supply rather than taking into account the tourists' requirements. The success of this approach can be if the demand exceeds supply or in a monopoly situation.

Market Orientation: This approach emphasizes on the requirements of the target market segments. However, this approach ignores the local population and local natural resources, customs and culture etc. and runs of not only alienating the host population but generating anti – tourism sentiments.

Societal Orientation: This in fact is an approach which considers the interest of the host population and attempts to minimize the negative impacts on the society, environment, culture, etc.

4.4.3 TOURISM PRODUCTS

Tourism products are often confused with services and entertainment. In lay man language, it can be said that tourism products are the basic attraction that causes a person to travel to a particular destination which offers to the intangible monuments, forts, and places.

A tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling enroute to the destination. The tourist product focuses on facilities and services designed to meet the need of the tourist.

4.5 CHARACTERISTICS OF TOURISM PRODUCT:

1. Intangible

The product or services in the tourism cannot be seen or experienced or inspected before its purchase. Instead, certain facilities, installations, items of equipment are made available for a specified time and for a specified use. For example, flying in a jet can be only after the purchase of tickets.

2. Mobility

Unlike the commodity products, for a tourism product, a consumer (Tourist) has to move towards the product. While in case of commodity product customer may get it at his door.

3. Psychological

A large component of tourism product is the satisfaction the consumer derives from its use. A tourist acquires experiences while interacting with the new environment and his experiences help to attract and motivate potential customers.

4. Highly perishable

A travel agent or tour operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost i.e. if tourists do not visit a particular place, the

opportunity at that time is lost. It is due to this reason that heavy discount is offered by hotels and transport generating organizations during off season.

5. Composite product

Unlike a manufactured product, the tourist product cannot be provided by a single enterprise. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to this experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.

6. Unstable demand

Seasonality factors can be seen in the tourism industry. Besides, there are so many factors like economic political and others such factors that influence tourism industry. There are certain times of the year which see a greater demand than others. At these time there is a greater strain on services like hotel booking, employment, the transport system, etc.

7. Fixed supply in the short run

The tourism product unlike a manufactured product cannot be brought to the consumer; the consumer must go to the product. This requires an in- depth study of users' behaviour, taste preference, likes and dislikes so that expectations and realities coincide for the maximum satisfaction of the consumer. The supply of a tourism product is fixed in the short run and can be only be increased in the long run following increased demand patterns.

8. Non transferable ownership

In commodity products ownership is transferred while this is not so in the case of tourism. For example purchasing of a TV set authorize the person to do anything with it as ownership has been transferred to the purchaser and he can even donate the TV to any other person and even he can break the TV set. While purchasing of ticket of Taj Mahal or airlines does not allow any person to damage it in any way. All this is because ownership is not transferred in the case of tourism Product.

9. Heterogeneous

Unlike any commodity product Tourism is not a homogeneous product, because it tends to vary in standard and quality over time. Any monument like Taj Mahal may fascinate any individual while some one may be fascinated by the Agra Fort or Fatehpur Sikri.

A package tour also or even a flight on an aircraft can't be consistent at all times. The reason is that this product is a service and services are people based. Due to this, there is variability in this product. Thus, services cannot be standardized as individual performance also varies from person to person and from time to time.

10. Risky

Tourism is highly sensitive industry and lot of risk is involved at various stages. A risk involved in the use of a tourism product is heightened since it has to be purchased before its consumption. An element of chance is always present in its consumption. For example a dance festival of Khajuraho may be flop because of heavy rains.

11. Marketable

Tourism product is marketed by the concerning government and authority in large interest of the economy of the state in form of various taxes and by the local players or industrialists.

4.6 NATURAL TOURISM PRODUCTS

- Countryside
- Climate- temperature, rains, snowfall, day of sunshine
- Natural Beauty – landforms, hills, rocks, gorges, terrain
- Water- lake, ponds, rivers, waterfalls, springs
- Flora and Fauna
- Wildlife
- Beaches
- Islands
- Spas
- Scenic Attractions

4.7 MAN- MADE TOURISM PRODUCTS

1.Cultural

- Site and areas of archaeological interest
- Historical buildings and monuments
- Places of historical significance
- Museums and art galleries
- Political and educational institutions
- Religious institutions

2. Traditions

- Pilgrimages
- Fairs and festivals
- Arts and handicrafts
- Dance
- Music
- Folklore
- Native life and customs

3. Entertainment

- Amusement and recreation parks
- Sporting events
- Zoos and Oceanariums
- Cinemas and theatre
- Night life
- Cuisine

4.8 MAIN TERMS OF TOURISM PRODUCTS

- Attractions
- Facilities
- Accessibility

Of the three basic components of a tourist products, “attractions” are very important. Unless these are there, the tourists will not be motivated to go to a particular place. Attractions are those elements in the tourist product which determine the tourist to visit one particular destination rather than another. The attractions could be cultural like sites and areas of scenic like flora and fauna, beach resorts, mountains, national

parks or events like trade faire, exhibitions, arts and music festivals, games, etc. Facilities are those elements in the tourist product which are a necessary aid to the tourist centre. The facilities complement the attractions. These include accommodations, various types of entertainments, picnic sites, recreation and so on. These are indeed important for every tourist centre. “Accessibility” is a means by which tourist attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. If the tourist attractions are located at places where no means of transport can reach, or where there are inadequate transport facilities, these become of little value. The tourist attractions which are located near to the tourist generating markets and are linked by a network of efficient transport, receive the maximum number of tourists.

4.9 TOURISM PRODUCTS

4.9.1 TRAVEL AGENCY

A travel agency is a business that sells travel related products and services, particularly package tours to end-user Customers on behalf of third party travel suppliers, such as airlines, hotels, tour companies, and cruise lines. In addition to dealing with ordinary tourists, most travel agents have a special department devoted to travel arrangements for business travellers, while some agencies specialize in commercial and business travellers.

4.9.2 TRANSPORT

Transport contributes significantly to our socio-economic needs. Transport industry has acquired a fundamental place in the global network system by facilitating mobility of persons and goods from one place to another through various modes of

transportation. The development of tourism depends on the transport industry. A tourist always thinks of safe, comfortable and convenient mode of transport. And of course, costs and time are also important considerations while deciding on the mode of travel. Here lies the challenge before the transport industry to attract the tourist by offering suitable means of travel as per their requirements.

This unit starts with a brief discussion on the development of various means of transport in their historical setting. It goes on to explain the major modes of transport available in India and their relevance. The role of transport in tourism and the need for national transport policy have also been discussed.

4.9.3 HOTEL

The accommodation is made convenient by generous parking provision and informality. Originally ‘tourist courts’, groups of small individual cabins providing simple ‘stopover’ accommodation, their expansion was fuelled by the development of the interstate franchised units targeting the business traveller.

Various categories of accommodation:

4.9.3.1 Five Star Deluxe Hotels

These are usually to be found in the metropolitan city areas and have anywhere between 200 to 800 rooms. Some hotels in this category have a thousand rooms in their inventory. They are categorized by certain international standards which include a given number of restaurants, a particular size of lobby, business center facilities, a swimming pool etc., including, of course, very strict standards of quality control. These hotels are usually used primarily by the business executive

(often 90 per cent of the customers are business men and Women) and the very upscale tourists.

There are also other star categories like three star, one star etc. However, categorization into stars is not mandatory in India. Hotels offer themselves for categorization which is based on certain criteria and inspection by officials.

4.9.3.2 First Class Hotels

These are a step down from the above category, but contain most of the facilities that are provided in the “Five Star Deluxe” hotels. These are also located usually in the large metropolitan cities and some mid- sized cities as well. These hotels are used by a combination of business executives and tourists.

4.9.3.3 Non-Star Hotels

At every tourist destination you may come across many small hotels which don't come under classified categories. Yet many tourists stay there as per their budget adjustments. For example at Kovalam beach there is the ITDC Ashoka group hotel. But many tourists cannot afford it and they stay in small staying places near the beach. Such examples are abundant at every destination be it a hill station or a pilgrimage centre.

4.9.3.4 Resorts and Lodges

These are meant almost exclusively for the tourists and more often are found in so-called “off the beaten track” destinations. In some countries, where the economic dependence on tourism is very great, such accommodation can also be found in the cities or just outside the cities. Thus, in Kenya for example, one can find

very elaborate lodges even in Nairobi, the capital city where most tourists enter the country.

The Resort and Lodges usually have certain features such as elaborate swimming pools, a balcony overlooking each room and entertainment facilities.

In India we have Beach resorts, Hill resorts and Wild Life resorts. These resorts hotels commonly cater to tourists of different tastes and budgets. Whether luxury or low budget resorts they primarily offer a stay in the natural surroundings. These resorts are generally seasonal.

4.9.3.5 Tented Camps

While most of the types of accommodation discussed so far involve solid structures. A type that is fast gaining popularity around the world is the tented camp variety. These involve relatively low investment. These are ecologically very friendly. They do not threaten to spoil the landscape too much and can be set up seasonally to reduce expenditure by not having to spend too much on the upkeep of the place when the tourist season is over.

Tented camps are usually set up in very remote places such as near a game park or reserve (some countries allow such camps even within the game reserve) and they have anywhere from 10 to 80 rooms. These are attached or set separately, depending on the level of luxury that is intended to be provided. In addition to game parks, which are associated with wildlife viewing and safaris, tour operators have set up tented camps in conjunction with other activities such as fishing tours, white-water rafting tours and canoeing.

4.9.3.6 Heritage hotels

Tourists visiting a historical city are very fond of historical palaces. Often they dream of staying in the same way and style as that of Rajas. Keeping in view this tourist interest the Government of India's Tourism Department started encouraging Heritage hotels. By providing financial incentives to the owner of forts, palaces and havelis the Tourism Department encourages the owners to convert their properties into Heritage Hotels. Responding to this scheme Heritage Hotels have come up in many areas.

4.9.3.7 Guest Houses

The guest house is to be found in cities, towns and even remote destinations. Usually those who use these facilities are individuals who travel on their own, spend relatively longer periods of time in a particular destination, wish to get to know the host culture intimately and want their expenditure to be modest. Therefore, they may have only one or two meals a day and spend the rest of the time outside the guest house. More often than not, the guest house is run by a family and although they may do so in a very efficient manner, the operations are not what might be called "professionally" managed and the tourist is often living, literally, as a "guest" of a family. The House Boat accommodation is a unique example of this category.

Recently in different tourist places the system of paying guest accommodation is gaining much popularity. This has two purposes:

- Firstly tourists coming from outside India or various regions of India are generally fond of local etiquette, household, culture and home made food. Compared to staying in hotels which provide typical hotel culture, more or

less same everywhere. Staying with a local family at tourist places is both economical and informative for knowing the local people and their culture.

- Secondly, paying guest accommodation provides the local people with a source of earning without any investment as well as the opportunity to learn different cultures.

4.9.3.8 Alternative Accommodation

While the above are some of the broad categories into which the type of accommodation are divided, there are a whole range of other type of accommodation such as the small boarding houses while are converted into so-called “guest house”, the YMCA and YWCA facilities, lodges managed by tourism departments and “tourist camps.” Some of these could also be termed the unorganized sector of the hospitality industry and should be kept in mind when a professional in the tourism industry is informing his or her potential customer of the options available for accommodation purposes. One can also recommend for short or overnight stay the rest rooms of the railways or dharmashalas.

4.9.4 MUSEUM

Museums are institutions for the collection, preservation, exhibition and explanation of cultural and natural phenomena. Typically they focus on culturally defined branches of knowledge such as art, history, religion, geography and natural history. These institution overlap with natural cultural and ethnic interpretative centers’ and eco- museums; with places of entertainment such as are museums, Disneyland or Universal Studios; with zoological and horticultural gardens; and with preserved landscapes such as archaeological sites, architectural monuments and natural parks and reserves.

Museum and tourism have much in common both intellectually and historically. In their Western forms (modern Asian tourism stems more directly from pilgrimages), both tourism and museums started as privileges of the nobility and upper classes as post-Renaissance phenomena for knowing the world', in the forms of the Grand Tour for northern Europeans, and cabinets of curiosity where the European elite accumulated, classified and displayed natural and artificial wonders gathered in their expansionist world.

4.9.5 PICNIC

It is a pleasure trip of a small level for a short period, say for a few hours. Generally people carry light refreshments and move to some nearby localities spend the time there leisurely and return on the same day itself.

4.9.6 EXCURSION

It is a visit to places of stay for a short period - say for a period of few days or less than a week and return to the place of origin.

4.9.7 PILGRIMAGE

Visiting sacred places are called pilgrimage. Large number of people every year visit Jerusalem, the birth place of Jesus Christ, Mecca the birth place of Prophet Mohammed, Ayodhya the birth place of Sri Rama, Bodhgaya the birth place of Buddha. In India there are numerous shrines. Some people often go on pilgrimages.

Pilgrimage and tourism are closely related. Tourist industry fetches large number of 'local tourist' mainly to pilgrim centres. Pilgrimage tourism helps greatly in travel promotion. You will find that ever increasing demand for better travel facilities at pilgrim centers to cater to the large number of pilgrim tourists has

pressurized the state governments and tourism departments to come up with concrete plans.

4.10 ENVIRONMENTAL IMPACT OF TOURISM IN INDIA

The tourism industry in India can have several positive and negative impacts on the environment which are highlighted below.

4.10.1 POSITIVE IMPACTS

i) Direct Financial Contributions

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park entrances fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

ii) Contributions to Government Revenues

The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation of programs and activities, such as Park ranger salaries and park maintenance.

iii) Improved Environmental Management and Planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism

development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

iv) Raising Environmental Awareness

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with the nature and the environment.

v) Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. In India, new laws and regulations have been enacted to preserve the forest and to protect native species.

4.10.2 NEGATIVE IMPACTS

I) Depletion of Natural Resources

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

i) Water Resources

Water, especially fresh water is one of the most critical and natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies as well as generating a greater volume of waste

water. In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

ii) Local Resources

Tourism can create great pressure on local resources like energy, food and other raw material that may already be in a short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season.

iii) Land Degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased constructions of tourism and recreational facilities have increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and non-renewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision and the use of building materials.

4.11 TOURISM MARKETING IN INDIA

Traditionally a country welcomes guests. India's experience with modern tourism is not very old. The government of India decided in the early fifties, to promote tourism because it was considered a good business proposition from the experience of Europe where it helped to re- build the war- torn economies. While starting tourism promotion, the government of India has clear objectives in terms of marketing.

4.11.1 TOURISM AND TOURISM PRODUCTS

An important characteristic of tourism product is that it cannot be brought to the consumer. The consumer, in this case, has to be taken to the product. Yet, another characteristic is that the short term supply of the product is fixed. The number of hotel rooms at a resorts cannot be increased overnight to meet the requirements of the season, whereas the production of Sony TVs can be increased at short notice to meet high demand.

4.12 TYPES OF TOURISM

Travel from the earliest times has held a fascination for mankind. Travel is undertaken for spending holidays, for taking rest, for recreation and relaxation, for research, for cultural contact etc. Travel or tourism can be divided on the basis of nature, utility, time and distance as indicated below:

1. Annual holiday
2. Pleasure
3. Relaxation, Rest and Recreation
4. Health
5. Participation in Sports
6. Curiosity and Culture
7. Ethnic and family
8. Spiritual and Religious
9. Status and Prestige
10. Professional or Business
11. Education
12. Industrial tour

13. Seasonal Tour
14. Social Tour
15. International Tour
16. Association Tour
17. Group Tours.

4.12.1 GOVERNMENT TOURISM OFFICES

These are good-will offices staffed by informed professionals who provide information on specific destinations where they represent. It behoves the sponsors to be sure that personnel in these offices have a full supply of background information and their knowledge about the destination is updated regularly. This information should be disseminated both to other travel professionals and to prospective tourists. Thus, the location of these facilities in key prospective markets is an important part of a sale programme for an area or country.

4.12.2 TOURISM PRODUCTS AND RISK

Tourism products are important in relation to the type of marketing they require. Tourism has developed rapidly over the past few decades, led by a marketing thrust which has created diversity of supply, focused on important consumer segments and stimulated high levels of demand. Within this development marketing has often concentrated more on improving the product than on outstanding the consumer and the complexity of his or her decision processes.

A major aspect of consumer behaviour, linked to the purchase of tourism products, is the notion of risk. Tourism products involve complex decision making because the purchase is of relatively high risk.

4.12.3 NEW TOURISM PRODUCTS

- (i) Eco-Tourism
- (ii) Rural Tourism
- (iii) Adventure Tourism
- (iv) Medical Tourism

i) Eco-Tourism

A separate Eco-Tourism Wing has been established in TTDC to promote sustainable eco-tourism by integrating facilities at the Hill Stations, Waterfalls, Forests, Bird Sanctuaries, Wild Life Sanctuaries and National Parks for the benefit of Tourists. Various packages will be developed to promote Eco-Tourism in the State on sustainable basis without causing damage to environment and wild life.

ii) Rural Tourism

Development of “Rural Tourism” is undertaken with the assistance of Government of India and United Nations Development Programme. Government of India funds hardware (infrastructure) component; United Nations Development Programme funds software (Capacity Building) component and it is implemented with the assistance of local NGOs. 18 Rural Tourism Projects have been funded with a total outlay of Rs.6.21 Crores. Rural Tourism enables exposure of children brought up in urban areas to rural life.

iii) Adventure Tourism

Adventure Tourism is gaining much popularity among tourists. Trekking in low altitude hill areas, paragliding in Yelagiri, Water Sports in Muttukadu and Mudaliarkuppam Boat Houses are some of the innovative sports activities promoted under Adventure Tourism for the benefit of tourists. Adequate safeguards are taken up to ensure safety of the tourists.

iv) Medical Tourism

Tamil Nadu is one of the leading Medical Destinations in India. Well equipped Corporate Hospitals, less waiting time, reasonable cost for treatment and skilled medical professionals are the major advantages to promote Medical Tourism in our State. A 'Medical Tourism Information Centre' is attached to Tamil Nadu Tourism Complex and Travel Desks in Corporate and major Hospitals have been set up. A comprehensive database has been established to assist the medical tourists. Training programmes are conducted for CEOs and Front Office Managers of the Hospitals in Chennai and Madurai. A Core Committee has been set up consisting of the Director of Medical Education and experts of leading medical organizations to assist the Tourism Department. The Government of India is permitting a separate category of Medical Visa, which helps in getting visa for a maximum period of one year which includes the medical tourists and their attendants who accompany them. The world class medical facilities and expertise available in Tamil Nadu are highlighted in many domestic and international travel marts, seminars, conferences etc. Now, Tamil Nadu has emerged as a Medical Tourism hub of Asia. The medical tourists, particularly from U.K., U.A.E., Singapore, Malaysia, Mauritius, African countries, Maldives and West Bengal, North-Eastern States avail the medical facilities in Tamil Nadu. Now, the Medical Tourism has further expanded in its scope. Medical Tourism is regarded much as clinical, whereas Wellness Tourism encompasses both clinical and spiritual needs of the tourists to keep them in a right frame of health and mind. There is a great potential to further expand the Wellness Tourism framework in the State. The Naturopathy, Yoga and Meditation can be promoted as Tourism Products.

4.13 TAMILNADU HILL STATIONS

Imagine the lush green cover of grass, cool wind blowing your hair and a misty fog making the entire atmosphere magical. Nothing can match this heaven found only in the southern state of Tamilnadu in India. An ideal destination to escape the usual crowd and heat of the cities, the hill stations in Tamilnadu are surely a welcome treat for every one. To escape the scorching heat, to relax your body and mind, and also to take a long break from usual noisy crowd, the hill stations in Tamil Nadu are the best. The waterfalls cascading from a great height, vast covered green carpets, and a romantic weather will surely make you fall in love with this state.

4.13.1 DISCOVER TREASURES OF TAMILNADU HILL STATIONS

Away from noisy cities, the hill stations of Tamil Nadu are paradise for nature lovers. The scenic beauty of floating clouds, grassy meadows, waterfalls cascading from great height, shimmering water streams, misty valleys and pristine lakes leaves the vacationers mesmerized. Wrapped in lush greenery, Ooty on Nilgiri hills and Ooty on the Nilgiri's and Kodaikanal on Palani hills are real summer retreat for the vacationers. Yercaud also referred as 'Ooty of Poor', enchants the visitors for the orange groves and aromatic coffee plantations. Salubrious climate of Coonoor, Yelagiri, Velliangiri hills and Kotagiri makes them other most preferred summer resorts of Tamil Nadu.

4.13.2 RECREATIONAL ACTIVITIES

Plan for Tamil Nadu Hill Stations Tour South India for some experiencing some breath-taking adventure sports. Visitors can take part in trekking, hang gliding, and golf to make their tour to hill stations of Tamil Nadu. The artificial Kodai lake offers a wonderful opportunity for paddle-boating.

4.14 TOURISM IN INDIA

India is one of the beautiful countries in the world and has a glorious civilization in the past, which is more than five thousand years old. It lies in South Asia. Its neighbouring countries are Pakistan, China, Nepal and Bangladesh. The Himalaya mountain chain borders the northern side of India. Further the southern part of India is bounded by tropical rain forest and sandy beaches. The cultural diversity and the coexistence of religions as well as local traditions is another attractive feature. The temples of south India with their sculptured pillars and towers are associated with crafts and performing arts of the region. Another facet of Indian culture is the colourful tribal lifestyles of the North Eastern states of Nagaland, Mizoram, Tripura and Manipur. In central India states such as Orissa and Madhya Pradesh have a variety of artistically executed handicrafts. India's mountains provide mountaineering and trekking. Its beaches provide sun bathing as well as wind surfing and snorkelling and its jungles provide shooting wildlife.

4.14.1 Development programs of tourism in india

The development of tourism is linked with the glorious tradition and rich cultural heritage of India. The monuments in India attract a large numbers of visitors from all over the world. India's cultural tradition is extends over thousands of years. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages - all of these go to make India a tourist paradise. Therefore, the development of tourism in India is a fascinating subject. In this context, the following are the efforts of the government to promote tourism in Indi.

4.14.2 The Sergeant Committee

The importance of tourism in India had been recognized even before the Second World War. The first organized effort to promote tourism in India was made in the year 1945, when a committee was set up by the government of India under the chairmanship of Sir John Sergeant, the then Educational Advisor to the Government of India. The main objective of the committee was to survey the potentialities of developing tourist traffic in the country. In October 1946, the Sergeant Committee submitted the interim report. The main recommendations of the committee are,

- i) Giving publicity both in India and abroad.
- ii) Production and supply of suitable literature such as guide books, folders, posters etc.
- iii) Giving training to the guides.
- iv) Providing facilities required by tourists including information with regard to industries and commercial matters.
- v) Connecting with the travel agencies for providing arrangement for tourists.
- vi) Linking with hotels and catering establishments.
- vii) Collecting tourists statistics.
- viii) Coordinating with air and train service to make journey comfortable in India.
- ix) Providing first class hotels of international standard for the convenience and comfort of foreign tourists.

- x) Starting publicity bureau in London and New York and in the capitals of other countries as well as from where substantial number of tourists might be forthcoming.

Tourism in India has developed properly only after a Central Tourist Organization formed because of the recommendations of the Sergeant Committee. In 1949, a separate tourist traffic branch was set up in the Ministry of Transport. It had five sections to look at different duties, they are, 1) Tourist Traffic Section, 2) Tourist Administration Section, 3) Tourist Publicity Section, 4) Tourist Distribution Section, and 5) Tourist Information Section.

i) Tourist Traffic Section

The tourist traffic section looks after travel and trade matters like development of both internal and external tourist traffic, legislative matters, travel agencies, hotels and rest houses. It also deals with the related matters of UN, establishment of tourist bodies, development of tourist centers and the training of guides.

ii) Tourist Administration Section

The tourist administration section deals with the administration work relating to tourist offices in India and abroad, opening new tourist offices in India and abroad, by inspection of Tourist Offices and budget.

iii) Tourist Publicity Section

The publicity section of tourist deals with publication of the tourist materials literature such as pamphlets, guidebooks, and posters, issue of advertisement and participation in exhibition and fairs.

iv) Tourist Distribution Section

Tourist distribution section deals with the distribution of tourist literature in India and abroad.

v) Tourist Information Section

Tourist information section takes steps to open tourist offices both in India and abroad and establish regional officers at the important ports of entry.

4.14.3 Ministry of Tourism

The Ministry of Tourism and Civil Aviation was formed in 1967 as a separate ministry. The functions of the Ministry of Tourism and Civil Aviation are:

- i) Service given to organizing meteorological system
- ii) Provide aerodromes and regulation as well as organization of air traffic
- iii) Provide safety aircrafts
- iv) Carriage of passengers and goods by air
- v) Establish air corporations under the Air Corporation Act, 1953
- vi) Establish Railway Inspectorate
- vii) Develop the promotion of tourism
- viii) Establish youth hostels
- ix) Establish close contact with other ministers in respect of promotion of tourism
- x) Coordinate various activities through various committees of Parliament and other associations
- xi) Negotiations with international and bilateral agencies

- xii) Planning and organizing the activities of tourist throughout the country in collaboration with the State Governments and the Planning Commission
- xiii) Inquiry and accounts for the purpose of any of the matters
- xiv) Implementing treaties and agreements relating to any of the matters related to tourism

4.14.4 Functions of Department of Tourism

The Department of tourism has many divisions. They are Planning and Programming, Publicity and conference, Travel trade and hospitality, Accommodation and Wild Life, Market Research and Administration.

4.14.5 India Tourism Development Corporation (ITDC)

India Tourism Development Corporation (ITDC) is an autonomous body. It was started in 1965. It links the large number of government and non-government bodies like air transport authorities, surface transport authorities, water transport authorities, customs authorities, forest department, archaeological department, handloom as well as handicraft boards, travel agencies, government and private hotels for the development of tourism. The main functions of this corporation are:

- i) Constructing and managing hotels, motels, restaurants, tourist bungalows, guesthouses, and beach resorts at various tourist places
- ii) Providing transport facilities to tourists
- iii) Providing entertainment facilities to tourists
- iv) Providing shopping facilities to tourists
- v) Providing publicity services to assist tourist destinations

The ITDC has India's largest accommodation chain with 3,000 hotel rooms and it has a marketing division at its headquarters in New Delhi to assist the travel industry through sales promotion (A.K. Bhatia.1995).

4.14.6 DEVELOPMENT OF TOURISM IN INDIA

4.14.6.1 Early Development

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the chairmanship of Sir John Sergeant, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). Thereafter the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five year plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five year plans. The Sixth plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

Tourism activity gained momentum in 1980's. The Government took several significant steps. A National policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National strategy for promotion of Tourism was drafted. In 1997, the New Tourism policy recognizes the roles of Central and State governments, Public sector undertakings and the private sector in the development of tourism. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized.

4.14.6.2 Present Situation and Features of Tourism in India

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the World's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage sites, both natural and cultural, rich fauna and strong creative industries in the country. India also bagged 37th rank for its air transport network. India Travel and Tourism industry ranked 5th in the long term growth⁸⁷.

4.14.7 TOURISTS ATTRACTIONS IN INDIA

India is a country known for its lavish treatment to all visitors. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism, centres of pilgrimage for spiritual tourism, heritage, trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts and hill stations also attract tourists. The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists.

4.14.8 INITIATIVES FOR PROMOTING TOURISM

Some of the recent initiatives taken by the Government to promote tourism include grant of export house status to the tourism sector and incentives for promoting

⁸⁷ www.ibef.org/industry/tourismhospitality.aspx

private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

The first-ever Indian Tourism Day was celebrated on January 25, 1998. The year 1999 was celebrated as Explore India Millennium year by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organizing India Tourism Expo in New Delhi and Khajuraho. Moreover, the campaign 'Visit India year 2009' was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holidaymakers. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators and offered them a wide range of incentives and bonuses during the period between April and December, 2009.

4.14.9 IMPACT OF TOURISM IN INDIA

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

4.14.9.1 Positive Impacts

(i) Generating Income and Employment

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development.

(ii) Source of Foreign Exchange Earnings

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country.

(iii) Preservation of National Heritage and Environment

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the TajMahal, the QutabMinar, Ajantha and Ellora temples, etc., have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Tourism also helps in conserving the national habitats of many endangered species.

(iv) Developing Infrastructure

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities and sports centers, in addition to the hotels and high end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

(v) Promoting Peace and Stability

Honey and Gilpin (2009) suggest that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption etc., must be addressed if peace enhancing benefits from this industry are to be realized.

4.14.9.2 Negative Tourism

i) Undesirable Social and Cultural Change

Tourism sometimes led to the destruction of the social fabric of a community. More tourists coming into a place, more perceived risk of that place losing its identity.

ii) Increase Tension and Hostility

Tourism can increase tension, hostility and suspicion between the tourists and the local communities when there is no respect and understanding for each others culture and way of life. This may further lead to violence and other crimes committed against the tourists.

iii) Creating a Sense of Antipathy

Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80 per cent of traveller's fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

iv) Adverse Effects on Environment and Ecology

One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists

to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated emissions, untreated sewage etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

4.15 CLASSIFICATION OF TOURISM

Tour is meant a travel to distant places for getting pleasure and new experience but the movement patterns of the tourists are not similar. Some of them stay in a place for a long time. Others travel long distance and spend little time in various places. Hence, the types of tourism are determined on the basis of the movement of the tourists. Therefore, it is classified on the basis of the boundary of universe and method of undertaking.

4.15.1 Boundary of universe

According to the boundary of universe, tourism is classified into three types. They are domestic tourism, foreign or international tourism and space tourism.

i) Domestic or Internal Tourism

People undertake travel within the boundary of the country in which they live is called domestic tourism. In domestic tourism, there is no passport or visa required and the currency is used without the media of exchange. In multi-lingual countries like India language barriers make minor obstacles for medium of communication. Domestic tourism can be further classified into picnic and excursion.

ii) Picnic

Picnic is one of the kinds of domestic tour. In this tour, a small or a large group of persons visit a neighbouring area and spend their time for getting pleasure. They start their trip in the morning and spend the daytime in the tourist spot and eat the food they have already brought with them. They won't stay in hotel and return homes in the evening of the same day.

iii) Excursion

Excursion is another kind of domestic tour. In this tour, people along with their friends or relatives start the trip in the early morning with things needed for the trip like food and water. They visit some tourist spots, and spend time for pleasure without staying in hotels and return homes within the day.

iv) Foreign or International Tourism

People travelling outside the boundaries of a country are called foreign tourism. In this tour, the traveller faces various formalities like passport, visas and other conditions of entry including foreign currencies. Foreign tourism can be further classified into neighbouring country tourism and distant country tourism.

v) Neighbouring country tourism

Undertaking travel in the neighbouring country is called neighbouring country tourism. Neighbouring country tourism is comparatively easier because it involves less expenditure and less risk. Some countries have announced several concessions and abolished certain formalities like passport, visa, currency clearance, income-tax regulations to increase the number of tourists. Based on the above plan the Indian

government announced that the people of Bhutan and Nepal could travel in India without travel documents.

vi) Distant Country Tourism

Undertaking tour in distant countries is called distant country tourism. In this kind of tourism, travel agencies play an important role in getting permission and booking vehicle as well as accommodation.

vii) Space Tourism

Undertaking tour into the space is called Space tourism. In the age of Science and Technology, there is a larger scope for space tourism. The year 2001 April 30 was a remarkable year of space tourism because a retired government servant Dennis Titto (60) of America went to space by Soyuz TM 32 space vehicle and enjoyed tour for a day and returned safely. He spent about 20 million dollar for this adventure. The continuation of Dennis Titto's first attempt an Indian born American industrialist woman named Abisherik Ansari (40) went into the space in September 2006 by TMA-8 Space Vehicle as a tourist. She has now deposited Rs. 35 crore to go to the moon to enjoy space tour. The Russian space launching station in collaboration with American NASA has made arrangement for newly married couples to travel in Russian Soyuz Space Craft to enjoy their honeymoon in Space. For this arrangement couples are required to have 10 months training and to pay 10 million dollar (C. Selvaraj, 2008).

4.15.2 Method of Undertaking

The method of undertaking tourism is classified into various types. They are presented below:

1) Adventure Tourism

Adventure Tourism is a developing trend in the world. The spirit of adventure is the basis of the tourism. Therefore, adventure tourism is undertaking tour with an intention to do adventurous events. Basically youths are involved in adventurous activities. India has sufficient potential for adventure activities. Foreign tourists visit here for such activities like trekking, river running, rock climbing, camel safari, gliding ballooning, hunting, fishing, rope climbing, water exploration, paragliding, hi-tech hiking etc. India is one of the countries in the world which has multi-geographical regions like mountains, valleys, river, sea, bay and desert. The practice of going into the hills started with the British. They developed hill stations as summer capitals, cantonments etc. They devised efficient ways to realize their aspiration of living in natural environment. Again they were largely drawn by the climate of certain locations. Hill resorts in India are remarkable. The altitude of the mountains in India is very high on the hill resorts of other country. India has higher altitude of peaks than other countries. The peaks give great importance to hill resorts. Tourists who visit hill stations prefer attractive surrounding and cool climate. India has a number of such hill stations. Eco-travellers generally enjoy nature and experience new activities such as trekking, hiking, Bungee jumping, water sporting, parasailing, scuba-diving, hot air balloon, riding, hand-gliding and dolphin viewings. Many of these activities are neither ecologically nor economically sustainable. Some other adventure activities are ecologically unsustainable in terms of damaging the environment.

2) Business Tourism

Tour undertaken in pursuit of business, trade, commercial and professional interest is called business tourism. This type of tourism now accounts for the biggest share of overall tourism activity in India. There are a high percentage of foreign tourists visiting India on business and related work.

3) Coastal and Beach Tourism

Undertaking travel in the coastal and beach areas for getting pleasure is called coastal and beach tourism. India is fortunate in having a coastline of the length of 6100 km from West Bengal to Gujarat bounded by the Bay of Bengal, the Indian Ocean and the Arabian Sea. The beaches, seashores, estuaries and deltas of the coastal region give opportunities to develop tourism.

4) Conference Tourism

Conference Tourism is one of the most important types of tourism. There are a number of international conferences, conventions, assemblies and national symposiums are held every year in different countries. A large number of participants attend these conferences and meetings. These participants undertake travel and stay in the city of the host country. This is called conference tourism (Devanesan, 2005).

5) Cultural Tourism

Undertaking tourism with a view to assessing other cultures is called cultural tourism. Therefore, cultural tourism covers all aspects of travel. It promotes cultural relations and international co-operation. It is characterized by the desire to learn and study the standards of living and teaching. It also enables to study the habits, and the life of people. The tourists visit historical monuments, the art galleries and religious

centers for participating in art festivals and celebrations and to take part in music, theatre and dance. Folk festivals are a part of cultural tourism. Tourism in India is basically dominated by cultural tourism.

6) Eco-Tourism

Undertaking travel in the natural area within the country to understand the quality of nature is called Eco-tourism. Countries like Kenya, Costa Rica, Canada and the United States have made concerted efforts to promote eco-tourism. Eco-tourism is a sustainable form of natural resource based tourism. The four fundamental pillars of eco-tourism are (1) minimum environmental impact, (2) maximum respect for host culture, (3) maximum economic benefit to the host country and, (4) maximum recreational satisfaction to the tourist. Now eco-tourism is the fastest growing section of the tourism industry. (D. Oscar Braganza Melo, D. Carmelita Mello, 2008)

7) Educational Tourism

Undertaking tour for education is called educational tourism. This type of tourist is most popular in the world. A majority of the students of arts subjects visit historical and archaeological sites and libraries. Some of the students visit rural areas for learning folk arts as well as folk literature and local culture. In the same way the students of science particularly Botany and Zoology visit different places and collect specimens for experiments.

8) Escorted Tourism

Undertaking a package tour with a well-trained person is called escorted tourism. This type of tours normally is arranged for the foreign tourists. In the escorted tour, a trained man will assist the tourists meeting all kinds of needs of the tourists including information related to the tourist centers.

9) Ethnic Tourism

All people like to see the places of their ancestors and their belongings. To undertake tourism to such places is called ethnic tourism. Tourists from United States prefer to visit England because it was their ancestral home. Similarly, non-residential Indians from other countries visit India because of their ethnic relationship.

10) Experimental Tourism

Experimental tourism is the simplest form of tourism. It allows either individuals or a group to experience the true life in the host destination in its different forms. It could include nature walks like treks, hikes etc. The tourists with the local guide get a close view of the flora and fauna of the particular area and learn traditional knowledge.

11) Farm Tourism

Travel undertaken for entertainment to big agricultural farms is called farm tourism. This type of tourism is mostly popular in Europe and Australia. In the farm tourism, the tourist will get chance for gardening as well as fishing and boating. Therefore, farm tourism is very useful to tourists and farmers also.

12) Group Tourism

A tourist moving with a group is called group tourism. In the group tour the tourist's fare is prepaid for accommodation and other elements. The group tour is a pre-determined tour, it has a leader. Therefore, it is organized economically and can avail of maximum concession in transport and accommodation activities. This type of tour is also called package tour.

13) Heritage Tourism

The rich cultural heritage of the state is one of the important tourist attractions. The State Government has declared 48 Tourist places in Tamil Nadu as Heritage Places. The tourists, particularly the foreigners have a special liking for Tamil Nadu because of its art, culture, architecture, traditional crafts, cuisine etc. The festivals, particularly, the music and dance festivals during December–February attract a large number of foreign tourists. The Tamil Nadu’s traditional food, particularly in Chettinad, Madurai, Tirunelveli and Kongu Regions provide a varied taste and forms an attractive factor to enhance tourist arrivals. Tamil Nadu Tourism Department is conducting Indian Dance festival, Food festival and Cultural festival to cater to a large number of domestic tourists as well as tourists from abroad. Some of the heritage buildings like Chettinad Mansions are remaining unutilised or underutilised. The unique architecture, expansive courtyards, intricate woodwork, peaceful ambience and delicious cuisine etc. are highlighted to attract tourists. Some of the Chettinad Mansions are converted into Heritage Hotels. Heritage building owners are encouraged by the Tourism department to convert heritage buildings into heritage hotels to attract tourists. Promotion of Less Known Tourist Destinations core destinations like Udhamandalam, Kodaikanal, Madurai, Rameswaram, Mamallapuram, Kanniyakumari etc. are attracting a large number of tourists. During summer, there is an excess tourist flow at places like Ooty and Kodaikanal, far beyond the carrying capacity. This situation makes an adverse effect on the destination itself. Therefore, as a sustainable tourism promotion effort, Tourism Department promotes ‘less known tourist destinations’ which have tourism potential. Such places can absorb the excess traffic. To provide alternate destinations, the following 32 less

known tourist destinations have been identified to provide infrastructural amenities on priority basis.

14) Hill Station Tourism

Tourists who visit hill station prefer attractive surroundings and cool climate and this type of tourism is called hill station tourism. India is famous country for hill resorts. Tamil Nadu, one of the states in India has several hills resorts. Undhagamandalam (Ooty) and Kodaikanal (Kodai) are well developed to handle heavy tourist inflows. The two stations have exquisite botanical gardens and scenic lakes and are climatically agreeable enough to visit throughout the year. The other hill stations like Elagiri (Salem district) and Valparai (Pollachi) are also popular in Tamil Nadu.

15) Historical Tourism

Undertaking tourism to the historical important places is called historical tourism. India is a land of historical monuments. Therefore, the historical sites continue to record significant tourist arrivals.

16) Individual Tourism or Independent Tourism

The tourist travelling individually is called individual tourism. In the individual tour accommodation, transport and other elements of travel are arranged separately either by the tourist himself or by his travel agent. This type of tourism is also closely related to personal tourism.

17) Industrial Tourism

Undertaking travel for industrial purpose is called Industrial tourism. Even though, India is an agricultural country, the recent impact of industrialization has

transformed India into an industrial country. Therefore, the industrial community travels all over the world for fulfilling their purpose.

18) Juvenile Tourism

To undertake tour for education purpose and also collect new information on unknown matters is called Juvenile tourism.

19) Mass Tourism

A large number of people participating in a tour are called mass tourism. Mass tourism is based on the proportion of population participating in a tour or on the volume of tourist activity. Mass tourism is gradually a notable feature of developed countries.

20) Medical Tourism

Undertaking tourism to maintain good health is called medical tourism. Many tourists from foreign countries visit Kerala to take Ayurvedic treatment and Tamil Nadu to take Siddha, Varma, Naturopathy and Yoga treatments. Tamil Nadu is a leader in the country in having modern institutions of excellence in medical disciplines like Oncology, Cardiology, Neurology, Diabetology and Ophthalmology. This human capital can help to attract a large number of patients within the country and from abroad. An attractive feature of healthcare facilities in Tamil Nadu is their high quality delivered at relatively low cost (Tamil Nadu Development Report, 2005).

21) Mountain Tourism

The tourist going to mountain for enjoying natural beauty is called mountain tourism. India has many mountains which present great opportunities for the

development of tourism. This type of tourism is also closely related to hill stations tourism.

22) Package Tourism

Undertaking a tour with the help of a tour operator or a travel agency is called package tour. Generally, package tours are conducted on pre-arranged and prepaid formula. The organizing agency of the package tour has a proper schedule and the schedule will be strictly followed from the beginning to the end of the tour.

23) Personal Tourism

Undertaking travel for visiting tourist places to satisfy the personal desires is called personal tourism. In this tour the tourist moves about as an individual person. This type of tourism is also closely related to the individual tourism.

24) Pilgrimage Tourism

Travel for spiritual reasons is called pilgrimage tourism. Visiting religious places has been one of the earliest motivations of travel. A large number of people have been making pilgrimages to sacred or religious places. This practice is widespread in many parts of the world. For instance, Christians across the world make pilgrimage to Jerusalem, Muslims to Mecca and Sikhs to Amritsar and Buddhists to Buddha Gaya. In India there are many pilgrimage centers and holy places of all major religions. According to the Hindu religion, there are five holy cities in India such as Ayodhya, Dwaraha, Kanchi, Kasi and Madura and every Hindu is expected to visit these cities atleast once in his life. Tamil Nadu is a state of several religious faiths. St. Thomas came to Chennai in the first century AD. The San Thome Church on the seashore to Chennai is consecrated to him. The Church of our Lady of Health,

Velankanni, near the port town of Nagapattinam attracts pilgrims of all faiths throughout the year. Likewise, the innumerable religious shrines dotting the State, big and small, are the staple of tourism. The bigger of these like the Brihadeeswar temple in Thanjavur, the Meenakshi Amman temple in Madurai, the Ranganatha temple in Srirangam (Thiruchirapalli), the shore temples in Mamallapuram and the Siva temple in Rameswaram are the important examples of architectural beauty. UNESCO has declared the Brihadeeswarar temple and the Mamallapuram complex as World Heritage sites. The ranking of temples all over India in terms of their annual earnings provides the interesting information related to the temples in Tamilnadu. The PalaniDevasthanam (Dindigul district) earned Rs.80 crore, the Meenakshi Amman temple in Madurai earned Rs.7 crore and the Rameswaram temple earned Rs.4 crore which put them in the top 20 temples of the country (Source : 'Symbols of Wealth', Economic Times, Chennai, 6 January 2003). It can be said with justification that the temples and other religious centers of Tamil Nadu have been and shall continue to be prime attractions for tourists, both domestic and foreign.

25) Pleasure Tourism

Undertaking travel for getting pleasure is called pleasure tourism. This type of tourism is also called leisure tourism. The main intention of this tourism is to get pleasure. Hence, such tours aimed to see good scenery, unfamiliar folk and attractive places. It also includes visiting beaches and waterfalls is part of pleasure tourism.

26) Political Tourism

Travel for participating in national celebrations or the special event at political level is called political tourism.

27) Recreational Tourism

Travel for refreshment is called recreational tourism. This type of tourist prefers to stay in resorts with attractive climate. These tourists mainly have intellectual incentives. They like to see new things, new people, art, local customs and natural surroundings.

28) Residential Tourism

The tourists residing in a particular place is called residential tourism. Generally, the selection of the residential area of such tourist is the peaceful place with a mild climate. Some of the residential tourists reside in the peak or the highest point.

29) Rest and Relaxation Tourism

Rest and Relaxation Tourism give relaxation to the tourists with physical and mental illness. Therefore, travel for taking rest and relaxation is called rest and relaxation tourism. This type of tourism also helps the tourist to change the location temporarily.

30) Roving Tourism

Some of the tourists travel from place to place quickly. They never spend more than five nights anywhere; they are continuously on the move. This type of tourism is called roving tourism. The purpose of roving tourist is different from those of residential and seasonal tourist. The roving tourism is most widespread during spring and autumn.

31) Rural Tourism

Rural tourism is a range of activities, services and amenities provided by the rural people to attract tourists to their area in order to generate extra income. It is often considered ideal and inherently sustainable as it attracts manageable number of visitors. It does not need much infrastructural development, does not consume too much of the already scarce resources, does not require high amount of skill base and provides a source of income to locals besides preserving the local culture and its traditions. The main attraction of rural tourism is the highly personalized interactions between the host (provider) and guest (user) where both parties can share knowledge, ideas and experience and as a consequence it increases the earnings of total community with minimal investments. In this context participation in the lesser known villagers' cultural events, local activities like agriculture, fishing or living with locals and sharing their food, their lives and their occupation is much needed for rural tourism. In a country like India, rural tourism deserves special attention. Rural tourism signifies the tourists' interest in the customs of the indigenous and exotic people. Foreign tourists are deeply interested in local customs, festivals, dances, rituals and the very life style of the indigenous people intrigues them. The development of rural tourism is based on the community. Therefore, the rural environment is not to be spoiled and it must protect and promote it. Rural tourism gives benefits to the local community in more than one way. However, crass commercialization of rural tourism is not desirable. Rural tourism should help revive local peoples' interest and pride in their culture, radiations and values. The ministry of tourism is in the process of identifying a minimum of 100 villages in India to be developed under a new scheme to promote rural tourism.

32) Seasonal Tourism

Undertaking tour to a place in a particular season is called seasonal tourism. India has large opportunities for seasonal tourism because Indian hill stations like Darjeeling, Kodaikanal, Ooty, Shillong, Simla etc. have pleasant climate and unique scenery. Therefore, a large number of domestic and foreign tourists visit such places in a particular season.

33) Second home Tourism

Undertaking travel to village homes for rest and relaxation is called second home tourism. This type of tour is very popular all over the world. In India, some of the rich people have second homes in the hill stations like Simla, Ooty, Kodaikanal, Munar hills etc. Such people travel to their second homes for rest.

34) Social Tourism

Social (subsidized) tourism is found among those have less income. It is made feasible with the help of the government and by some of the private enterprises. In the recent years, social tourism has gained greater importance. From the above ideas of social tourism, the following elements become clear. The first is manual workers are included within the scope of social tourism. Secondly, social tourism is subsidized. Thirdly, it involves travel outside the normal place of residence preferably to a different environment. Social tourism is a practice in European countries and Soviet Union.

35) Sporting Tourism

Travel for participation in sports activities including local, regional or international events is called sporting tourism. The special aspect of this type of

tourism is mainly to involve in various kinds of sports like mountain climbing, trekking, hiking, sailing, hunting, fishing, etc. Countries, which are developing sports, have a good scope for tourist flow. India has much scope for sporting tourism because the important clubs in the principal cities of India encourage sports.

36) Summer Tourism

Undertaking tour for summer holidays is called summer tourism. The main incentives for this type of tourism are enjoying sunshine and bathing. Generally bathing is preferable in the sea.

37) Sun, Sand and Surf Tourism

Undertaking travel to seashore for enjoying the sun, sand and surf are called sun, sand and surf tourism. This tourism is also called 3S tourism (it is the short form of Sun, Sand and Surf). India is bounded by 6100 km coastline from West Bengal to Gujarat. The coastal area gives rich opportunities for 3S tourism, because the natural gifts like the sun, sand and surf are available in the seashores. These three things attract domestic and foreign tourists. Therefore, a large number of tourists like to visit the seashore for enjoying such things.

38) Urban Tourism

Travel undertaking to urban centers is called urban tourism. In the modern times, urban tourism has become popular because the urban areas have good shopping complexes, star hotels and transportation and entertainment facilities. Therefore, some of the international tourists confine their tour to the metropolitan cities.

39) Wildlife Tourism

Undertaking tour to see wildlife is called wildlife tourism. India is one of the countries in the world which have rich and varied wildlife. India's tropical forests have over 1200 species of birds and 350 mammals, preserved in the different regions of the country within 59 National Parks and 372 sanctuaries. The forests, national parks, forest reserves, and sanctuaries form around 22 per cent of the total area. Therefore, the Wildlife Tourism in India has reached an apex level of popularity in the present times.

40) Winter Tourism

Undertaking tour during winter seasons is called winter tourism. This type of tourism is most common in European countries and it takes place in the month of December or March. This tourism has two prime incentives. They are search for snow and sunshine.

4.16 TAMIL NADU TOURISM DEVELOPMENT CORPORATION

TTDC was incorporated on 30.6.1971 with the objective of providing infrastructure in all the major Tourist destinations in the State. It made a modest beginning with 5 Government Bungalows and a fleet of two Coaches. TTDC has made rapid strides over the years and is at present having a chain of 55 Hotels and a fleet of 23 Coaches. TTDC is operating Youth Hostels in all major Tourist destinations including Uthagamandalam, Kodaikanal and Yercaud. Dormitory accommodation is provided in the youth Hostels to budget tourists and students at affordable cost even during peak Summer Season.

4.16.1 Hotels

TTDC is at present operating 25 Hotels. TTDC has already upgraded 506 Rooms out of 777 Rooms in these 25 Hotels. Action is taken to upgrade the remaining Rooms in a phased manner.

TTDC has taken initiatives for booking of rooms in TTDC Hotels and Tours by the Tourists through their Mobiles. This will be launched shortly. Action is taken to outsource the House-Keeping activities in all TTDC Hotels.

4.16.2 E-Governance initiative in TTDC

TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels. TTDC has earned a sum of Rs.280 lakhs through on-line bookings during 2011-12 compared to Rs.215 lakhs during the previous year.

4.16.3 Boat Houses

TTDC is having Boat Houses at Muttukadu, Mudaliarkuppam, Pichavaram, Yercaud, Kodaikanal, Courtallam, Ooty and Pykara. TTDC had launched a 32- seater Cruiser at Boat House, Mudaliarkuppam on 12.1.2012. Action is being taken to replace old Boats with new Boats. To ensure safety of the passengers, wearing of Life Jackets has been made mandatory during Boat rides in all the Boat Houses of TTDC.

4.16.4 Transport Division

TTDC is at present having a fleet of 23 Coaches and is operating Tours ranging from half-a-day to 15 days. More than 30 Tours are organized for the benefit of Tourists. TTDC is also organizing LTC Tours for the benefit of Government

employees availing LTC facility. Action is being taken by TTDC to introduce new Coaches with all facilities.

4.16.5 Special Package Tours

4.16.5.1 RashtriyaMathyamikShikshaAbhiyan (RMSA) Scheme

TTDC had organized Special Package Tours for School Teachers under RashtriyaMathyamikShikshaAbhiyan (RMSA) Scheme during February and March 2012, fetching a revenue of Rs.3.09 crores in co-ordination with the School Education Department.

Apart from the regular Package Tours, TTDC is also organizing tailor-made Package Tours for various groups of Tourists catering to their specific requirements. Special Package Tours are organized for the Corporate Sector and also for the group Tourists from Malaysia.

4.16.5.2 Introduction of new Tours

In addition to operation of regular Tours to various Tourist destinations by TTDC, the Government has issued orders for launching the following 10 new Tours for the benefit of Tourists during 2012-2013.

1. Tour to Nagarathar Temples
2. Tour to DivyaDesam Temples in Kancheepuram and Thiruvallur Districts.
3. Tour to Thirukkadaiyur Temple
4. Tour to Thiruvudai Amman, Vadivudai Amman and Kodyudai Amman Temples.
5. Madurai City Tour

6. Tiruchi City Tour
7. Tour to Courtallam and nearby areas
8. Tour to Yelagiri Hills
9. Tour to Kolli Hills
10. Freedom Fighters' Circuit Tour

These Tours will be launched shortly.

4.16.5.3 Fair Division

The 38th India Tourist and Industrial Fair was inaugurated on 3.1.2012. The welfare schemes and development programmes of the State Government were exhibited by various Government Departments through attractive working models. The Fair earned an all time high operating profit of Rs.2.54 crores, compared to previous year's profit of Rs.2.06 crores.

4.16.6 Financial performance

The turnover of TTDC has increased to Rs.101.60 crores during 2011-12, compared to the turnover of Rs.92.72 crores achieved during last year (2010-2011) thereby registering a growth rate of 10%.

The net profit for the year 2011-12 is estimated at Rs.10.69 crores compared to the net profit of Rs.2.64 crores achieved during last year (2010-2011), registering a quantum leap of 305 % in profitability.

4.16.7 FOREIGN TOURISTS ARRIVAL IN INDIA

India has been a tourist destination from ancient times. Therefore, many foreign tourists came to India. European traveller Vas-coda-Gamma and the Chinese traveller Fa-Hien are some of the important travellers to India. The Indian Emperor

Asoka carrying the message of Buddha to the East and South Asia shows that Indians too were traveling abroad long before the dawn of the Christian era. Tourism is a strong natural and social phenomenon. With the emergence of India as a strong economic and political power in the world interest as well as foreign tourist arrivals in India have increased in recent years. The following table 4.1 shows that the number of tourists visited India from 1985 to 2012.

Table 4.1

Foreign Tourist Arrivals in India

Year	Number of Foreign Tourists visit to India (in millions)	Annual Growth
1991	1.68	-1.7
1992	1.87	11.3
1993	1.76	-5.5
1994	1.89	6.9
1995	2.12	12.6
1996	2.29	7.7
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	- 4.2

2002	2.38	- 6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011 (P)	6.29	8.9
2012(Jan-June)(P)	3.24	7.4@

(P)-Provisional, @-Growth rate over Jan-June, 2011.

Source: (i) Bureau of Immigration, Govt. of India, for 1997-2009.

(ii) Ministry of Tourism, Govt. of India, for 2010&2012.

The table 4.1 reveals that the number of foreign tourist arrived in India in the year 2011 is 6.29 million against 1.68 million in 1991. It shows the annual growth of 8.9 per cent in 2011 and -1.7 per cent in 1991. The Table further shows that the annual growth was -1.7 per cent in 1991 and the annual growth was 11.8 per cent in 2010. Table reveals that the number of foreign tourists who visited India has decreased in the year 1991, 1993, 1998, 2001, 2002 and 2009. This may be due to unfavourable climatic condition. Tourism in India was once a way of life, but now it is also in the process of earning foreign exchange to the nation.

4.16.8 Foreign Tourist Arrivals in India from Different Regions of the World

The monuments in India attract a large number of visitors from all over the world. India's cultural tradition is extending over thousands of years. The national surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages, all of these make India a tourist paradise. The tourists come, they see and they are conquered by the picturesque beauty of many places in India and also its rich heritage, archaeological value and so on. India's tourist centers have progressed from destinations of devotion to destinations of development. The following table 4.2 presents the foreign tourist arrivals in India from different regions of the world during 2008 to 2011.

Table 4.2

Foreign Tourist Arrivals in India from different regions of the world

Region / Country	Arrivals				Proportion to the Total			
	2008	2009	2010	2011	2008	2009	2010	2011
West Europe	1487271	1686083	1709525	1610086	33.4	33.18	32.32	31.52
North America	873306	1007276	1027297	1024469	19.7	19.82	19.45	20.05
South Asia	908916	982428	1051846	982633	20.4	19.33	19.91	19.23
East Asia	282985	352037	332925	348495	6.4	5.97	6.28	6.82
South-East Asia	281726	303475	355230	318292	6.3	6.93	6.72	6.23
West Asia	146693	171661	215542	201110	3.3	3.38	3.53	3.94
Australia	137436	167063	191110	182843	3.1	3.01	3.62	3.58

Africa	142813	157485	178308	181849	3.2	3.29	3.38	3.56
East Europe	121309	152764	141750	165874	2.7	3.10	2.68	3.25
Central & South America	38745	42319	43505	47672	0.9	3.83	0.81	0.93
Others	25320	32676	34540	44963	0.6	0.64	0.65	0.88
Stateless	647	26237	1025	293	0.0	0.52	0.02	0.01
Total	4447167	5081504	5282603	5108579	100.0	100.0	100.0	100.0

Source: Bureau of Immigration, India

The table 4.2 shows the number of foreign tourist arrivals in India increased from different regions of the world. It is clear from the table that the majority of the foreign tourists from West Europe have arrived in India. It shows that the number of foreign tourists from West Europe has increased from 1487271 foreign tourists in 2008 to 1610086 in 2011. The Table further shows that the next majority of the foreign tourists from North America, i.e., the number of foreign tourists have increased from 873306 in 2008 to 1024469 in 2011. The Table indicates that the minimum number of foreign tourists from Central & South America and they are 47672 foreign tourists in 2011. The Table further indicates that the foreign tourist arrivals in India increased from all regions during the years 2008-2011. However in 2009, the growth was maximum in 2009, the growth was maximum in West Europe (33.18 per cent) followed by North America (19.82 per cent) South Asia (19.33 per cent) and East Asia (6.93 per cent).

4.16.9 Number of Domestic Tourist Visits to all States/ Union Territories in India

Domestic tourists play a vital role in achieving the objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years. Table 4.3 presents the number of domestic tourists visit to all States /Union territories in India.

Table 4.3

Number of Domestic Tourists Visit to all States/ Union Territories in India

Sl.No.	Year	No. of Outbound visits (in Million)	Percentage change over the previous year
1	1997	159.88	14.1
2	1998	168.20	5.2
3	1999	190.67	13.4
4	2000	220.11	15.4
5	2001	236.47	7.4
6	2002	269.60	14.0
7	2003	309.04	14.6
8	2004	366.27	18.5

9	2005	391.95	7.0
10	2006	462.31	18.0
11	2007	526.43	13.9
12	2008	563.03	7.0
13	2009	668.80	18.8
14	2010	747.70	11.8
15	2011(P)	850.86	13.8

(P)-Provisional.

Source: State/UT Tourism Departments

Note: (i) Figures for Chhattisgarh has been estimated

(ii) For some States data adjusted using the information available with
Ministry of Tourism

The table 4.3 shows the number of domestic tourists visit to all States/Union Territories in India. The Table reveals that the number of domestic tourists visit has increased from 159.88 million in 1997 to 747.70 million in 2010. The Table further shows that the percentage change over the previous year was 14.1 per cent in 1997 and 11.8 per cent in 2010. It is clear from the table that the number of outbound visits was low in 1998. It shows that the low percentage change over the previous year.

4.16.10 Number of Foreign Tourists Visit to all States/Union Territories in India

India is a country with diverse socio-economic and physical features, drawing a wide spectrum of visitors worldwide to its preserved culture, variegated landscapes, snow-capped mountains and architectural wonders. These exquisite attractions of the

country provide visitors a memorable experience. Foreign tourists visiting India are attracted by the ancient monuments such as historical forts, structures depicting architecture of different ages, ancient temples, (Pallava, Chola, Pandya, Vijayanagar and Naick Periods). The Table 4.4 presents the number of foreign tourists visit to all States/Union territories in India.

Table 4.4

Number of Foreign Tourists Visit to all States/ Union Territories in India

Sl.No.	Year	No. of Foreign Tourists Visit to States/UTs (in million)	Percentage change over the previous year
1	1997	5.50	9.3
2	1998	5.54	0.7
3	1999	5.83	5.3
4	2000	5.89	1.1
5	2001	5.44	-7.8
6	2002	5.16	-5.1
7	2003	6.71	30.1
8	2004	8.36	24.6
9	2005	9.95	19.0
10	2006	11.75	18.1
11	2007	13.26	12.8
12	2008	14.38	8.5
13	2009	14.37	-0.1
14	2010	17.91	24.6
15	2011(P)	19.49	8.8

(P)-Provisional.

Source: State/UT Tourism Departments

Note: (i) Figures for Chhattisgarh has been estimated

(ii) For some States data adjusted using the information available with
Ministry of Tourism

The table 4.4 shows the number of foreign tourists visit to all states/union territories in India. The Table reveals that the number of foreign tourist visits has increased from 5.50 million in 1997 to 17.91 million in 2010. The Table further reveals that the percentage change over the previous year has 9.3 percentage in 1997 and it has increased to 24.6 percentage in 2010. It is clear from the table that the number of foreign tourists visit to all states/union territories in India has decreased from 5.89 million in 2000 to 5.44 million in 2001 which recorded a decrease of -7.8 percentage change over the previous year.

4.16.11 Share of India in International Tourist Arrivals in World and Asia & the Pacific Region

Many numbers of Indians have been opting for foreign nations as tourists, which shows their affordability and urge to visit new places. These develop the share of India in international tourist arrivals in World and Asia & the Pacific region. Table 4.5 presents the share of India in international tourist arrivals in World and Asia & the Pacific region.

Table 4.5**Share of India in International Tourists Arrival in World and Asia &
the Pacific Region**

Sl.No.	Year	International Tourist Arrivals (in million)		Foreign Tourist Arrivals in India(in million)
		World	Asia and the Pacific	
1	1997	593.0	89.0	2.37
2	1998	611.0	88.3	2.36
3	1999	633.8	97.6	2.48
4	2000	683.3	109.3	2.65
5	2001	683.4	114.5	2.54
6	2002	703.2	123.4	2.38
7	2003	691.0	111.9	2.73
8	2004	762.0	143.4	3.46
9	2005	803.4	154.6	3.92
10	2006	846.0	166.0	4.45
11	2007	894.0	182.0	5.08
12	2008	917.0	184.1	5.28
13	2009	883.0	181.1	5.17

14	2010	940.0	204.4	5.78
15	2011(P)	983.0	217.0	6.29(P)

P-Provisional

Source: (i) UNWTO Tourism Market Trends 2007 Edition, for the years upto 2005

(ii) UNWTO Barometer June 2010 for 2006 and January 2011 for 2007 and

UNWTO Tourism Highlights 2011 edition for 2008, 2009 and 2010

The Table 4.5 shows the share of India in international tourist arrivals in the World and Asia & the Pacific region. The Table reveals that the share of India in international tourist arrived in the World has 593.0 million in 1997 and it has increased to 983.0 million in 2011. Table further reveals that the share of India in International tourists arrived in Asia & the Pacific region has increased from 89.0 million in 1997 and it has increased to 217.0 million in 2011. It is clear from the table that the foreign tourist arrived in India has 2.37 million in 1997 and it has increased to 6.29 million in 2011.

4.16.12 FOREIGN EXCHANGE EARNINGS FROM TOURISM

Tourism is now recognized as an activity for generating a number of social and economic benefits. It promotes national integration as well as international understanding and creates employment opportunities. It also helps to increase foreign exchange earnings. Foreign exchange is a precious economic resource. It is much needed, particularly in underdeveloped countries, because foreign exchange is useful in accelerating the wheels of economic growth and development.

Tourism is not merely an activity for pastime and entertainment. It is an enriching and energizing activity. For a developing country like India which is on the

path of modern economic growth through structural transformation of the economy, tourism is the right vehicle. Tourism today is the most vibrant tertiary activity and a multi-billion industry in India.

The tourism sector occupies a significant place in the foreign exchange earnings of the world and has acquired tremendous progress in recent years. The sector is growing at a fast pace especially in the developing countries. The tourism industry is a major contributor of foreign exchange earnings to Indian economy. The following table presents the foreign exchange earnings from tourism in India.

Table 4.6

Foreign Exchange Earnings from Tourism

Sl.No.	Year	Foreign Exchange Earnings (in Rs.Crore)	Percentage change over the previous year
1	1997	10511	4.6
2	1998	12150	15.6
3	1999	12951	6.6
4	2000	15626	20.7
5	2001	15083	-3.5
6	2002	15064	-0.1
7	2003	20729	37.6
8	2004	27944	34.8

9	2005	33123	18.5
10	2006	39025	17.8
11	2007	44360	13.7
12	2008	51294	15.6
13	2009	54960	7.1
14	2010#	64889	18.1
15	2011#	77591	19.6
16	2012#(Jan-June)	43760	24.4@

#-Advance Estimates, @-Growth rate over Jan-June, 2011

Source: (i) Reserve Bank of India, for 1997-2008

(ii) Ministry of Tourism, Govt. of India, for 2010, 2011 & 2012

The table 4.6 shows the foreign exchange earnings from tourism in India from 1997 to 2011. It is found that the foreign exchange earnings during the year 2011 are 77591 crores which recorded an increase of 19.6 per cent change over the previous year. Table further reveals that the foreign exchange earnings from tourism in India have increased from 10511 crores in 1997 to 77591 crores in 2011. It is clear from the table that the foreign exchange earnings during the year 2010 is 64889 crores which recorded an increase of 18.1 per cent change over the previous year. It is found from the table that the foreign exchange earnings from tourism in India during the year 2001 were 15626 crores which recorded a decrease of -3.5 per cent change over the previous year.

4.16.13 Foreign Exchange Earnings from Tourism in India

The number of tourists visiting India has risen annually over the past few years. Likewise, the gross foreign exchange receipts have shown substantial increases over the past decade. Foreign exchange earnings are dependent on the number of tourist arrivals, as fluctuations in the number of tourists correlate to the fluctuations in the amount of revenue earned from tourism. The following table 4.7 presents the foreign exchange earnings from tourism in India.

Table 4.7

Foreign Exchange Earnings from Tourism in India

Sl.No.	Year	Foreign Exchange Earnings(in US\$ million)	Percentage change over the previous year
1	1997	2889	2.0
2	1998	2948	2.0
3	1999	3009	2.1
4	2000	3460	15.0
5	2001	3198	-7.6
6	2002	3103	-3.0
7	2003	4463	43.8
8	2004	6170	38.2
9	2005	7493	21.4
10	2006	8634	15.2

11	2007	10729	24.3
12	2008	11832	10.3
13	2009	11394	-3.7
14	2010#	14193	27.5
15	2011#	16564	16.7
16	2012#(Jan-June)	8455	8.2@

#-Advance Estimates, @-Growth rate over Jan-June, 2011

Source: (i) Reserve Bank of India, for 1997-2008

(ii) Ministry of Tourism, Govt. of India, for 2010, 2011 & 2012

The above table 4.7 shows that the foreign exchange earnings has increased from 2889 millions in 1997 to 16564 millions in 2011, with small fluctuations. Tourism is considered as the third largest foreign exchange earner in India. Hence, the Government of India and private agencies should take necessary steps to increase the inflow of foreign tourists and enhance the foreign exchange.

4.16.14 Share of India in International Tourism Receipts in World and Asia and the Pacific Region

International tourism now accounts for a larger share of foreign exchange receipts and export earnings than any other industry in the world. Tourism provides considerable economic benefits for many countries. The share of India in International tourism in generating economic benefits has long been recognized in the world. The following table 4.8 presents the share of India in International tourism receipts in World and Asia and the Pacific region.

Table 4.8

**Share of India in International Tourism Receipts in World and Asia & the
Pacific Region**

Sl.No.	Year	International Tourism Receipt (in US\$ billion)		Foreign Exchange Earnings in India (in US\$ million)
		World	Asia and the Pacific	
1	1997	442.8	82.6	2889
2	1998	444.8	72.3	2948
3	1999	458.2	79.1	3009
4	2000	475.3	85.3	3460
5	2001	463.8	88.1	3198
6	2002	481.9	96.5	3103
7	2003	529.3	93.7	4463
8	2004	633.2	124.1	6170
9	2005	679.6	135.0	7493
10	2006	744.0	156.9	8634
11	2007	857.0	187.0	10729
12	2008	939.0	208.6	11832
13	2009	853.0	204.2	11136
14	2010	927.0	255.3	14193
15	2011(P)	1030.0	289.4	16564

P-Provisional

Source: (i) UNWTO Tourism Market Trends 2007 Edition, for the years upto 2005

(ii) UNWTO Barometer June 2010 for 2006 and January 2011 for 2007 and

UNWTO Tourism Highlights 2011 edition for 2009, 2010 and 2011.

* As per the RBI's estimates quoted in UNWTO Tourism Highlights 2011 edition.

The table 4.8 shows the share of India in International tourism receipts in World and Asia and the Pacific region. The table reveals that the share of India in International tourism receipts in World had 442.8 US \$ billion in the year 1997 and it has increased to 927 US \$ billion in 2010. The Table further reveals that the share of India in International tourism receipts in Asia & the Pacific region had 82.6 US \$ billion in 1997 and it has increased to 255.3 US \$ billion in 2010. It is further clear from the table that the foreign exchange earnings in India has increased from 2889 US \$ billion in 1997 to 14193 US \$ billion in 2010.

4.17 TOURISM IN TAMILNADU

Tamilnadu, the southernmost state in the country endowed with abundant treasures to the visitors. In Tamilnadu, there are many places to be visited by the tourists. The historical monuments, rivers, waterfalls, mountains, forts, landscapes, temples, churches, mosques, ports and the like have been the eye catchers for tourists. Each district in the state has at least a few tourist destinations to visit. For the above reasons many of the foreign tourists have been tempted to visit Tamilnadu again and again.

Tamil Nadu has an unbroken coastline edging the Bay of Bengal and densely forested uplands which abound in wild life. As a tourist destination, Tamil Nadu has various tourist places. Some of the important tourist centers are Chennai, Courtallam, Kanyakumari, Kodaikanal, Madurai, Ooty, Rameswaram, Vedanthangal, Velankanni and Yelagiri. The above mentioned places attract tourists from India and other countries. Tamilnadu is a state with several distinguished tourism genre. It has mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless

temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.

Tamilnadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad throngs the tourist spots throughout the year. The spots get overcrowded during the seasons. To facilitate the tourists, Tamilnadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking etc.

4.17.1 Tourist Arrivals in Tamil Nadu

Tourists from both domestic and foreign arrive in Tamilnadu. A large number of domestic and foreign tourists visit Tamilnadu. These tourists visit mainly hill stations, pilgrim centres, beach-resorts, dam sites, cultural & heritage destinations. The following table 4.9 shows the tourist arrivals in Tamilnadu.

Table 4.9

Tourist Arrivals in Tamil Nadu from 1993-2011

Year	Domestic	Foreign	Total
1993	14211900	435473	14647373
1994	16026000	498121	16524121
1995	17214000	585751	17800751
1996	18202700	613982	18816682
1997	18928044	636642	19564686

1998	20413193	636400	27049593
1999	21136941	722442	21859383
2000	22981882	786165	23768047
2001	23812043	773073	24585116
2002	24661754	804661	25466395
2003	27059002	901504	27960506
2004	30076832	1058012	31134844
2005	32339478	1179319	33518787
2006	39214721	1335661	40550382
2007	50567010	1753281	52400291
2008	62618111	2040561	64658671
2009	78038035	2369320	80407355
2010	103010435	2804504	105814939
2011	136751284	3308574	140059858
CGR	11.63	10.96	15.59

Source: Commissioner of Tourism, Chennai – 2

CGR-Compound Growth Rate

The table 4.9 clearly shows that Tamil Nadu has attracted many of the domestic and foreign tourists. During the years 1993-2011 the domestic and foreign tourists arrivals in Tamil Nadu increased considerably. The table shows that the

domestic tourists arrivals in Tamil Nadu has increased from 14211900 in 1993 to 136751284 in 2011. The Table further reveals that the foreign tourists arrivals has increased from 435473 in 1993 to 3308574 in 2011. Overall, the tourists arrivals in Tamil Nadu has increased from 14647373 in 1993 to 140059858 in 2011. It is clear from the table that the aggregate number of tourists has increased from 14647373 tourists in 1993 to 140059858 tourists in 2011. Tamil Nadu is ranked second among the States in attracting foreign tourists and third in attracting domestic tourists. The State also leads in promoting Medical Tourism. Further it is clear from table that the domestic, foreign and total tourists arrivals in Tamil Nadu have recorded a growth in terms of the compound growth rates of 11.63, 10.96 and 15.59 per cent respectively.

**4.18 DOMESTIC AND FOREIGN TOURIST ARRIVALS IN KODAIKANAL,
DINDUGUL DISTRICT**

Domestic and foreign tourist arrivals in Kodaikanal, Dindugul district from 2000-01 to 2011-12 are presented in Table 4.10.

Table 4.10

Domestic and Foreign Tourist Arrivals in Kodaikanal, Dindugul district

Sl.No.	Year	Domestic Tourists	Foreign Tourists	Total
1	2000-01	203790	550	204340
2	2001-02	1285210	860	1286070
3	2002-03	2337967	542	2337509
4	2003-04	4172123	647	4172770
5	2004-05	2400650	6658	2568018
6	2005-06	1141545	7574	1149119
7	2006-07	1791412	3225	1798825
8	2007-08	1953786	25214	1979000
9	2008-09	2707552	43789	2751341
10	2009-10	3989303	44728	4034031
11	2010-11	3637136	36265	3673401
12	2011-12	3785224	34243	3819467

Source: Tourist Information Centre, Kodaikanal

Table 4.11 reveals that the number of domestic tourists arrivals has increased from 203790 tourists in 2000-01 to 3785224 tourists in 2011-12, while the foreign tourists arrivals has also increased from 550 tourists in 2000-01 to 34243 tourists in 2011-12. Table further reveals that the number of tourists arrivals in Kodaikanal, Dindugul district has increased from 204340 tourists in 2000-01 to 3819467 tourists in 2011-12. It is clear from table that tourist arrivals, both domestic and foreign tourists in Kodaikanal, Dindugul district show a relatively stable trend of growth over the period under study.

4.19 SUMMARY

This chapter has presented the concept of tourism. This chapter has covered the development of tourism in India, tourist attractions in India, initiatives for promoting tourism, impact of tourism, environmental impact of tourism in India. Further it explained the national tourism policy, characteristics of tourism and classification of tourism. India is one of the important tourist countries in the world with all potentials to attract domestic and foreign tourists. On the total demand for tourism, India has a good potential. In brief, in the development of developing countries like India, travel and tourism sector occupies an important place which can never be neglected. The number of foreign tourist arrivals in India, growth of domestic tourists visits to all States and Union territories and growth of foreign exchange earnings have been presented in this chapter.

CHAPTER V
SOCIO ECONOMIC BACKGROUND AND THE EXPENDITURE PATTERN
OF TOURISTS

5.1 INTRODUCTION

Tourism plays a vital role in the economic development, because it is the second largest sector for earning foreign exchange. It generates substantial economic benefits to both the host and home countries. The main economic impact of tourism includes its contribution to government revenues, generation of foreign exchange earnings and employment creation along with the initiation of various business opportunities. In this context Kodaikanal is the main place which has high potentials for tourism and allied activities. The present study analyses the marketing of tourism products in Kodaikanal from the views of tourists. The data and the information collected from the study area in the above view have been given below in the form of tables.

This chapter presents the socio economic background of tourists such as gender, age, marital status, nature of family, number of members in the family, level of education, occupation, nativity and monthly income. This chapter further presents the purpose of tour, native of tourists, nature of companion, number of days spend in the tourist places, amount spent on the trip.

5.2 SOCIO ECONOMIC BACKGROUND OF TOURISTS

The socio economic background of tourists is presented below:

5.2.1 Gender wise distribution of tourists

Gender is the major factor of the travellers for determining tour. The table shows that the gender wise distribution of the tourists in the study area.

Table 5.1

Gender wise distribution of tourists

Sl. No	Gender	No. of Tourists	Percentage
1	Male	336	67.2
2	Female	164	32.8
	Total	500	100

Source: Primary data

The above table 5.1 reveals that out of 500 tourists, 67.2 per cent of the tourists are male and the remaining 32.8 per cent of the tourists are female. It is evident from table that majority of the tourists are male.

5.2.2 Age wise distribution of tourists

The following table 5.2 shows the age wise distribution of tourists.

Table 5.2

Age wise distribution of tourists

Sl. No	Age	No. of Tourists	Percentage
1	Below 20	79	15.8
2	21 to 30	226	45.2
3	31 to 40	136	27.2
4	41 to 50	47	9.4
5	Above 50	12	2.4
	Total	500	100

Source: Primary data

The table 5.2 clearly shows that 45.2 per cent of the tourists are in the age group of 21 to 30 years, 27.2 per cent of the tourists are in the age group of 31 to 40 years, 15.8 per cent of the tourists are in the age group of below 20 years, 9.4 per cent of the tourists are in the age group of 41 to 50 years and only 2.4 per cent of the tourists are in the age group of above 50 years. It is very clear from this discussion that tourists who are in the age group of 21-30 have taken more interest because that is the age to enjoy as they wish. They don't have much burden about their family etc. and they can earn and spend.

5.2.3 Marital Status wise distribution of tourists

Marriage expresses the culture and social status of a human being. This assertion will differ from Indian to foreign. The marital status wise distribution of the sample tourists is given in the table 5.3.

Table 5.3

Marital Status wise distribution of tourists

Sl. No	Marital Status	No. of Tourists	Percentage
1	Married	277	55.4
2	Unmarried	221	44.2
3	Widow	2	0.4
	Total	500	100

Source: Primary data

Table 5.3 reveals that 55.4 per cent of the tourists are married, 44.2 percent of the tourists are unmarried and only 0.4 per cent of the tourists are widow. It is clear from table that majority of the tourists are married.

5.2.4 Nature of family wise distribution of tourists

Tourists belonging to two different nature of the family have been visiting the tourists places. They belong to joint family and nuclear family. The following table 5.4 shows the nature of the family wise distribution of tourists.

Table 5.4

Nature of family wise distribution of tourists

Sl. No	Nature of family	No. of Tourists	Percentage
1	Joint Family	220	44
2	Nuclear Family	280	56
	Total	500	100

Source: Primary data

The above table 5.4 clearly shows that 56 per cent of the tourists belonging to nuclear family and the remaining 44 per cent of the tourists belonging to joint family. It is evident from table that majority of the tourists belonging to nuclear family.

5.2.5 Number of members in the family wise distribution of tourists

Family is the basic form of society and the size of the family is a determining factor in the development of the individual as well as family members. The following table 5.5 classifies the sample tourists by total number of the family members.

Table 5.5

Number of members in the family wise distribution of tourists

Sl. No	Number of members in the family	No. of Tourists	Percentage
1	Upto 3	165	33
2	4 to 7	306	61.2
3	Above 7	29	5.8
	Total	500	100

Source: Primary data

The above table 5.5 clearly reveals that 61.2 per cent of the tourists belong to the family size of 4 to 7 members, 33 per cent of the tourists belong to the family size of below 3 members and the remaining 5.8 per cent of the tourists belong to the family size of above 7 members. It is inferred from table that majority of the tourists belong to the family size of 4 to 7 members.

5.2.6 Level of Education

Education is very important in modern society, it influences the tourism activity. The following table 5.6 shows the level of education of the sample tourists.

Table 5.6

Level of education wise distribution of tourists

Sl. No	Level of education	No. of Tourists	Percentage
1	No formal education	37	7.4
2	School Education	74	14.8
3	Under Graduation	156	31.2
4	Post-Graduation	183	36.6
5	Professional Degree	50	10
	Total	500	100

Source: Primary data

Table 5.6 confirmed the level of education of the tourists who are travelling to Kodaikanal. In this study, it was inferred that 183 (36.6 per cent) of the tourists' level of educational qualification was post-graduation, 156 (31.2 per cent) have completed under graduation, 74 (14.8 per cent) of the tourists have school education, about 50 tourists (10 per cent) have completed professional degree and 37 tourists (7.4 per cent) have no formal education.

5.2.7 Occupation wise distribution of tourists

Occupation is the most important factor for earning money and wellbeing of a person. Tourism also depends upon the members who earn and also upon the size of their earning. The following table 5.7 shows the occupations of the sample tourists.

Table 5.7

Occupation wise distribution of tourists

Sl. No	Occupation	No. of Tourists	Percentage
1	Business	99	19.8
2	Government employees	93	18.6
3	Private employees	113	22.6
4	Students	53	10.6
5	Agriculturists	30	6
6	Professionals	85	17
7	Unemployed	27	5.4
	Total	500	100

Source: Primary data

Table 5.7 pictures the occupational status of tourists who were visiting Kodaikanal. It is clear from table that 113 (22. per cent) of the tourists were private employees, 99 (19.8 per cent) of the tourists were businessmen, 93 (18.6 per cent) of the tourists were government employees, 85 (17 per cent) of the tourists were professionals, 53 (10.6 per cent) of the tourists were students, 30 (6 per cent) of the tourists were agriculturists and the remaining 27 (5.4 per cent) of the tourists were unemployed. It is evident from table that private employees and business people were prefer to visit Kodaikanal, than the other occupational categories.

5.2.8 Nativity wise distribution of tourists

The following table 5.8 shows the nativity wise distribution of sample tourists.

Table 5.8

Nativity wise distribution of tourists

Sl. No	Nativity	No. of Tourists	Percentage
1	Indian	478	95.6
2	Non-Resident Indian	17	3.4
3	Foreigners	5	1
	Total	500	100

Source: Primary data

Table 5.8 pictures the nativity of tourists who were visiting Kodaikanal. It is clear from table that 478 (95.6 per cent) of the tourists were Indians, 17 (3.4 per cent) of the tourists were Non-Resident Indian and the remaining 5 (1 per cent) of the tourists were foreigners.

5.2.9 Monthly income wise distribution of tourists

Income is the mainspring of the human development. The following table 5.9 shows the monthly income wise distribution of sample tourists.

Table 5.9

Monthly income wise distribution of tourists

Sl. No	Monthly income	No. of Tourists	Percentage
1	Below Rs.5000	46	9.2
2	Rs.5000 to 10000	124	24.8
3	Rs.10000 to 20000	99	19.8
4	Rs.20000 to 30000	80	16
5	Above Rs.30000	151	30.2
	Total	500	100

Source: Primary data

Table 5.9 explains the monthly income of the tourists. In this study, it was inferred that 151 (30.2 per cent) of the tourists earning monthly income of above Rs.30000, 124 (24.8 per cent) of the tourists' monthly income is between Rs.5000 to 10000, 99 (19.8 per cent) of the tourists' monthly income is between Rs.10000 to 20000, 80 (16 per cent) of the tourists' monthly income is between Rs.20000 to 30000 and the remaining 46 (9.2 per cent) of the tourists earning monthly income of below Rs.5000. When considering the monthly income level of the tourists, majority of the tourists earning monthly income of above Rs.30000.

5.3 DETAILS OF TOURISTS

The details of tourists such as native of tourists, purpose of tour, nature of companion, number of days spent, amount spent on the trip, distance covered in the tour programme and duration of stay in the tour programme are presented below:

5.3.1 Purpose of Tour

There are different purposes for which the tourists travel many places but the main purposes are: pleasure, business, study, sports, pilgrimage tour and family refreshment. The following table 5.10 shows the purpose of tour by the tourists in Kodaikanal, Dindugul District.

Table 5.10
Purpose of Tour

Sl. No	Purpose of Tour	No. of Tourists	Percentage
1	Pleasure tour	154	30.8
2	Official tour	24	4.8
3	Business tour	68	13.6
4	Study	13	2.6
5	Pilgrim tour	35	7
6	Sports	13	2.6
7	Shopping	36	7.2
8	Health and Medicine	3	0.6
9	Holiday and Sightseeing	131	26.2
10	Visiting friends and relatives	23	4.6
	Total	500	100

Source: Primary data

It is clear from the table 5.10 that out of 500 tourists, 30.8 per cent of the tourists travel for pleasure and 26.2 per cent of the tourists travel for holiday and sightseeing. Tourists consisting of 13.6 per cent travel for business tour and 7.2 per cent of the tourists travel for shopping. About 7 per cent of the tourists travel for pilgrimage, 4.8 per cent of the tourists travel for official tour and 4.6 per cent of the tourists travel for visiting friends and relatives. It is evident from the table that majority of the tourists travel for pleasure.

5.3.3 Nature of companion

Most of the Tourists prefer to travel with companions. Majority of the tourists prefer to travel with wife, family, friends, co-workers or others. Generally, tourists go on a tour with one or more persons for some purpose. In this context, the tourists who have come with companions are the sample tourists which are presented in the following table 5.11.

Table 5.11
Nature of companion

Sl. No	Nature of companion	No. of Tourists	Percentage
1	Alone	52	10.4
2	With family	288	57.6
3	With friends	80	16
4	With co-workers	66	13.2
5	With others	14	2.8
	Total	500	100

Source: Primary data

The above table 5.11 shows that the majority (57.6 per cent) of the tourists are on tour with their family, whereas 16 per cent of the tourists undertake the tour with

friends. About 13.2 per cent of the tourists undertake tour with co-workers, whereas 10.4 per cent of the tourists undertake tour alone and 2.8 per cent of the tourists undertake tour with others. It is pretty to mention here that majority of the tourists are eager to go on a tour with their family.

5.3.4 Source of information about the tour programme

Any product offered for sale or consumed has to be exposed to the target of the prospective consumers. The case of tourism is not different from this. There are different sources by which the tourists know about the tour programme. The main sources of information are tour organizers, friends and relatives, advertisements and other sources of information. The following table 5.12 shows the source of information to know about the tour programme by the tourists in Kodaikanal at Dindugul District.

Table 5.12

Source of information about the tour programme

Sl. No	Source of information	No. of Tourists	Percentage
1	Friends and relatives	265	53
2	Transport operators	59	11.8
3	Travel agencies	30	6
4	Govt. Tourism Corporation	90	18
5	Tour organizers	56	11.2
	Total	500	100

Source: Primary data

It could be inferred from the table 5.12 that 53 per cent of the tourists know about the tour programme through friends and relatives whereas 18 per cent of the tourists know about the tour programme through Government Tourism Corporation.

About 11.8 per cent of the tourists know about the tour programme through transport operators, 11.2 per cent of the tourists know about the tour programme through tour organizers and 6 per cent of the tourists know about the tour programme through travel agencies. It is evident from the table that majority of the tourists know about the tour programme through friends and relatives.

5.3.5 Amount spent on a trip

Every tour is a temporary visit. Some of the tourists go on tour every year as a regular practice. Such people spend more money on tour. But other tourists go occasionally and they spend less amount of money on a trip. The amount spent on a trip varies from one tourist to another tourist. The following table 5.13 shows the amount spent on a trip.

Table 5.13
Amount spent on a trip

Sl. No	Amount spent on a trip	No. of Tourists	Percentage
1	Less than Rs.1000	35	7
2	Rs.1000 to 2000	62	12.4
3	Rs.2000 to 3000	54	10.8
4	Rs.3000 to 4000	90	18
5	Above Rs.4000	259	51.8
	Total	500	100

Source: Primary data

It could be inferred from the table 5.13 that 51.8 per cent of the tourists spend above Rs.4000 whereas 18 per cent of the tourists spend Rs.3000 to 4000. About 12.4 per cent of the tourists spend Rs.1000 to 2000 but 10.8 per cent of the tourists spend

Rs.2000 to 3000 and 7 per cent of the tourists spend less than Rs.1000. It is clear from the table that majority of the tourists spend above Rs.4000 on a trip.

5.3.6 Mode of Transport

There are different modes of transports used by the tourists. The main modes of transports are route bus, tourist bus, hired bus, own vehicle, train and flight. Tourists use the different modes of transport according to their convenience. The following table 5.14 shows the mode of transport used by the tourists to reach tourist places in Kodaikanal, Dindugul District.

Table 5.14
Mode of Transport

Sl. No	Mode of Transport	No. of Tourists	Percentage
1	Route bus	96	17.2
2	Tourist bus	124	24.8
3	Hired vehicle	63	12.6
4	Own vehicle	142	28.4
5	Train	48	9.6
6	Flight	27	5.4
	Total	500	100

Source: Primary data

Table 5.14 exhibits that 28.4 per cent of the tourists travel by own vehicle and 24.8 per cent of the tourists travel by tourist bus. About 17.2 per cent of the tourists travel by route bus, whereas 12.6 per cent of the tourists travel by hired vehicle. About 9.6 per cent of the tourists travel by train and 5.4 per cent of the tourists travel by flight. It is clear from the table that majority of the tourists use the own vehicle for traveling purposes.

5.3.7 Reasons for Choosing the Mode of Transport

There are many reasons for choosing the mode of transport. The main reasons are distance, time factor, luggage problem, family convenience, economy, lack of alternate mode and enjoyment of nature. The following table 5.15 shows the reasons for choosing the mode of transport.

Table 5.15

Reasons for Choosing the Mode of Transport

Sl. No	Reasons	No. of Tourists	Percentage
1	Distance	63	12.6
2	Time factor	67	13.4
3	Luggage convenience	51	10.2
4	Family convenience	147	29.4
5	Lack of alternate mode	30	6
6	Enjoyment of nature	108	21.6
7	Economy	34	6.8
	Total	500	100

Source: Primary data

It is clear from the above table 5.15 that 29.4 per cent of the tourists choose the mode of transport for family convenience and 21.6 per cent of the tourists choose the mode of transport for enjoyment of nature. About 13.4 per cent of the tourists choose the mode of transport for time factor, 12.6 per cent of the tourists choose the mode of transport for distance and 10.2 per cent of the tourists choose the transport for luggage convenience. Whereas, 6.8 per cent of the tourists choose the mode of

transport for economy and 6 per cent of the tourists choose the mode of transport for lack of alternate mode.

5.3.8 Distance covered in the tour programme

Tourists travel many tourist places. The distances of travelling by the tourists differ from one tourist to another tourist. Majority of the tourists prefer to travel to distant places. The following table 5.16 shows the distance of travel by the tourists in Kodaikanal, Dindugul District.

Table 5.16

Distance covered in the tour programme

Sl. No	Distance	No. of Tourists	Percentage
1	Less than 250 km	155	31
2	250 to 500 km	159	31.8
3	500 to 750 km	64	12.8
4	750 to 1000 km	73	14.6
5	1000 to 1250 km	31	6.2
6	Above 1250 km	18	3.6
	Total	500	100

Source: Primary data

The table 5.16 clearly shows that 31.8 per cent of the tourists cover the distance of 250 to 500 km and 31 per cent of the tourists cover the distance of less than 250 km. About 14.6 per cent of the tourists cover the distance of 750 km to 1000 km but 12.8 per cent of the tourists cover the distance of 500 to 750 km, 6.2 per cent of the tourists cover the distance of 1000 km to 1250 km. It is evident from the table that majority of the tourists are travelling a distance of 250 km to 500 km.

5.3.9 Duration of stay in the tour programme

The tourists stay many days in the tourist spot. Tourists who prefer pleasure tour are staying more number of days in the tourist spot. The duration of stay vary from one tourist to another tourist. The following table 5.17 shows the duration of stay by the tourists in Kodaikanal, Dindugul District.

Table 5.17

Duration of stay in the tour programme

Sl. No	Duration of stay	No. of Tourists	Percentage
1	2 days	233	46.6
2	3 to 5 days	225	45
3	Above 5 days	42	8.4
	Total	500	100

Source: Primary data

It is understood from the above table 5.17 that 46.6 per cent of the tourists stay 2 days, 45 per cent of the tourists stay 3 to 5 days and 8.4 per cent of the tourists stay above 5 days. It could be inferred from the table that majority of the tourists stay two days in the tourist spot.

5.3.10 Choice of tour programme

Tourists travel to different places of tourist centres. Majority of the tourists plan to travel to many tourist places. The following table 5.18 shows the places of tour programmes of tourists in the study area.

Table 5.18

Choice of tour programme

Sl. No	Choice of tour programme	No. of Tourists	Percentage
1	Only Kodaikanal	318	63.6
2	South Tamil Nadu	108	21.6
3	All over Tamil Nadu	42	8.4
4	South India	30	6
5	All over India	2	0.4
	Total	500	100

Source: Primary data

Table 5.18 reveals that 63.6 per cent of the tourists visit only Kodaikanal whereas, 21.6 per cent of the tourists visit South Tamil Nadu and 8.4 per cent of the tourists visit all over Tamil Nadu. About 6 per cent of the tourists visit South India and 0.4 per cent of the tourists visit all over India. It is evident from the table that majority of the tourists visit only Kodaikanal.

5.3.11 Method of booking tickets for travel

There are different ways in which the tourists book ticket for travel such as direct spot, direct advance, travel agent and online. The following table 5.19 shows the way of booking tickets for travel by the tourists.

Table 5.19

Method of booking tickets for travel

Sl. No	Booking mode	No. of Tourists	Percentage
1	Spot booking	90	18
2	Travel agent	126	25.2
3	On line booking	173	34.6
4	Advance booking	111	22.2
	Total	500	100

Source: Primary data

The table 5.19 exhibits that 34.6 per cent of the tourists book tickets by online booking and 25.2 per cent of the tourists book tickets by travel agent. About 22.2 per cent of the tourists book tickets in advance and 18 per cent of the tourists book tickets by spot booking. It is pretty to mention here that majority of the tourists book ticket by online booking.

5.3.12 Mode of transport for long distance and intercity travel

Tourists use different modes of transport for long distance and intercity travel. Majority of the tourists prefer to travel in the train for long distance and intercity travel. The following table 5.20 shows the mode of transport used by the tourists for long distance and intercity travel.

Table 5.20

Mode of transport for long distance and intercity travel

Sl. No	Mode of transport	No. of Tourists	Percentage
1	Own conveyance	121	24.2
2	Taxi	140	28
3	Bus	114	22.8
4	Train	80	16
5	Air	16	3.2
6	Others	29	5.8
	Total	500	100

Source: Primary data

The above table 5.20 shows that 28 per cent of the tourists travel by taxi whereas 24.2 per cent of the tourists travel by their own conveyance. About 22.8 per cent of the tourists travel by bus, 16 per cent of the tourists travel by train, 5.8 per cent of the tourists travel by other mode of transport and 3.2 per cent of the tourists travel by air transport for long distance and intercity travel. It is evident from the table that the majority of the tourists travel by taxi for long distance and intercity travel.

5.3.13 Kinds of problems faced in getting preferred mode of intercity travel

Tourists face different kinds of problems in getting preferred mode of intercity travel. The problems are less frequency, problems in reservation, poor maintenance, poor time schedule and breakdown of vehicles. The following table 5.21 shows the kinds of problems faced by the tourists in getting preferred mode of intercity travel.

Table 5.21

Kinds of problems faced in getting preferred mode of intercity travel

Sl. No	Kinds of problems	No. of Tourists	Percentage
1	Less frequency	54	10.8
2	Problem in reservation	71	14.2
3	Poor maintenance	80	16
4	Poor time schedule	51	10.2
5	Breakdown of vehicles	38	7.6
6	Traffic	206	41.2
	Total	500	100

Source: Primary data

The Table 5.21 shows that 41.2 per cent of the tourists face the problem of traffic whereas 16 per cent of the tourists face the problem of poor maintenance. About 14.2 per cent of the tourists face the problem in reservation, 10.8 per cent of the tourists face the problem of less frequency, 10.2 per cent of the tourists face the problem of poor time schedule and 7.2 per cent of the tourists face the problem of breakdown of vehicles. It is clear from the table that majority of the tourists face the problem of traffic for traveling.

5.3.14 Mode of transport preferred for a short distance

Tourists prefer different modes of transport for a short distance. The tourists use town bus, taxi and train for a short distance. The following table 5.22 shows the mode of transport preferred by tourists for a short distance.

Table 5.22

Mode of transport preferred for a short distance

Sl. No	Mode of transport preferred for short distance	No. of Tourists	Percentage
1	Own conveyance	174	34.8
2	Town bus	76	15.2
3	Taxi	186	37.2
4	By foot	64	12.8
	Total	500	100

Source: Primary data

The table 5.22 clearly shows that 37.2 per cent of the tourists prefer taxi for a short distance, whereas 34.8 per cent of the tourists prefer own conveyance for short distance. About 15.2 per cent of the tourists prefer town bus and 12.8 per cent of the tourists prefer to go by foot for a short distance.

5.3.15 Kinds of problems faced in getting preferred mode for a short distance travel

Tourists face different kinds of problems in getting preferred mode for a short distance travel. The problems are less frequency, non-availability, exorbitant charges, poor services and bargaining. The following table 5.23 shows the kinds of problems faced by the tourists in getting preferred mode for short distance travel.

Table 5.23

Kinds of problems faced in getting preferred mode for a short distance travel

Sl. No	Kind of problems	No. of Tourists	Percentage
1	Less frequency	83	16.6
2	Non availability	91	18.2
3	Overcharges	144	28.8
4	Poor service	95	19
5	Bargaining	87	17.4
	Total	500	100

Source: Primary data

The table 5.23 clearly reveals that 28.8 per cent of the tourists face the problem of overcharges whereas 18.2 per cent of the tourists face the problem of non-availability of transport. About 19 per cent of the tourists face the problem of poor service, 17.4 per cent of the tourists face the problem of bargaining and 16.6 per cent of the tourists face the problem of less frequency. It is evident from the table that majority of the tourists face the problem of overcharges.

5.3.16 Number of times visited Kodaikanal

The following table 5.24 shows the number of times visited Kodaikanal.

Table 5.24

Number of times visited Kodaikanal

Sl. No	Number of times visited Kodaikanal	No. of Tourists	Percentage
1	First time	170	34
2	Second time	160	32
3	Third time	79	15.8
4	Fourth time or More	91	18.2
	Total	500	100

Source: Primary data

Table 5.24 clearly reveals that majority (34 per cent) of the tourists first time visited Kodaikanal, 32 per cent of the tourists visited second time to Kodaikanal, 18.2 per cent of the tourists visited fourth time or more to Kodaikanal and 15.8 per cent of the tourists visited third time to Kodaikanal.

5.3.17 Opinion about the services of guide

The tourist guides are the licensed persons accompanying the tourists, in order to describe the nature and importance of the places or things in tourist spots. Therefore, the tourist guides are most important and significant persons in tourism industry. They also play a very important role in the travel life of a tourist. The job of a tourist guide needs to be flexible. Sometimes, a tourist guide will do the work for more than eight hours for sight-seeing and even staying with tourists. Tourists have different opinions about the services of guides. The opinion of tourists about the services of guides is presented in the table 5.26.

Table 5.25

Opinion about the services of guide

Sl. No	Opinion about the services of guide	No. of Tourists	Percentage
1	Very good	83	16.6
2	Good	263	52.6
3	Average	118	23.6
4	Poor	20	4
5	Very poor	16	3.2
	Total	500	100

Source: Primary data

The table 5.25 exhibits that 52.6 per cent of the tourists have good opinion about the services of guides whereas 23.6 per cent of the tourists have average opinion about the services of guides. The tourists consisting of 16.6 per cent have very good opinion about the services of guides, 4 per cent of the tourists have poor

opinion about the services of guides and 3.2 per cent of the tourists have very poor opinion about the services of guides.

5.3.18 Problems with guide

The tourist guides possess some specific qualities like good appearance, multi-language skill, good voice and attractive speech. All the above are the most important qualities of the tourist guides. Now-a-days, the purpose of tourism is not only for getting pleasure, but also a way of seeking knowledge. So, the tourist guides are fully aware of tourist centers and the cultural heritage of their nations. Therefore, tourist guides are getting special training in tourism. However, the tourists face different problems with guides. The following table 5.26 shows the problems faced by the tourists with guides.

Table 5.26

Problems with guide

Sl. No	Problems with guide	No. of Tourists	Percentage
1	Language	94	18.8
2	Misbehavior	57	11.4
3	Fleecing	99	19.8
4	Discourtesy	62	12.4
5	Unrealistic information	83	16.6
6	Failure to render requested services	105	21
	Total	500	100

Source: Primary data

The table 5.26 clearly exhibits that 19.8 per cent of the tourists face the problem of fleecing, 21 per cent of the tourists face the problem of failure to render requested services whereas 18.8 per cent of the tourists face the problem of language

but 16.6 per cent of the tourists face the problem of unrealistic information. About 12.4 per cent of the tourists face the problem of discourtesy and 11.4 per cent of the tourists face the problem of misbehaviour.

5.4 EXPENDITURE PATTERN OF THE TOURISTS

The expenditure pattern of the tourists regarding accommodation, food & beverages, transportation, shopping, entertainment/recreation, medical and other miscellaneous expenditure is presented below.

5.4.1 Expenditure on Accommodation

Accommodation is one of the basic needs of tourists. Tourists choose the accommodation only after taking into consideration of certain factors like economy, safety, convenience and other facilities. To enjoy the tour happily, expenditure on accommodation plays an important role. The following table 5.27 exhibits the expenditure on accommodation of tourists.

Table 5.27

Expenditure on Accommodation

Sl. No	Expenditure of Accommodation	No. of Tourists	Percentage
1	Below Rs.1000	124	24.8
2	Rs.1000 to 2000	91	18.2
3	Rs. 2000 to 3000	65	13
4	Rs. 3000 to 4000	78	15.6
5	Above Rs.4000	142	28.4
	Total	500	100

Source: Primary data

The table 5.27 clearly reveals that 28.4 per cent of the tourists spend above Rs.4000 for accommodation but 24.8 per cent of the tourists spend below Rs.1000 for

accommodation. About 18.2 per cent of the tourists spend Rs.1000 to Rs.2000 for accommodation, 15.6 per cent of the tourists spend Rs.3000 to Rs.4000 for accommodation and nearly 13 per cent of the tourists spend Rs.2000 to Rs.3000 for accommodation.

5.4.2 Expenditure on Food and Beverages

Food is very important for all living things, but human beings have some basic habits of taking food. The habit depends upon the culture of the society and country. Hence, they cannot easily change the food habit, especially the foreign tourists would not like to eat Indian food all the time. Even though they want a change of atmosphere they still prefer to eat their native food. Kodaikanal at Dindugul District has a number of hotels, restaurants and open fast food stalls, but most of them provide Indian style food. The tourists spend more on food and beverages than on any other service. Most of the tourists would like to have their special food items and the tourists spend more money for food and beverages. The following table 5.28 shows the expenditure on food and beverages of tourists.

Table 5.28

Expenditure on Food and Beverages

Sl. No	Expenditure on Food and beverages	No. of Tourists	Percentage
1	Below Rs.500	195	39
2	Rs.500 to 1000	89	17.8
3	Rs.1000 to 1500	44	8.8
4	Rs.1500 to 2000	85	17
5	Above Rs.2000	87	17.4
	Total	500	100

Source: Primary data

The above table 5.28 shows that 39 per cent of the tourists spend below Rs.500 for food and beverages and 17.8 per cent of the tourists spend Rs.500 to Rs.1000 for food and beverages. About 17.4 per cent of the tourists spend above Rs.2000 for food and beverages, 17 per cent of the tourists spend Rs.1500 to Rs.2000 for food and beverages and 8.8 per cent of the tourists spend Rs.1000 to Rs.1500 for food and beverages.

5.4.3 Expenditure on Transportation

Transportation means the conveyance of persons or goods from one place to another. The mode of transport for domestic as well as foreign tourists is flight, ship, train, car, bus and some other vehicles. The availability of transport is also the subject matter for tourism. Kodaikanal is accessible by means of rail and road transports. The following table 5.29 shows the expenditure on transportation.

Table 5.29

Expenditure on Transportation

Sl. No	Expenditure on Transportation	No. of Tourists	Percentage
1	Below Rs.1000	80	16
2	Rs.1000 to 2000	157	31.4
3	Rs.2000 to 3000	58	11.6
4	Rs.3000 to 4000	72	14.4
5	Above Rs.4000	133	26.6
	Total	500	100

Source: Primary data

The above table 5.29 clearly reveals that 31.4 per cent of the tourists spend Rs.1000 to Rs.2000 for transports, whereas 26.6 per cent of the tourists spend above Rs.4000 for transport. About 16 per cent of the tourists spend below Rs.1000 for

transport, 14.4 per cent of the tourists spend Rs.3000 to Rs.4000 for transport and 11.6 per cent of the tourists spend Rs.2000 to Rs.3000.

5.4.4 Expenditure on Shopping

Shopping facilities play an important role in increasing and maintaining the satisfaction of the tourists. The shops provide a variety of commodities including consumer goods. Handicrafts made of palm leaves, coconut shells, sea shells and sandal wood are the noticeable commodities in the shops. Apart from these, there are a lot of textile shops, sweet stalls, bookshops, studios and shopping malls. The following table 5.30 shows the expenditure on shopping of tourists in Kodaikanal.

Table 5.30
Expenditure on shopping

Sl. No	Expenditure on Shopping	No. of Tourists	Percentage
1	Below Rs.2000	48	9.6
2	Rs.2000 to 4000	71	14.2
3	Rs.4000 to 6000	155	31
4	Rs.6000 to 8000	106	21.2
5	Above Rs.8000	120	24
	Total	500	100

Source: Primary data

It is evident from the table 5.30 that 31 per cent of the tourists spend Rs.4000 to Rs.6000 for shopping and 24 per cent of the tourists spend above Rs.8000 for shopping. About 21.2 per cent of the tourists spend Rs.6000 to Rs.8000 for shopping, 14.2 per cent of the tourists spend Rs.2000 to Rs.4000 for shopping and 9.6 per cent of the tourists spend below Rs.2000 for shopping.

5.4.5 Expenditure on Entertainment / Recreation

Kodaikanal at Dindugul District has many tourist places that attract many tourists, from all over world. People come to visit the interesting places in order to relax and enjoy in different situations. The following table 5.31 shows the expenditure of tourists on entertainment in Kodaikanal at Dindugul District.

Table 5.31

Expenditure on Entertainment / Recreation

Sl. No	Expenditure on Entertainment / Recreation	No. of Tourists	Percentage
1	Below Rs.1000	11	2.2
2	Rs.1000 to 2000	207	41.4
3	Rs.2000 to 3000	94	18.8
4	Rs.3000 to 4000	161	32.2
5	Above Rs.4000	27	5.4
	Total	500	100

Source: Primary data

The table 5.31 clearly shows that 41.4 per cent of the tourists spend Rs.1000 to Rs.2000 for entertainment, whereas 32.2 per cent of the tourists spend Rs.3000 to Rs.4000 for entertainment. About 18.8 per cent of the tourists spend Rs.2000 to Rs.3000 for entertainment, 5.4 per cent of the tourists spend above Rs.4000 for entertainment and 2.2 per cent of the tourists spend below Rs.1000 for entertainment.

5.4.6 Medical expenditure

Tourists spend money for emergency medical treatments. The following table 5.32 shows the expenditure of tourists for medical treatment.

Table 5.32
Medical expenditure

Sl. No	Expenditure on medical treatment	No. of Tourists	Percentage
1	Below Rs.500	142	28.4
2	Rs.500 to 1000	85	17
3	Rs.1000 to 1500	73	14.6
4	Rs.1500 to 2000	133	26.6
5	Above Rs.2000	67	13.4
	Total	500	100

Source: Primary data

The above table 5.32 reveals that 28.4 per cent of the tourists spend below Rs.500 for medical treatment whereas 26.6 per cent of the tourists spend Rs.1500 to Rs.2000 for medical treatment. About 17 per cent of the tourists spend Rs.500 to Rs.1000 for medical treatment, 14.6 per cent of the tourists spend Rs.1000 to Rs.1500 for medical treatment and 13.4 per cent of the tourists spend above Rs.2000 for medical treatment.

5.4.7 Other Miscellaneous expenditure

The following table 5.33 shows the expenditure on other miscellaneous items.

Table 5.33

Other Miscellaneous expenditures

Sl. No	Other miscellaneous expenditures	No. of Tourists	Percentage
1	Below Rs.1000	145	29
2	Rs.1000 to 2000	89	17.8
3	Rs.2000 to 3000	123	24.6
4	Rs.3000 to 4000	58	11.6
5	Above Rs.4000	85	17
	Total	500	100

Source: Primary data

The above table 5.33 clearly reveals that 29 per cent of the tourists spend below Rs.1000 for other purposes and 24.6 per cent of the tourists spend Rs.2000 to Rs.3000 for other purposes. About 17.8 per cent of the tourists spend Rs.1000 to Rs.2000 for other purposes, 17 per cent of the tourists spend above Rs.4000 and 11.6 per cent of the tourists spend Rs.3000 to Rs.4000 for other purposes.

5.4.8 Total Expenditure

Tour is a temporary visit. Some of the tourists are going on tour every year as a regular practice. Such people spend more money on tour. Some people go occasionally. Usually, tourists are spending their money on various heads while they are on tour. Therefore, the tourists are spending huge amount during the tour days. In this context, it is essential to know the total of expenditure of the tourists. The table 5.34 shows that the money spent on tour every year by the sample tourists.

Table 5.34

Total Expenditure

Sl. No	Total Expenditure	No. of Tourists	Percentage
1	Below Rs.5000	69	13.8
2	Rs.5000 to 10000	78	15.6
3	Rs.15000 to 20000	97	19.4
4	Rs.20000 to 25000	145	29
5	Above Rs.25000	111	22.2
	Total	500	100

Source: Primary data

The above table 5.34 exhibits that 29 per cent of the tourists spend Rs.20,000 to Rs.25,000 on tour every year and 22.2 per cent of the tourists spend above Rs.25000 on tour every year. About 19.4 per cent of the tourists spend Rs.15,000 to Rs.20000 on tour every year whereas 15.6 per cent of the tourists spend Rs.5000 to Rs.10000 on tour every year and the remaining 13.8 per cent of the tourists spend below Rs.5,000 on tour every year. It is to be highlighted here that maximum number of tourists spend more than Rs.20,000 on tour every year, because of air fare, sophisticated lodging and boarding, they have to spend a sizable amount.

5.5 PROBLEMS IN AVAILING OF TOURISM PRODUCTS

In order to find out the problem in availing of tourism products, the data have been collected from the tourists and presented in the table 5.35.

Table 5.35

Problems in Availing of Tourism Products

Sl. No	Problems in Availing of Tourism Products	No. of Tourists	Percentage
1	Yes	395	79
2	No	105	21
	Total	500	100

Source: Primary data

It is clear from table 5.35 that 395 (79 per cent) of the tourists opined that there are problems in availing of tourism products and the remaining 105 (21 per cent) of the tourists opined that there are no problems in availing of tourism products.

5.5.1 Ranking of Problems facing in the visiting places

Tourists have been facing different problems in the visiting places such as environmental pollution, exploitation by taxi drivers, impolite behaviour of hotel staff, lack of cleanliness, problems caused by shop owners, relationship with guide, banking facility, transport facilities and parking facilities. In order to find out which problems are mostly faced by the tourists the data have been collected from the tourists. The following table 5.36 shows the ranking of problems facing in the visiting places.

Table 5.36

Problems facing in the visiting places - Garretts Ranking Technique

Sl. No	Problems facing in the visiting places	Total Score	Average Score	Rank
1	Environmental pollution	23923	60.56	III
2	Exploitation by taxi drivers	24539	62.12	II
3	Impolite behavior of hotel staff	19336	48.95	IV
4	Lack of cleanliness	26052	65.95	I
5	Problem caused by shop owners	17968	45.48	V
6	Poor relationship with guide	16846	42.64	VI
7	Inadequate banking facility	15768	39.91	VIII
8	Insufficient transport facilities	15549	39.36	IX
9	Inadequate parking facilities	16841	42.63	VII

It is inferred from the table 5.36 that majority of the sample tourists had given top rank to problems of lack of cleanliness in the visiting places in Kodaikanal. The table also shows that the sample tourists had given second rank to exploitation by taxi

drivers. The table further shows that the sample tourists had given third rank to environmental pollution. It is further clear from the table that the sample tourists had given last rank to insufficient transport facilities.

5.6 RANKING OF VERY POPULAR TOURISM PRODUCTS IN KODAIKANAL

In order to find out which tourism products are very popular the data have been collected from the tourists. The following table 5.37 shows the ranking of marketing of tourism products in Kodaikanal.

Table 5.37

Popular Tourism Products - Garretts Ranking Technique

Sl. No	Popular of Tourism Products	Total Score	Average Score	Rank
1	Lake	32185	64.37	I
2	Natural park	31115	62.23	II
3	Natural museum	26954	53.90	IV
4	Pilgrimage	21601	43.20	IX
5	Green valley view	26484	52.96	V
6	Pine forest	27972	55.94	III
7	Homemade products	24541	49.08	VI
8	Pillar Rock	22890	45.78	VII
9	Guna gave	21898	43.79	VIII
10	Silver cascade	19272	38.54	X
11	Hotels	12939	25.87	XI

Table 5.37 clearly shows that majority of the sample tourists had given top rank to ‘lake’ as the popular of tourism products in Kodaikanal. The table further shows that the sample tourists had given second rank to ‘natural park’. The Table reveals that the sample tourists had given third rank to ‘pine forest’. It is further clear from the table that the sample tourists had given last rank to hotels.

5.7 RANKING OF PREFERENCE OF TOURISM PRODUCTS IN KODAIKANAL

In order to find out which tourism products that are mostly preferred by the tourists the data have been collected from the tourists. The following table 5.38 shows the ranking of preference of tourism products in Kodaikanal.

Table 5.38

Ranking of Tourism Products - Garretts Ranking Technique

Sl. No	Ranking of Tourism Products	Total Score	Average Score	Rank
1	Weather condition	26240	52.48	III
2	Water sources	24104	48.20	V
3	Forest	28522	57.04	II
4	Mountain	29175	58.35	I
5	Natural beauty	24878	49.75	IV
6	Religious festivals	16161	32.32	VI

It is inferred from the table 5.38 that majority of the sample tourists had given top rank to ‘mountain’ as the most preferred tourism products in Kodaikanal. The table also shows that the sample tourists had given second rank to ‘forest’. The Table further shows that the sample tourists had given third rank to ‘weather condition’. It is

further clear from the table that the sample tourists had given last rank to ‘religious festivals’.

5.8 OPINION ABOUT FURTHER DEVELOPMENT TO BE MADE IN KODAIKANAL

In order to find out the opinion of tourists about the further development to be made in Kodaikanal, the data have been collected from the tourists and presented in the following table 5.39.

Table 5.39

Opinion about further development to be made in Kodaikanal

Sl. No	Opinion about further development to be made in Kodaikanal	No. of Tourists	Percentage
1	Yes	470	94
2	No	30	06
	Total	500	100

Source: Primary data

It is clear from table 5.39 that 470 (94 per cent) of the tourists say further development has to be made in Kodaikanal and the remaining 30 (6 per cent) of the tourists say that no such development is needed in Kodaikanal.

5.8.1 Ranking of development of facilities in Kodaikanal

In order to find out which facilities need to be developed in Kodaikanal the data have been collected from the tourists. The following table 5.40 shows the ranking of development of facilities in Kodaikanal.

Table 5.40

Ranking of development of facilities - Garretts Ranking Technique

Sl. No	Ranking of development of facilities	Total Score	Average Score	Rank
1	Improve travel facility	26753	56.92	III
2	Reduce over taxi charges	14115	30.03	VI
3	Clean up the tourist places	27691	58.91	II
4	Better entertainment facility	21868	46.52	IV
5	Better services in the information centers	21618	45.99	V
6	Development of accommodation	28261	60.12	I

It is inferred from the table 5.40 that majority of the sample tourists had given top rank to 'development of accommodation' in Kodaikanal. The table also shows that the sample tourists had given second rank to 'clean up the tourist places'. The table further shows that the sample tourists had given third rank to 'improve travel facility'. It is further clear from the table that the sample tourists had given last rank to 'reduce over taxi charges'.

CHAPTER VI

ATTITUDE OF THE TOURISTS TOWARDS TOURISM PRODUCTS

6.1 INTRODUCTION

This chapter presents the attitude of the tourists towards tourism products in Kodaikanal, Dindugul district. This chapter starts with the opinion about overall preference of transport system in Kodaikanal. This chapter analyses the level of satisfaction among the tourists towards tourism products such as transport, accommodation, shopping, services of guides, tourism information system, medical facility, recreation facility, food & beverage, safety and security, bank facility, natural park facility, hygienic environment, parking facility, ATM facility and sports facility. This chapter further presents the relationship between satisfaction towards tourism products and socio economic background related to tourists. Further, this chapter presents the factors motivated the tourists to visit Kodaikanal with help of rotated factor analysis. Primary data collected through an interview schedule have been used for the preparation of this chapter.

6.2 OPINION ABOUT OVERALL PREFERENCE OF TRANSPORT SYSTEM

6.2.1 Opinion about Bus

Tourists use bus for travelling and they have different opinions about bus facility.

The following table 6.1 shows the opinion of tourists about bus facility.

Table 6.1
Opinion about Bus facility

Sl. No	Opinion about Bus facility	No. of Tourists	Percentage
1	Very Good	86	17.2
2	Good	207	41.4
3	Average	171	34.2
4	Poor	13	2.6
5	Very Poor	9	1.8
6	No idea	14	2.8
	Total	500	100

Source: Primary data

The table 6.1 clearly shows that 41.4 per cent of the tourists have good opinion about bus transport whereas 34.2 per cent of the tourists have average opinion about bus transport, 17.2 per cent of the tourists' have no opinion are very good, 2.8 per cent of the tourists have no opinion, 2.6 per cent of the tourists opinion' have poor opinion and only 1.8 per cent of the tourists have very poor opinion about bus transport.

6.2.2 Opinion about Taxi

Tourists use taxi for visiting the tourist centres and they have different opinions about taxi. The following table 6.2 shows the opinion of tourists about taxi.

Table 6.2
Opinion about Taxi

Sl. No	Opinion about Taxi	No. of Tourists	Percentage
1	Very Good	105	21
2	Good	118	23.6
3	Average	197	39.4
4	Poor	45	9
5	Very Poor	17	3.4
6	No idea	18	3.6
	Total	500	100

Source: Primary data

The table 6.2 clearly shows that 39.4 per cent of the tourists have average opinion about taxi, whereas 23.6 per cent of the tourists have good opinion about taxi, 21 per cent of the tourists have very good opinion about taxi, 9 per cent of the tourists' opinion about taxi is poor, 3.6 per cent of the tourists have no idea about taxi facility, and 3.4 per cent of the tourists have very poor opinion about taxi.

6.3 ACCOMMODATION

6.3.1 Nature of Accommodation

Accommodation is one of the basic needs of tourists. Tourists choose the accommodation only after taking into consideration of certain factors like economy, safety, convenience and other products. The following table 6.3 shows the nature of accommodation of tourists in Kodaikanal, Dindugul District.

Table 6.3
Nature of Accommodation

Sl. No	Nature of Accommodation	No. of Tourists	Percentage
1	Private lodges	253	50.6
2	Local bodies	18	3.6
3	Government corporations	94	18.8
4	Government guest houses	21	4.2
5	Friends' and relatives' houses	94	18.8
6	Colleagues	20	4
	Total	500	100

Source: Primary data

The above table 6.3 shows that the majority of the sample tourists i.e. 50.6 per cent stay in the private lodges, 18.8 per cent of the tourists stay in government corporations, another 18.8 per cent of the tourists stay in friends and relatives house and 4.2 per cent of the tourists stay in government guest houses. Only few (4 per cent) tourists stay in the colleagues' house and 3.6 per cent of the tourists stay in the local bodies. Due to poor hospitality and non-availability of other tourism products, the tourists do not prefer government guest houses. It is revealed from the table that most

of the tourists prefer private accommodation because of good infrastructure, hospitality and availability of other tourism products. They are more attractive to fulfill the tourists' demand.

6.3.2 Cost of Accommodation

In order to find out the cost of accommodation in Kodaikanal, the data have been collected from the tourists and the results are presented in the table 6.4.

Table 6.4
Cost of Accommodation

Sl. No	Cost of Accommodation	No. of Tourists	Percentage
1	Cheap	89	17.8
2	Costly	239	47.8
3	Normal	172	34.4
	Total	500	100

Source: Primary data

Table 6.4 pictures the cost of accommodation in Kodaikanal. It is clear from table that 239 (47.8 per cent) of the tourists opined that the cost of accommodation is costly, 172 (34.4 per cent) of the tourists opined that the availability of accommodation is normal and the remaining 89 (17.8 per cent) of the tourists opined that the cost of accommodation is cheap.

6.3.3 Opinion about the accommodation

The following table 6.5 shows the opinion of tourists about the accommodation in Kodaikanal.

Table 6.5

Opinion about the Accommodation

Sl. No	Opinion about the Accommodation	No. of Tourists	Percentage
1	Very good	67	13.4
2	Good	301	60.2
3	Satisfactory	132	26.4
	Total	500	100

Source: Primary data

Table 6.5 clearly shows that 301 (60.2 per cent) of the tourists have good opinion about the accommodation, 132 (26.4 per cent) of the tourists have satisfactory opinion about the accommodation and the remaining 67 (13.4 per cent) of the tourists have very good opinion about the accommodation. It is evident from table that majority of the tourists have good opinion about the accommodation.

6.3.4 Cost of the accommodation per person per day

Cost of accommodation is an important factor which has a direct bearing on the selection of accommodation. The cost of accommodation per person per day of tourists is presented in the table 6.6.

Table 6.6

Cost of the accommodation per person per day

Sl. No	Cost of the accommodation	No. of Tourists	Percentage
1	Less than Rs.500	120	24
2	Rs.500 to 1000	206	41.2
3	Above Rs.1000	174	24.8
	Total	500	100

Source: Primary data

The above table 6.6 shows that 41.2 per cent of the tourists can spend between Rs.500 to Rs.1000 per day for accommodation but 24.8 per cent of the tourists spend above Rs.1000 per day for accommodation and 24 per cent of the tourists spend less than Rs.500 per day for accommodation. It is clear from the table that majority of the tourists spend between Rs.500 to Rs.1000 per day for accommodation.

6.3.5 Problems faced in Accommodation

Kodaikanal is a thickly populated tourist center. Therefore, a few tourists in Kodaikanal face some problems in accommodation while visiting this place. The following table 6.7 shows the major problems faced by the tourists in accommodation.

Table 6.7

Problems Faced in Accommodation

Sl. No	Problems faced	No. of Tourists	Percentage
1	High rent	122	24.4
2	Inadequate accommodation	37	7.4
3	Less space	39	7.8
4	Poor ventilation	57	11.4
5	Water scarcity	138	27.6
6	Poor sanitary condition	46	9.2
7	Poor maintenance	34	6.8
8	Poor hospitality	17	3.4
9	Poor room service	10	2
	Total	500	100

Source: Primary data

The table 6.7 exhibits that 27.6 per cent of the tourists face the problem of water scarcity whereas 24.4 per cent of the tourists face the problem of high rent. About 11.4 per cent of the tourists face the problem of poor ventilation and 9.2 per cent of the tourists face the problem of poor sanitary condition. Nearly 7.8 per cent of the tourists face the problem of less space and 7.4 per cent of the tourists face the problem of inadequate accommodation. About 6.8 per cent of the tourists face the

problem of poor maintenance and 3.4 per cent of the tourists face the problem of poor hospitality and 2 per cent of the tourists face the problem of poor room service.

6.4 OPINION REGARDING COST OF TOURISM PRODUCTS

The opinion of tourists regarding cost of tourism products is presented below.

6.4.1 Opinion regarding cost of room

The following table 6.8 shows the opinion of tourists regarding cost of room in Kodaikanal.

Table 6.8

Opinion regarding cost of room

Sl. No	Opinion regarding cost of room	No. of Tourists	Percentage
1	Mostly reasonable	260	52
2	Reasonable	144	28.8
3	Average	76	15.2
4	Unreasonable	17	3.4
5	Mostly unreasonable	3	0.6
	Total	500	100

Source: Primary data

The table 6.8 clearly reveals that 52 per cent of the tourists opined that the cost of room is mostly reasonable whereas 28.8 per cent of the tourists opined that the cost is reasonable. The sample tourists consisting of 15.2 per cent opined that the cost of room is average, 3.4 per cent of the tourists opined that the cost of room is unreasonable and only 0.6 per cent of the tourists opined that the cost of room is mostly unreasonable.

6.4.2 Opinion regarding cost of Food and Beverage

The following table 6.9 shows the opinion of tourists regarding the cost of food and beverage.

Table 6.9
Opinion regarding cost of Food and Beverage

Sl. No	Opinion regarding cost of Food and Beverage	No. of Tourists	Percentage
1	Mostly reasonable	95	19
2	Reasonable	318	63.6
3	Average	67	13.4
4	Unreasonable	17	3.4
5	Mostly unreasonable	14	2.8
	Total	500	100

Source: Primary data

The table 6.9 clearly shows that 63.6 per cent of the tourists opined that the cost of food and beverage is mostly reasonable whereas 19 per cent of the tourists opined that the cost of food and beverage is reasonable. The sample tourists consisting of 13.4 per cent of the tourists opined that the cost of food and beverage is average, 3.4 per cent of the tourists opined that the cost of food and beverage is unreasonable and only 2.8 per cent of the tourists opined that the cost of food and beverage is mostly unreasonable.

6.4.3 Opinion regarding cost of shopping products

Opinion of tourists regarding cost of shopping is presented in the following table 6.10.

Table 6.10

Opinion regarding cost of shopping

Sl. No	Opinion regarding cost of shopping	No. of Tourists	Percentage
1	Mostly reasonable	133	26.6
2	Reasonable	229	45.8
3	Average	95	19
4	Unreasonable	29	5.8
5	Mostly unreasonable	3	0.6
	Total	500	100

Source: Primary data

The table 6.10 clearly exhibits that 45.8 per cent of the tourists opined that the cost of shopping is mostly reasonable whereas 26.6 per cent of the tourists opined that the cost of shopping is most reasonable. The sample tourists consisting of 19 per cent opined that the cost of shopping is average, 5.8 per cent of the tourists opined that the cost of shopping is unreasonable and only 0.6 per cent of the tourists opined that the cost of shopping is mostly unreasonable.

6.4.4 Opinion regarding cost of transport

Opinion of tourists regarding cost of transport is presented in the following table 6.11.

Table 6.11

Opinion regarding cost of transport

Sl. No	Opinion regarding cost of transport	No. of Tourists	Percentage
1	Mostly reasonable	95	19
2	Reasonable	239	47.8
3	Average	97	19.4
4	Unreasonable	61	12.2
5	Mostly unreasonable	08	1.6
	Total	500	100

Source: Primary data

The table 6.11 clearly reveals that 47.8 per cent of the tourists opined that the cost of transport is mostly reasonable whereas 19.4 per cent of the tourists opined that the cost of transport is average. Table further reveals that the sample tourists consisting of 19 per cent opined that the cost of transport is most reasonable, 12.2 per cent of the tourists opined that the cost of transport is unreasonable and only 1.6 per cent of the tourists opined that the cost of transport is mostly unreasonable.

6.4.5 Opinion regarding cost of service guide

The following table 6.12 shows the opinion of tourists regarding cost of service guide.

Table 6.12

Opinion regarding cost of service guide

Sl. No	Opinion regarding cost of service guide	No. of Tourists	Percentage
1	Mostly reasonable	117	23.4
2	Reasonable	203	40.6
3	Average	128	25.6
4	Unreasonable	31	6.2
5	Mostly unreasonable	21	4.2
	Total	500	100

Source: Primary data

The table 6.12 shows that 40.6 per cent of the tourists opined that the cost of service guide is reasonable whereas 25.6 per cent of the tourists opined that the cost of service guide is average. Table further shows that the sample tourists consisting of 23.4 per cent opined that the cost of service guide is mostly reasonable, 6.2 per cent of the tourists opined that the cost of service guide is unreasonable and only 4.2 per cent of the tourists opined that the cost of service guide is mostly unreasonable

6.4.6 Opinion regarding cost of souvenir

The following table 6.13 shows the opinion of tourists regarding cost of souvenir.

Table 6.13
Opinion regarding cost of souvenir

Sl. No	Opinion regarding cost of souvenir	No. of Tourists	Percentage
1	Mostly reasonable	74	14.8
2	Reasonable	193	38.6
3	Average	157	31.4
4	Unreasonable	47	9.4
5	Mostly unreasonable	29	5.8
	Total	500	100

Source: Primary data

It is clear from table 6.13 that 38.6 per cent of the tourists opined that the cost of souvenir is reasonable whereas 31.4 per cent of the tourists opined that the cost of souvenir is average. Table further shows that the sample tourists consisting of 14.8 per cent opined that the cost of souvenir is most reasonable. 9.4 per cent of the tourists opined that the cost of souvenir is unreasonable and only 5.8 per cent of the tourists opined that the cost of souvenir is mostly unreasonable.

6.5 ATTITUDE OF TOURISTS TOWARDS THE TOURISM PRODUCTS IN KODAIKANAL

The attitude of tourists towards the tourism products such as shops, hotels, travels, hospitals, food and guide is presented below.

6.5.1 Attitude of tourists towards Shops

The attitude of tourists towards shops is presented in the following table 6.14.

Table 6.14

Attitude of tourists towards Shops

Sl. No	Attitude of tourists towards Shops	No. of Tourists	Percentage
1	Highly satisfied	135	27
2	Satisfied	169	33.8
3	Moderately Satisfied	65	13
4	Dissatisfied	52	10.4
5	Highly dissatisfied	79	15.8
	Total	500	100

Source: Primary data

Table 6.14 clearly pictures the attitude of tourists towards shops in Kodaikanal. It is clear from table that 33.8 per cent of the tourists are satisfied with shops, 27 per cent of the tourists are highly satisfied with the shops, 15.8 per cent of the tourists are highly dissatisfied towards the shops, 13 per cent of the tourists are moderately satisfied with the shops and the remaining 10.4 per cent of the tourists are dissatisfied with the shops.

6.5.2 Attitude of tourists towards Hotels

The following table shows the attitude of tourists towards hotels is presented in the following table 6.15.

Table 6.15

Attitude of tourists towards Hotels

Sl. No	Attitude of tourists towards Hotels	No. of Tourists	Percentage
1	Highly satisfied	142	28.4
2	Satisfied	185	37
3	Moderately Satisfied	62	12.4
4	Dissatisfied	42	8.4
5	Highly dissatisfied	69	13.8
	Total	500	100

Source: Primary data

Table 6.15 clearly pictures the attitude of tourists towards hotels in Kodaikanal. It is clear from table that 37 per cent of the tourists are satisfied with hotels, 28.4 per cent of the tourists are highly satisfied towards hotels, 13.8 per cent of the tourists are highly dissatisfied towards hotels, 12.4 per cent of the tourists are moderately satisfied towards hotels and the remaining 8.4 per cent of the tourists are dissatisfied with hotels.

6.5.3 Attitude of tourists towards Travels

The attitude of tourists towards travels is presented in the table 5.16.

Table 6.16

Attitude of tourists towards Travels

Sl. No	Attitude of tourists towards Travels	No. of Tourists	Percentage
1	Highly satisfied	111	22.2
2	Satisfied	241	48.2
3	Moderately Satisfied	128	25.6
4	Dissatisfied	20	4
	Total	500	100

Source: Primary data

The above table 6.16 clearly pictures the attitude of tourists towards travels in Kodaikanal. It is clear from table that 48.2 per cent of the tourists are satisfied with travels, 25.6 per cent of the tourists are moderately satisfied towards travels, 22.2 per cent of the tourists are highly satisfied towards travels and the remaining 4 per cent of the tourists are dissatisfied with hotels.

6.5.5 Attitude of tourists towards Food

The attitude of tourists towards food is presented in the following table 6.17.

Table 6.17

Attitude of tourists towards Food

Sl. No	Attitude of tourists towards Food	No. of Tourists	Percentage
1	Highly satisfied	190	38
2	Satisfied	212	42.4
3	Moderately Satisfied	75	15
4	Dissatisfied	15	3
5	Highly dissatisfied	8	1.6
	Total	500	100

Source: Primary data

The above table 6.17 clearly shows the attitude of tourists towards food with Kodaikanal. Table shows that 42.4 per cent of the tourists are satisfied in food, 38 per cent of the tourists are highly satisfied towards food, 15 per cent of the tourists are moderately satisfied towards food, 3 per cent of the tourists are dissatisfied towards food and the remaining 1.6 per cent of the tourists are highly dissatisfied with food.

6.5.6 Attitude of tourists towards Guides

The tourist guides are the licensed persons accompanying the tourists, in order to describe the nature and importance of the places or things in tourist spots. Therefore, the tourist guides are most important and significant persons in tourism industry. They also play a very important role in the travel life of a tourist. The job of a tourist guide needs to be flexible. Sometimes, a tourist guide will do the work for more than eight hours for sight-seeing and even staying with tourists. Tourists have different opinions about the services of guides. The attitude of tourists about the services of guides is presented in the table 6.18.

Table 6.18

Attitude of tourists towards Guide

Sl. No	Attitude of tourists towards Guides	No. of Tourists	Percentage
1	Highly satisfied	105	21
2	Satisfied	210	42
3	Moderately Satisfied	128	25.6
4	Dissatisfied	35	7
5	Highly dissatisfied	22	4.4
	Total	500	100

Source: Primary data

The above table 6.18 clearly shows the attitude of tourists towards guide in Kodaikanal. Table depicts that 42 per cent of the tourists are satisfied towards guide, 25.6 per cent of the tourists are moderately satisfied towards guides, 21 per cent of the tourists are highly satisfied towards guides, 7 per cent of the tourists are

dissatisfied towards guide and the remaining 4.4 per cent of the tourists are highly dissatisfied with guides.

6.6 Measurement of Satisfaction

Satisfaction of the tourists towards tourism products is a qualitative factor which cannot be quantitatively measured. Hence, in quantifying satisfaction of the tourists towards tourism products scaling technique is employed. By employing scaling technique and consolidating the scores in a systematic way, “Tourists Satisfaction Index” is developed. Tourists Satisfaction Index (TSI) measures the satisfaction of the tourists towards tourism products. There are 15 questions eliciting information on these products available in tourist places were framed. In relation to each of these questions, the satisfaction of the tourists towards tourism products is assessed at five levels. They are highly satisfied, satisfied, average, dissatisfied and highly dissatisfied. The scoring pattern of the tourists satisfaction towards tourism products is given in the table 6.19.

Table 6.19

Tourists Satisfaction Index Scores

Sl. No	Tourists Satisfaction towards Tourism Products	Scores
1	Highly dissatisfied	1
2	Dissatisfied	2
3	Moderately Satisfied	3
4	Satisfied	4
5	Highly satisfied	5

The table 6.19 shows the details of the scores in tourists satisfaction index.

The tourists satisfaction scores raises from one to five as the satisfaction increases.

Mathematically tourists satisfaction is presented as an index as

$$TSI = \sum_{i=1}^n TSV_i$$

Where,

TSV_i =Tourists Satisfaction with regard to Variable_i

TSI=Tourists Satisfaction Index

$i=1.....n$ or number of satisfaction variables included in the index.

$n=15$

Any tourist who is highly satisfied with regard to 15 variables gets a maximum score of 75 points and a tourist who is highly dissatisfied gets minimum of 15 scores.

6.7 TOURISTS' SATISFACTION TOWARDS TOURISM PRODUCTS

The tourists' satisfaction towards tourism products measured through Tourists' Satisfaction Index is presented in this part. Satisfaction in tourism products differs from one tourist to another. In order to measure the satisfaction of tourists towards tourism products, satisfaction index is prepared with the help of satisfaction of tourists in tourism products such as transport, accommodation, shopping, services of guides, tourism information system, medical facility, recreation facility, food & beverage, safety and security, bank facility, natural park facility, hygienic environment, parking facility, ATM facility and sports facility. Table 6.20 presents the tourists' satisfaction towards tourism products in Kodaikanal, Dindugul District.

Table 6.20

Tourists' Satisfaction towards Tourism Products in Kodaikanal

Sl. No	Satisfaction towards Tourism Products (as measured through TSI in Scores)	No. of Tourists	Percentage
1	Below 40	19	3.8
2	40 to 50	94	18.8
3	50 to 60	181	36.2
4	60 to 70	184	36.8
5	Above 70	22	4.4
	Total	500	100

The above table 6.20 highlights the tourists' satisfaction towards tourism products in Kodaikanal. It is clear from table that out of the 500 tourists in the study area, 184 tourists (36.8 per cent) have a higher level of satisfaction with scores

ranging between 60 to 70. It is pretty to mention that only 4.4 per cent of the total tourists have secured above 70 scores indicating low satisfaction of the tourists.

The table further reveals that 181 tourists (36.2 per cent) have satisfaction scores ranging between 50 to 60. About 94 tourists (18.8 per cent) have secured scores ranging between 40 to 50 and 19 tourists (3.8 per cent) have scored below 40 scores. It shows the low level of satisfaction among the tourists in the study area. It may be concluded that in the study area tourists are satisfied at moderate level.

6.8 LEVEL OF SATISFACTION TOWARDS TOURISM PRODUCTS

The tourists are categorized into three categories on the basis of the “satisfaction” scores. In order to categorize the tourists, the scores have been averaged and the mean and standard deviation is calculated. The mean and standard deviation worked out on “satisfaction” scores of tourists is presented in the table 6.21.

Table 6.21

Tourists Satisfaction Scores

Particulars	Mean	Standard Deviation
Tourists	57.46	9.46

The table 6.21 shows the boundary levels for three categories of tourists. The tourists with less than mean-standard deviation scores are categorized as tourists with low satisfaction and tourists with Mean + Standard deviation scores are categorized as tourists with high satisfaction. The tourists with scores in between the above two categories are tourists with moderate satisfaction.

6.9 LEVEL OF SATISFACTION TOWARDS TOURISM PRODUCTS AMONG DIFFERENT SOCIO-ECONOMIC CONDITIONS OF TOURISTS

The level of satisfaction towards tourism products differs among different socio economic conditions of tourists. The level of satisfaction towards tourism products among different socio economic conditions of tourists is presented below.

6.9.1 Level of Satisfaction towards Tourism Products among different gender groups of Tourists

Satisfaction towards tourism products differs from one tourist to another tourist and satisfaction towards tourism products also differs from male tourists to female tourists. Satisfaction is measured in terms of satisfaction of tourists in tourism products available in Kodaikanal, Dindugul District. Tourists' satisfaction towards tourism products is measured through Tourists' Satisfaction Index. The level of satisfaction towards tourism products differs among different gender groups of tourists. The following table 6.22 shows the level of satisfaction towards tourism products among gender groups of tourists in Kodaikanal, Dindugul District.

Table 6.22

Level of Satisfaction towards Tourism Products among different gender groups of Tourists

Gender	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
Male	64(12.8)	206(41.2)	66(13.2)	336(67.2)
Female	32(6.4)	118(23.6)	14(2.8)	164(32.8)
Total	96(19.2)	324(64.8)	80(16)	500(100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

The table 6.22 focuses the satisfaction level towards tourism products among gender group of tourists in Kodaikanal, Dindugul District. The table reveals that out of the total 500 tourists in the study area, 324 respondents (64.8 per cent) have moderate level satisfaction towards tourism products, 96 respondents (19.2 per cent) have low level of satisfaction towards tourism products and 80 respondents (16 per cent) have high level of satisfaction towards tourism products.

It is clear from the table that 41.2 per cent of the male respondents are satisfied towards tourism products at moderate level and 23.6 per cent of the female respondents are satisfied at moderate level and 13.2 per cent of the male respondents are satisfied towards tourism products at high level.

Table further reveals that 12.8 per cent of the male respondents are satisfied towards tourism products at low level and 6.4 per cent of the female respondents are low level of satisfaction towards tourism products and only 2.8 per cent of the female respondents are satisfied towards tourism products at high level. It is very clear to mention here that the male respondents who are satisfied towards tourism products at moderate level is high in the study area.

6.9.2 Level of Satisfaction towards Tourism Products among different age groups of Tourists

The level of satisfaction towards tourism products differs among different age group of the tourists. The young aged tourists are satisfied towards tourism products at high level and the old aged tourists are satisfied towards tourism products at low level. In order to find out the level of satisfaction towards tourism products among different age groups of the tourists, the data have been collected and presented in the table 6.23.

Table 6.23
Level of Satisfaction towards Tourism Products among different age groups of Tourists

Age	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
Below 20	13(2.6)	57(11.4)	9(1.8)	79(15.8)
21 to 30	33(6.6)	144(28.8)	49(9.8)	226(45.2)
31 to 40	23(4.6)	94(18.8)	19(3.8)	136(27.2)
41 to 50	21(4.2)	23(4.6)	3(0.6)	47(9.4)
Above 50	06(1.2)	06(1.2)	-	12(2.4)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

The table 6.23 shows that 28.8 per cent of the respondents in the age group of 21 to 30 are satisfied towards tourism products at moderate level, whereas 18.8 per cent of the respondents in the age group of 31 to 40 are satisfied towards tourism

products at moderate level and 11.4 per cent of the respondents in the age group of below 20 are satisfied towards tourism products at moderate level.

The table further shows that 9.8 per cent of the respondents in the age group of 21 to 30 have satisfied towards tourism products at high level, 6.6 per cent of the respondents in the age group of 21 to 30 have satisfied towards tourism products at low level and 4.6 per cent of the respondents in the age group of 31 to 40 are satisfied towards tourism products at low level in the study area.

6.9.3 Level of Satisfaction towards Tourism Products among the marital status of Tourists

The level of satisfaction towards tourism products differs among the marital status of the tourists. The married tourists are satisfied towards tourism products at high level and unmarried tourists are satisfied towards tourism products at low level. The level of satisfaction towards tourism products among the marital status of tourists is presented in the table 6.24.

Table 6.24

Level of Satisfaction towards Tourism Products among marital status of Tourists

Marital Status	Level of Satisfaction			Total
	Low	Moderate	High	
Married	64(12.8)	175(35)	38(7.6)	277(45.4)
Unmarried	32(6.4)	147(29.4)	42(8.4)	221(44.2)
Widow	-	2(0.4)	-	2(0.4)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

The table 6.24 exhibits that 35 per cent of the married respondents and 29.4 per cent of the unmarried respondents are satisfied towards tourism products in a moderate level and 12.8 per cent of the married respondents are satisfied towards tourism products at low level.

The table further exhibits that 8.4 per cent of the unmarried respondents have high level of satisfaction towards tourism products, whereas and 7.6 per cent of the married respondents are satisfied towards tourism products at high level and 6.4 per cent of the unmarried respondents are satisfied towards tourism products at low level in the study area.

6.9.4 Level of Satisfaction towards Tourism Products among different nature of the family of Tourists

Tourists who belong to different type of the family are satisfied towards tourism products at different levels. While the tourists who belong to nuclear family are satisfied towards tourism products at high level and tourists who belong to joint family are satisfied towards tourism products at low level. The level of satisfaction towards tourism products among different nature of the family of tourists visiting Kodaikanal, Dindugul District is presented in the table 6.25.

Table 6.25

**Level of Satisfaction towards Tourism Products among different nature
of the family of Tourists**

Nature of the Family	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
Joint Family	47(9.4)	135(27)	38(7.6)	220(44)
Nuclear Family	49(9.8)	189(37.8)	42(8.4)	280(56)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

The table 6.25 reveals that 37.8 per cent of the respondents belonging to nuclear family and 27 per cent of the respondents belonging to joint family are satisfied towards tourism products at moderate level but 9.8 per cent of the respondents belonging to nuclear family are satisfied towards tourism products at low level.

The table further reveals that 9.4 per cent of the respondents belonging to joint family are satisfied towards tourism products at low level where as 8.4 per cent of the respondents belonging to nuclear family are satisfied towards tourism products at high level and 7.6 per cent of the respondents belonging to joint family are also satisfied at high level.

6.9.5 Level of Satisfaction towards Tourism Products among the number of members in the family of Tourists

The level of satisfaction towards tourism products among the tourists differ according to the number of members in the family. While the tourists who belong to small family are satisfied towards tourism products at high level and tourists who belong to large family are satisfied towards tourism products at low level. The level of satisfaction towards tourism products among the number of members in the family of tourists visiting Kodaikanal, Dindugul District is presented in the table 6.26.

Table 6.26
Level of Satisfaction towards Tourism Products among the number of members in the family of Tourists

Number of members in the family	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
Below 3	34(6.8)	99(19.8)	32(6.4)	165(33)
4 to 7	62(12.4)	208(41.6)	36(7.2)	306(61.2)
Above 7	-	17(3.4)	12(2.4)	29(5.8)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

It is clear from the table 6.26 that 41.6 per cent of the respondents who are in the size of the family of 4 to 7 members are satisfied towards tourism products at moderate level where as 19.8 per cent of the respondents who are in the family size of below 3 members and 3.4 per cent of the respondents who are in the family size of

above 7 members are satisfied towards tourism products at moderate level in Kodaikanal, Dindugul District.

The table further exhibits that 12.4 per cent of the respondents who are in the family size of 4 to 7 members are satisfied towards tourism products at low level whereas 7.2 per cent of the respondents who are in the family size of 4 to 7 members are satisfied towards tourism products at high level and 6.4 per cent of the respondents who are in the family size of below 3 members are satisfied towards tourism products at high level in the study area.

6.9.6 Level of Satisfaction towards Tourism Products among different levels of education of Tourists

Tourists with different levels of education are satisfied towards tourism products at different level. While the tourists with higher level of education have high level of satisfaction towards tourism products and others with low level of education have low level of satisfaction towards tourism products. The level of satisfaction towards tourism products among different levels of education of tourists is presented in the table 6.27.

Table 6.27

Level of Satisfaction towards Tourism Products among different levels of education of Tourists

Level of Education	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
	No formal education	9(1.8)	26(5.2)	
School Education	20(4)	48(9.6)	6(1.2)	74(14.8)
Under Graduation	23(4.6)	110(22)	23(4.6)	156(31.2)
Post-Graduation	40(8)	114(22.8)	29(5.8)	183(36.6)
Professional Degree	4(0.8)	26(5.2)	20(4)	50(10)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

The table 6.27 reveals it is found that 22.8 per cent of the respondents of post-graduation level education and 22 per cent of the respondents of under graduation level education and 9.6 per cent of the respondents of school education are satisfied towards tourism products at moderate level.

The table further reveals that 8 per cent of the respondents of post-graduation level education are satisfied towards tourism products at low level but 4.6 per cent of the respondents of under graduation level education are satisfied towards tourism products at low level and 5.8 per cent of the respondents of post-graduation level education are satisfied towards tourism products at high level in the study area.

6.9.7 Level of Satisfaction towards Tourism Products among different occupations of Tourists

Tourists of different occupations are satisfied towards tourism products at different level. Tourists of agriculturalists have high level of satisfaction towards tourism products and other tourists have low level of satisfaction towards tourism products. The level of satisfaction towards tourism products among different occupations of tourists is presented in the table 6.28.

Table 6.28

Level of Satisfaction towards Tourism Products among different occupations of Tourists

Occupation	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
Business	31(6.2)	55(11)	13(2.6)	99(19.8)
Government employees	5(1)	74(14.8)	14(2.8)	93(18.6)
Private employees	9(1.8)	90(18)	14(2.8)	113(22.6)
Students	15(3)	36(7.2)	2(0.4)	53(10.6)
Agriculturists	9(1.8)	16(3.2)	5(1)	30(6)
Professionals	25(5)	46(9.2)	14(2.8)	85(17)
Unemployed	2(0.4)	7(1.4)	18(3.6)	27(5.4)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

The table 6.28 shows that 18 per cent of the respondents who are private employees and 14.8 per cent of the respondents who are government employees are satisfied towards tourism products at moderate level but 11 per cent of the respondents who are businessmen are satisfied towards tourism products at moderate level.

The table further shows that 9.2 per cent of the respondents who are professionals satisfied towards tourism products at moderate level where as 7.2 per cent of the students are satisfied towards tourism products at moderate level and 3.6 per cent of the unemployed are satisfied towards tourism products at high level in the study area.

6.9.8 Level of Satisfaction towards Tourism Products among different nativity of Tourists

Tourists of different nativity are satisfied towards tourism products at different levels. Tourists of Indian origin have high level of satisfaction towards tourism products and other natives of tourists have low level of satisfaction towards tourism products. The level of satisfaction towards tourism products among different nativity of tourists is presented in the table 6.29.

Table 6.29

**Level of Satisfaction towards Tourism Products among different nativity
of Tourists**

Nativity	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
Indian	96(19.2)	302(60.4)	80(16)	478(95.6)
Nonresident Indian	-	17(3.4)	-	17(3.4)
Foreigners	-	5(1)	-	5(1)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

It is clear from the table that 60.4 per cent of the Indian respondents are satisfied towards tourism products at moderate level where as 19.2 per cent of the Indian respondents are satisfied towards tourism products at low level and only 16 per cent of the Indian respondents are satisfied towards tourism products at high level.

The table further shows that 3.4 per cent of the Nonresident Indian respondents are satisfied towards tourism products at moderate level and 1 per cent of the respondents of foreigners are satisfied towards tourism products at moderate level.

6.9.9 Level of Satisfaction towards Tourism Products among different monthly income of Tourists

The level of satisfaction towards tourism products differs among tourists of different income groups. High earning tourists are satisfied towards tourism products at high level and low earning tourists are satisfied towards tourism products at low

level. The level of satisfaction towards tourism products among different monthly income groups of tourists is presented in the table 6.30.

Table 6.30

Level of Satisfaction towards Tourism Products among different monthly income of Tourists

Monthly Income	Level of Satisfaction towards Tourism Products			Total
	Low	Moderate	High	
Below Rs.5000	10(2)	36(7.2)	-	46(9.2)
Rs.5000 to 10000	12(2.4)	63(12.6)	49(9.8)	124(24.8)
Rs.10000 to 20000	37(7.4)	47(9.4)	15(3)	99(19.8)
Rs.20000 to 30000	9(1.8)	62(12.4)	9(1.8)	80(16)
Above Rs.30000	28(5.6)	116(23.2)	7(1.4)	151(30.2)
Total	96(19.2)	324(64.8)	80(16)	500 (100)

Source: Primary data

(Figures in Parenthesis indicate Percentages)

The table 6.30 shows that 23.2 per cent of the respondents earning a monthly income of above Rs.30000 are satisfied towards tourism products at moderate level, 12.6 per cent of the respondents earning a monthly income of Rs.5000 to10000 are satisfied towards tourism products at moderate level and 12.4 per cent of the respondents earning a monthly income of Rs.20000 to 30000 are satisfied towards tourism products at moderate level.

The table further shows that 9.8 per cent of the respondents earning a monthly income from Rs.5000 to 10000 are satisfied towards tourism products at high level, 9.4 per cent of the respondents earning a monthly income of Rs.10000 to 20000 are

satisfied towards tourism products at moderate level and 7.4 per cent of the respondents earning a monthly income from Rs.10000 to 20000 are satisfied towards tourism products at low level in the study area.

6.10 TOURISTS' SATISFACTION TOWARDS TOURISM PRODUCTS AMONG SOCIO-ECONOMIC VARIABLES

Tourist satisfaction towards tourism products has relationship with many socio-economic variables. These variables have influenced the satisfaction of the tourists towards tourism products. Hence tourists satisfaction towards tourism products is analyzed in terms of these variables.

6.10.1 Gender and Satisfaction towards Tourism Products

Tourists of two gender groups namely male and female have been visiting the tourist places and they are satisfied towards tourism products at different levels. While the male tourists are highly satisfied towards tourism products and the female tourists are satisfied towards tourism products in a lower level. In order to study the relationship between satisfaction towards tourism products and gender, 't' test is attempted with the null hypothesis as, "there is no significant difference in satisfaction towards tourism products among different gender groups of tourists visiting Kodaikanal, Dindugul District". The result of 't' test is presented in table 6.31.

Table 6.31

**Satisfaction towards Tourism Products among different gender groups of
Tourists-‘T’ Test**

Particulars	Levene’s Test for Equality of variances		t-test for Equality of means		
	F	Sig	t	df	Sig (2-tailed)
Satisfaction towards Tourism Products	1.233	0.267	0.487	498	0.626

The table 6.31 reveals the satisfaction level towards tourism products among the gender groups of tourists visiting Kodaikanal, Dindugul District. Since the ‘p’ value is higher than 0.05, the null hypothesis is accepted. It shows that gender wise there is no significant difference in satisfaction level towards tourism products among tourists. It is further clear from the table that gender is not a significant variable in influencing the satisfaction towards tourism products among tourists.

6.10.2 Age and Satisfaction towards Tourism Products

Tourists belonging to different age groups are satisfied towards tourism products at different levels. The young aged tourists are satisfied towards tourism products at a higher level but the old aged tourists are satisfied towards tourism products at low level. Hence the age has relationship with satisfaction towards tourism products. In order to find out the significant difference in satisfaction towards tourism products in different age groups, analysis of variance (ANOVA) is attempted with the null hypothesis as, “There is no significant difference in satisfaction towards

tourism products among different age group of tourists visiting Kodaikanal, Dindugul District”. The result of ANOVA is presented in table 6.32.

Table 6.32

**Satisfaction towards Tourism Products among different Age group of Tourists-
ANOVA**

Satisfaction towards Tourism Products	Sum of Squares	df	Mean Square	F	p Value
Between Groups	3959.333	4	989.833	12.026	0.000
Within Groups	40740.867	495	82.305		
Total	44700.200	499			

From the ANOVA test, the ‘F’ value for satisfaction towards tourism products among different age group of tourists in Kodaikanal, Dindugul District is 12.026 which is significant at the ‘p’ value of 0.000. Since the ‘p’ value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in satisfaction towards tourism products among the different age group of tourists in Kodaikanal, Dindugul District. It is concluded that age is a significant variable in influencing the satisfaction towards tourism products among the tourists.

6.10.3 Marital Status and Satisfaction towards Tourism Products

Marital status is a variable component which has relationship with satisfaction towards tourism products. On the basis of marital status the tourists respondents are classified as married, unmarried and widow. The tourists have been visiting many tourist places and they are satisfied at different levels. While the married tourists are highly satisfied towards tourism products, the unmarried tourists are satisfied towards tourism products at low level. In order to find out the significant difference in

satisfaction towards tourism products among marital status of tourists, ‘ANOVA’ test is attempted with the null hypothesis as, “There is no significant difference in satisfaction towards tourism products among marital status of tourists visiting Kodaikanal, Dindugul District”. The result of ANOVA is presented in table 6.33.

Table 6.33

Satisfaction towards Tourism Products among different marital status of Tourists-ANOVA

Satisfaction	Sum of Squares	df	Mean Square	F	p Value
Between Groups	728.236	2	364.118	4.116	0.017
Within Groups	43971.964	497	88.475		
Total	44700.200	499			

From the ANOVA test, the ‘F’ value for satisfaction towards tourism products among marital status of tourists in Kodaikanal, Dindugul District is 4.116 which is significant at the ‘p’ value of 0.017. Since the ‘p’ value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in satisfaction towards tourism products among the marital status of tourists. It is concluded that marital status is a significant variable in influencing the satisfaction towards tourism products among tourists.

6.10.4 Nature of the family and Satisfaction towards Tourism Products

The tourists belong to two types of family. They are nuclear family and joint family. They have been visiting tourist places and they are satisfied towards tourism products at different levels. The tourists who belong to nuclear family are highly satisfied towards tourism products and other tourists of joint family are satisfied

towards tourism products at low level. Hence nature of the family has relationship with satisfaction towards tourism products. In order to study the relationship between satisfaction towards tourism products and nature of the family, 't' test is attempted with the null hypothesis as, "there is no significant difference in satisfaction towards tourism products among different nature of the family of tourists visiting Kodaikanal, Dindugul District". The results are tabulated in the following table 6.34.

Table 6.34

Satisfaction towards Tourism Products among different nature of the family of Tourists-'T' test

Particulars	Levene's Test for Equality of variances		t-test for Equality of means		
	F	Sig	t	df	Sig (2-tailed)
Satisfaction towards Tourism Products	4.286	0.039	-.725	498	0.469

The table 6.34 reveals the satisfaction level towards tourism products among the nature of the family of tourists visiting Kodaikanal, Dindugul District. Since the 'p' value is higher than 0.05, the null hypothesis is accepted. It shows that nature of the family wise there is no significant difference in satisfaction level towards tourism products among tourists. It is further clear from the table that type of the family is not a significant variable in influencing the satisfaction towards tourism products among tourists.

6.10.5 Number of members in the family and Satisfaction towards Tourism Products

Tourists belonging to different size of the family have been visiting many tourist places and they are satisfied towards tourism products at different levels. Small family tourists are highly satisfied towards tourism products and large family tourists are satisfied towards tourism products at low level. Hence number of members in the family has relationship with satisfaction towards tourism products. ANOVA has been applied by the researcher to study the relationship between satisfaction towards tourism products and number of members in the family. A null hypothesis is framed as, “There is no significant difference in satisfaction towards tourism products among different number of members in the family of tourists visiting Kodaikanal, Dindugul District”. The result of ANOVA is presented in table 6.35.

Table 6.35

Satisfaction towards Tourism Products among different number of members in the family of Tourists-ANOVA

Satisfaction towards Tourism Products	Sum of Squares	df	Mean Square	F	p Value
Between Groups	2060.956	2	1030.478	12.011	0.000
Within Groups	42639.244	497	85.793		
Total	44700.200	499			

From the ANOVA test, the ‘F’ value for satisfaction towards tourism products among different number of members in the family of tourists in Kodaikanal, Dindugul District is 12.011 which is significant at the ‘p’ value of 0.000. Since the ‘p’ value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that

there is a significant difference in satisfaction towards tourism products among the different number of members in the family of tourists in Kodaikanal, Dindugul District. It is concluded that the number of members in the family is a significant variable in influencing the satisfaction towards tourism products among tourists.

6.10.6 Level of Education and Satisfaction towards Tourism Products

Level of education is a variable which has relationship with satisfaction towards tourism products. On the basis of level of education tourists respondents are classified as no formal education, school education, under graduation, post graduation and professional degree. Tourists of different levels of education have been visiting many tourist places and they are satisfied towards tourism products at different level. While the college level tourists are highly satisfied towards tourism products, the others of school level tourists are satisfied towards tourism products at low level. In order to find out the significant difference in satisfaction towards tourism products among different levels of education of tourists, 'ANOVA' test is attempted with the null hypothesis as, "There is no significant difference in satisfaction towards tourism products among different levels of education of tourists Kodaikanal, Dindugul District". The result of ANOVA is presented in table 6.36.

Table 6.36

Satisfaction towards Tourism Products among different level of education of Tourists-ANOVA

Satisfaction towards Tourism Products	Sum of Squares	df	Mean Square	F	p Value
Between Groups	1914.625	4	478.656	5.538	0.000
Within Groups	42785.575	495	86.436		
Total	44700.200	499			

From the ANOVA test, the 'F' value for satisfaction towards tourism products among different levels of education of tourists in Kodaikanal, Dindugul District is 5.538 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in satisfaction towards tourism products among the different levels of education of tourists visiting Kodaikanal, Dindugul District. It is concluded that level of education is a significant variable in influencing the satisfaction towards tourism products among the tourists.

6.10.7 Occupation and Satisfaction towards Tourism Products

Tourists of different occupations have been visiting many tourist places and they are satisfied towards tourism products at different levels. Government employees and business people are highly satisfied and others like private employee, students, professionals and agriculturalists are satisfied towards tourism products at low level. Hence it is proved that the occupation has relationship with satisfaction towards tourism products. Satisfaction towards tourism products among different occupations is proved by the researcher through ANOVA. For that purpose a null hypothesis has been framed as, "there is no significant difference in satisfaction towards tourism products among different occupation of tourists visiting Kodaikanal, Dindugul District". The results found with the help of ANOVA have been tabulated in the following table 6.37.

Table 6.37

**Satisfaction towards Tourism Products among different Occupations of Tourists-
ANOVA**

Satisfaction towards Tourism Products	Sum of Squares	df	Mean Square	F	p Value
Between Groups	2131.168	6	355.195	4.114	0.000
Within Groups	42569.032	493	86.347		
Total	44700.200	499			

From the ANOVA test, the ‘F’ value for satisfaction towards tourism products among different occupation of tourists in Kodaikanal, Dindugul District is 4.114 which is significant at the ‘p’ value of 0.000. Since the ‘p’ value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in satisfaction towards tourism products among the different occupation of tourists in Kodaikanal, Dindugul District. It is concluded that occupation is a significant variable in influencing the satisfaction towards tourism products among tourists.

6.10.8 Nativity and Satisfaction towards Tourism Products

The tourists of different nativity have been visiting many tourist places and they are satisfied towards tourism products at different level. Indian tourists and non-resident Indian tourists are highly satisfied towards tourism products and others of foreigners are satisfied towards tourism products at low level. Hence the nativity of tourists has relationship with satisfaction towards tourism products. Satisfaction towards tourism products among different nativity of tourists is proved by the researcher through ANOVA. For that purpose a null hypothesis has been framed as, “there is no significant difference in satisfaction towards tourism products among

different nativity of tourists in Kodaikanal, Dindugul District”. The results found with the help of ANOVA have been tabulated in the following table 6.38.

Table 6.38

**Satisfaction towards Tourism Products among different Nativity of Tourists-
ANOVA**

Satisfaction towards Tourism Products	Sum of Squares	df	Mean Square	F	p Value
Between Groups	197.462	2	98.731	1.103	0.333
Within Groups	44502.738	497	89.543		
Total	44700.200	499			

From the ANOVA test, the ‘F’ value for satisfaction towards tourism products among different nativity of tourists in Kodaikanal, Dindugul District is 1.103 which is significant at the ‘p’ value of 0.333. Since the ‘p’ value is higher than 0.05, the null hypothesis is accepted. Therefore it may be concluded that there is no significant difference in satisfaction towards tourism products among the different nativity of tourists visiting Kodaikanal, Dindugul District. It is concluded that nativity is not a significant variable in influencing the satisfaction towards tourism products among tourists.

6.10.9 Monthly Income and Satisfaction towards Tourism Products

Monthly income is one of the main sources of income from which the tourists can make their savings. The tourists of different monthly income levels have been visiting many tourist places and they are satisfied towards tourism products at different levels. Those who have high monthly income are highly satisfied towards tourism products and others of low monthly income are satisfied towards tourism

products at low level. Hence monthly income has relationship with satisfaction towards tourism products. In order to study the relationship between satisfaction towards tourism products and monthly income, ANOVA is attempted with the null hypothesis as, “there is no significant difference in satisfaction towards tourism products among different monthly income of tourists visiting Kodaikanal, Dindugul District”. The results found have been tabulated in the following table 6.39.

Table 6.39

Satisfaction towards Tourism Products among different Monthly Income of Tourists-ANOVA

Satisfaction towards Tourism Products	Sum of Squares	df	Mean Square	F	p Value
Between Groups	3985.909	4	996.477	12.115	0.000
Within Groups	40714.291	495	82.251		
Total	44700.200	499			

From the ANOVA test, the ‘F’ value for satisfaction towards tourism products among different monthly income of tourists visiting Kodaikanal, Dindugul District is 54.544 which is significant at the ‘p’ value of 0.000. Since the ‘p’ value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in satisfaction towards tourism products among the different monthly income levels of tourists visiting Kodaikanal, Dindugul District. It is concluded that monthly income is a significant variable in influencing the satisfaction towards tourism products among tourists.

6.11 FACTORS MOTIVATED THE TOURISTS TO VISIT KODAIKANAL- FACTOR ANALYSIS

Factor analysis helps to reduce the innumerable variables into limited number of latent factors having inter-correlation within themselves. Hence factor analysis is attempted to reduce the numerous variables into limited number of factors. In order to apply factor analysis, the basic assumption to be fulfilled is the factorability of the correlation matrix. KMO measures of sampling adequacy and the Bartlett's test of sphericity determine the factorability of the correlation matrix. The results of the calculation are presented in Table 6.40.

Table 6.40

Findings of KMO and Bartlett's Test

Kaiser-Meyer-Olkin measure of sampling adequacy	0.809
Bartlett's Test of sphericity Approx Chi-Square	3573.955
Df	210
Significance	0.000

Table 6.40 shows the findings of the KMO and Bartlett's test. Table reveals that the factor analysis can be rightly employed in this context as evidenced through a higher KMO Measure (0.809) and a significant Bartlett's test result. Hence factor analysis is attempted. Analysis of factors motivated the tourists to visit Kodaikanal are made through rotated factor matrix which reveals that there are six major factors responsible for visiting the Kodaikanal. The findings of the rotated factor analysis on the motivating of tourists in Kodaikanal are presented in Table 6.41.

Table 6.41**Factors Motivated the Tourists to visit Kodaikanal-Rotated Factor Analysis**

Variables	F1	F2	F3	F4	F5	F6	h ²
Park	.781	.230	.005	.095	.044	.067	1.222
Lake	.763	.013	.187	.104	.088	.172	1.327
Natural Museum	.752	.228	.092	.161	.027	.055	1.315
Hotel	.699	.154	.037	.032	.050	.004	0.976
Sight seen places	.664	.346	.287	.133	.006	.098	1.534
Forest	.616	.157	.029	.002	.037	.070	0.911
Fresh air	.580	.458	.144	.084	.051	.049	1.366
Landscape	.286	.765	.069	.194	.063	.010	1.387
Mountain	.087	.764	.092	.096	.031	.098	1.168
Silence	.276	.755	.112	.074	.142	.014	1.373
Coolness	.423	.607	.132	.053	.090	.046	1.351
Age	.027	.016	.918	.100	.042	.052	1.155
Marital status	.101	.045	.534	.067	.051	.113	0.911
Gender	.088	.114	.569	.033	.031	.090	0.925
Number of members in the family	.034	.072	.105	.978	.036	.036	1.261
Nature of family	.041	.170	.181	.610	.257	.068	1.327
Nativity	.024	.001	.056	.154	.771	.097	1.103
Level of education	.006	.036	.126	.159	.978	.025	1.330
Monthly income	.092	.033	.297	.293	.064	.891	1.670
Occupation	.280	0.268	.162	.042	.055	.680	1.487

Eigen value	6.620	5.232	4.134	3.464	2.914	2.735	
Percent of variation	23.526	21.783	12.773	6.198	6.071	5.016	
Cumulative Percentage	23.526	45.310	58.083	64.282	70.352	75.368	

Rotated factor analysis categorizes the factors motivated the tourists to visit Kodaikanal into six broad groups. The details are presented in the table. The detailed list of factors falling under six groups are presented below:

First factor (Natural Scenes)

- (i) Park
- (ii) Lake
- (iii) Natural Museum
- (iv) Hotel
- (v) Sight seen places
- (vi) Forest
- (vii) Fresh air

Second factor (Refreshment factor)

- (i) Landscape
- (ii) Mountain
- (iii) Silence
- (iv) Coolness

Third factor (Personal factor)

- (i) Age
- (ii) Marital Status
- (iii) Gender

Fourth factor (Family factor)

- (i) Number of members in the family
- (ii) Nature of the family

Fifth factor (Education factor)

- (i) Nativity
- (ii) Level of education

Sixth factor (Income factor)

- (i) Monthly income
- (ii) Occupation

Table 6.41 reveals that the first factor F1 (Natural Scenes) accounts for 23.526 per cent variation in the total variable set. There are seven variables positively loaded in this factor. They are park, lake, natural museum, hotel, sight seen places, forest and fresh air. These seven variables are positively loaded in the factor F1. It implies that there is a positive correlation among these seven variables and make a variation of 23.526 per cent in the factors motivated the tourists to visit Kodaikanal.

The second factor F2 (Refreshment factor) represents 21.783 per cent variation in the total variable set. There are four variables namely landscape, mountain, silence and coolness. The variables landscape, mountain, silence and coolness are positively loaded in this factor. The inference to be drawn from the above analysis is that the variables landscape, mountain, silence and coolness positively motivate the tourists to visit Kodaikanal.

The third factor F3 (Personal factor) represents 12.733 per cent variation in the total variable set. This factor includes three variables such as age, marital status and gender. The variables age, marital status and gender are positively loaded in this

factor. The inference to be drawn from the above analysis is that the variables age, marital status and gender positively motivate the tourists to visit Kodaikanal.

The fourth factor F4 (Family factor) accounts for a variation of 6.198 per cent in the total variable set. This factor includes two variables such as number of members in the family and nature of the family. The variables number of members in the family and nature of the family are positively are loaded in this factor.

The fifth factor F5 (Education factor) represents 6.071 per cent variation in the total variable set. There are two variables i.e., nativity and level of education loaded in this factor. Analysis of the table shows that the nativity and level of education positively motivate the tourists to visit Kodaikanal.

The sixth factor F6 (Income factor) accounts for a variation of 5.016 per cent of the total loaded in this factor. Hence this analysis reveals that the monthly income and occupation positively motivate the tourists to visit Kodaikanal.

CHAPTER VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

This chapter presents the summary of findings, suggestions and conclusion. This study is conducted with the main objective of finding out the satisfaction of tourists towards tourism products in Kodaikanal, Dindugul District. This study began with an explanation on the concept of tourism, characteristics of tourism, classification of tourism and tourism in India. The approach to the study is both descriptive and analytical. The findings of the study are briefly presented in this part. Purely primary data have been collected through the well structured interview schedule. To prepare the interview schedule a preliminary survey has been conducted by the researcher. To make it easy to understand, the necessary secondary data have also been collected and included wherever they are needed.

7.2 SUMMARY OF FINDINGS

The major findings of the study are presented below:

- 7.2.1 It is identified that 67.2 per cent of the tourists are male and the remaining 32.8 per cent of the tourists are female. It is observed that majority of the tourists are male.
- 7.2.2 It is found that 45.2 per cent of the tourists are in the age group of 21 to 30 years, about 27.2 per cent of the tourists are in the age group of 31 to 40 years and 15.8 per cent of the tourists are in the age group of below 20 years.
- 7.2.3 About 55.4 per cent of the tourists are married and 44.2 per cent of the tourists are unmarried.
- 7.2.4 It is found that 56 per cent of the tourists belonging to nuclear family and the remaining 44 per cent of the tourists belonging to joint family. It is identified that majority of the tourists belonging to nuclear family.
- 7.2.5 It is identified that 61.2 per cent of the tourists belong to the family size of 4 to 7 members and 33 per cent of the tourists belong to the family size of up to 3 members. It is inferred that majority of the tourists belong to the family size of 4 to 7 members.
- 7.2.6 About 183 (36.6 per cent) of the tourists level of education qualification was post-graduation, 156 (31.2 per cent) have completed under graduation and 74 (14.8 per cent) of the tourists have school education.
- 7.2.7 It is found that 113 (22.6 per cent) of the tourists were private employees, 99 (19.8 per cent) of the tourists were businessmen and 93 (18.6 per cent) of the tourists were government employees.

- 7.2.8 Around 478 (95.6 per cent) of the tourists were Indian, 17 (3.4 per cent) of the tourists were Nonresident Indian and the remaining 5 (1 per cent) of the tourists were foreigners.
- 7.2.9 About 151 (30.2 per cent) of the tourists earning monthly income of above Rs.30000, 124 (24.8 per cent) of the tourists monthly income is between Rs.5000 to Rs.10000 and 99 (19.8 per cent) of the tourists monthly income is between Rs.10000 to Rs.20000.
- 7.2.10 It is identified that 30.8 per cent of the tourists travel for pleasure and 26.2 per cent of the tourists travels for holiday and sightseeing. It is found that majority of the tourists travel for pleasure.
- 7.2.11 Majority (57.6 per cent) of the tourists are on tour with their family, whereas 16 per cent of the tourists undertake the tour with friends.
- 7.2.12 It is identified that majority of the tourists know about the tour programme through friends and relatives.
- 7.2.13 It is found that 51.8 per cent of the tourists spend above Rs.4000 and 18 per cent of the tourists spend Rs.3000 to Rs.4000. It is observed that majority of the tourists spend above Rs.4000 on a trip.
- 7.2.14 It is identified that 28.4 per cent of the tourists travel by own vehicle and 24.8 per cent of the tourists travel by tourist bus. It is found that majority of the tourists use the own vehicle for traveling purposes.
- 7.2.15 It is found that 29.4 per cent of the tourists choose the mode of transport for family convenience and 21.6 per cent of the tourists choose the mode of transport for enjoyment of nature.
- 7.2.16 It is observed that 31.8 per cent of the tourists cover the distance of 250 to 500 km and 31 per cent of the tourists cover the distance of less than 250

km. It is found that majority of the tourists are travelling a distance of 250 km to 500 km.

- 7.2.17 It is observed that majority of the tourists stay two days in the tourist spot.
- 7.2.18 Majority of the tourists visit only Kodaikanal.
- 7.2.19 It is found that 34.6 per cent of the tourists book tickets by online booking and 25.2 per cent of the tourists book tickets by travel agent. It is pretty to mention here that majority of the tourists book ticket by online booking.
- 7.2.20 Around 28 per cent of the tourists travel by taxi whereas 24.2 per cent of the tourists travel by their own conveyance. It is identified that the majority of the tourists travel by taxi for long distance and intercity travel.
- 7.2.21 It is observed that 41.2 per cent of the tourists face the problem of traffic whereas 16 per cent of the tourists face the problem of poor maintenance. It is identified that majority of the tourists face the problem of traffic for traveling.
- 7.2.22 About 37.2 per cent of the tourists prefer taxi for a short distance, whereas 34.8 per cent of the tourists prefer own conveyance for short distance.
- 7.2.23 It is identified that majority of the tourists face the problem of overcharges.
- 7.2.24 Majority (34 per cent) of the tourists first time visited Kodaikanal and 32 per cent of the tourists visited second time to Kodaikanal.
- 7.2.25 It is identified that 52.6 per cent of the tourists have good opinion about the services of guides and 23.6 per cent of the tourists have average opinion about the services of guides.
- 7.2.26 It is found that 19.8 per cent of the tourists face the problem of fleecing and 21 per cent of the tourists face the problem of failure to render requested services.

- 7.2.27 It is identified that 28.4 per cent of the tourists spend above Rs.4000 for accommodation but 24.8 per cent of the tourists spend below Rs.1000 for accommodation.
- 7.2.28 About 39 per cent of the tourists spend below Rs.500 for food and beverages and 17.8 per cent of the tourists spend Rs.500 to Rs.1000 for food and beverages.
- 7.2.29 It is observed that 31.4 per cent of the tourists spend Rs.1000 to Rs.2000 for transports and 26.6 per cent of the tourists spend above Rs.4000 for transport.
- 7.2.30 It is found that 31 per cent of the tourists spend Rs.4000 to Rs.6000 for shopping and 24 per cent of the tourists spend above Rs.8000 for shopping.
- 7.2.31 It is identified that 41.4 per cent of the tourists spend Rs.1000 to Rs.2000 for entertainment and 32.2 per cent of the tourists spend Rs.3000 to Rs.4000 for entertainment.
- 7.2.32 It is observed that 28.4 per cent of the tourists spend below Rs.500 for medical treatment and 26.6 per cent of the tourists spend Rs.1500 to Rs.2000 for medical treatment.
- 7.2.33 It is found that 29 per cent of the tourists spend below Rs.1000 for other purposes and 24.6 per cent of the tourists spend Rs.2000 to Rs.3000 for other purposes.
- 7.2.34 It is observed that 29 per cent of the tourists spend Rs.20,000 to Rs.25,000 on tour every year and 22.2 per cent of the tourists spend above Rs.25000 on tour every year.
- 7.2.35 It is identified that 395 (79 per cent) of the tourists opined that there are problems in availing of tourism products and the remaining 105 (21 per cent)

of the tourists opined that there are no problems in availing of tourism products.

7.2.36 It is found that majority of the sample tourists had given top rank to problems of lack of cleanliness in the visiting places in Kodaikanal. It is identified that the sample tourists had given last rank to transport products.

7.2.37 It is identified that majority of the sample tourists had given top rank to lake as the popular tourism products in Kodaikanal. It is observed that the sample tourists had given last rank to hotels.

7.2.38 Majority of the sample tourists had given top rank to mountain as the most preferred tourism product in Kodaikanal. It is identified that the sample tourists had given last rank to religious festivals.

7.2.39 It is found that 470 (94 per cent) of the tourists say that the Kodaikanal has to be developed some more and the remaining 30 (6 per cent) of the tourists say that Kodaikanal has not to be developed some more.

7.2.40 Majority of the sample tourists had given top rank to development of accommodation in Kodaikanal. It is found that the sample tourists had given last rank to reduce over taxi charges.

7.2.41 It is identified that majority (41.4 per cent) of the tourists have good opinion about bus transport.

7.2.42 It is found that 39.4 per cent of the tourists have average opinion about taxi, and 23.6 per cent of the tourists have good opinion about taxi.

7.2.43 Majority of the sample tourists i.e. 50.6 per cent stay in the private lodges and 18.8 per cent of the tourists stay in government corporations.

7.2.44 It is identified that 239 (47.8 per cent) of the tourists' opinion about the cost of accommodation is costly, 172 (34.4 per cent) of the tourists' opinion about the

cost of accommodation is normal and the remaining 89 (17.8 per cent) of the tourists opinion about the cost of accommodation is cheap.

7.2.45 It is found that 301 (60.2 per cent) of the tourists have good opinion about the accommodation and 132 (26.4 per cent) of the tourists have satisfactory opinion in the accommodation. It is identified that majority of the tourists have good opinion about the accommodation.

7.2.46 It is found that 41.2 per cent of the tourists can spend Rs.500 to Rs.1000 per day for accommodation but 24.8 per cent of the tourists spend above Rs.1000 per day for accommodation. It is observed that majority of the tourists spend Rs.500 to Rs.1000 per day for accommodation.

7.2.47 It is identified that 27.6 per cent of the tourists face the problem of water scarcity and 24.4 per cent of the tourists face the problem of high rent.

The findings related to the opinion of tourists regarding cost of products provided by tourism products is presented below:

7.2.48 It is found that 52 per cent of the tourists opinion are most reasonable cost of room and 28.8 per cent of the tourists opinion are reasonable cost of room.

7.2.49 It is observed that 63.6 per cent of the tourists opinion are reasonable cost of food and beverage and 19 per cent of the tourists opinion are most reasonable cost of food and beverage.

7.2.50 Around 45.8 per cent of the tourists opinion are reasonable cost of shopping and 26.6 per cent of the tourists opinion are most reasonable cost of shopping.

7.2.51 It is observed that 47.8 per cent of the tourists opinion are reasonable cost of transport and 19.4 per cent of the tourists opinion are average cost of transport.

7.2.52 About 40.6 per cent of the tourists opinion are reasonable cost of service guide and 25.6 per cent of the tourists opinion are average cost of service guide.

7.2.53 Around 38.6 per cent of the tourists opined that the cost of souvenir is reasonable and 31.4 per cent of the tourists opined that the cost of souvenir is average.

The findings related to the attitude of tourists towards the shops, hotels, travels, hospitals, food and guide are presented below:

7.2.54 It is found that 33.8 per cent of the tourists are satisfied with the shops, 27 per cent of the tourists are highly satisfied with the shops and 15.8 per cent of the tourists are highly dissatisfied with the shops.

7.2.55 It is identified that 37 per cent of the tourists are satisfied with hotels, 28.4 per cent of the tourists are highly satisfied with hotels and 13.8 per cent of the tourists are highly dissatisfied with hotels.

7.2.56 Around 48.2 per cent of the tourists are satisfied with travels, 25.6 per cent of the tourists are average satisfaction with travels and 22.2 per cent of the tourists are highly satisfied with travels.

7.2.57 It is found that 42.4 per cent of the tourists are satisfied with food, 38 per cent of the tourists are highly satisfied with food and 15 per cent of the tourists have average satisfaction with food.

7.2.58 It is observed that 42 per cent of the tourists are satisfied towards guides, 25.6 per cent of the tourists have average satisfaction towards guide and 21 per cent of the tourists are highly satisfied towards guides.

The findings related to the level of satisfaction towards tourism products among different socio economic background of tourists is presented below:

- 7.2.59 About 41.2 per cent of the male respondents are satisfied towards tourism products at moderate level and 23.6 per cent of the female respondents are satisfied at moderate level and 13.2 per cent of the male respondents are satisfied towards tourism products at high level.
- 7.2.60 It is identified that 28.8 per cent of the respondents in the age group of 21 to 30 are satisfied towards tourism products at moderate level and 9.8 per cent of the respondents in the age group of 21 to 30 are satisfied towards tourism products at high level.
- 7.2.61 It is found that 35 per cent of the married respondents and 29.4 per cent of the unmarried respondents are satisfied towards tourism products in a moderate level and 12.8 per cent of the married respondents are satisfied towards tourism products at low level.
- 7.2.62 It is identified that 37.8 per cent of the respondents belonging to nuclear family and 27 per cent of the respondents belonging to joint family are satisfied towards tourism products at moderate level but 9.8 per cent of the respondents belonging to nuclear family are satisfied towards tourism products at low level.
- 7.2.63 It is observed that 41.6 per cent of the respondents who are in the size of the family of 4 to 7 members are satisfied towards tourism products at moderate level and 12.4 per cent of the respondents who are in the family size of 4 to 7 members are satisfied towards tourism products at low level.

7.2.64 It is found that 22.8 per cent of the respondents of post-graduation level, 22 per cent of the respondents of under graduation level are satisfied towards tourism product at moderate level, it is also follow that 8 per cent of the respondents are at post-graduation level are satisfied towards tourism products at low level.

7.2.65 It is observed that 18 per cent of the respondents who are private employees and 14.8 per cent of the respondents who are government employees are satisfied towards tourism products at moderate level and 3.6 per cent of the unemployed are satisfied towards tourism products at high level in the study area.

7.2.66 About 60.4 per cent of the Indian respondents are satisfied towards tourism products at moderate level and 19.2 per cent of the Indian respondents are satisfied towards tourism products at low level.

7.2.67 It is identified that 23.2 per cent of the respondents earning a monthly income of above Rs.30000 are satisfied towards tourism products at moderate level and 9.8 per cent of the respondents earning a monthly income from Rs.5000 to 10000 are satisfied towards tourism products at high level.

The findings related to the results of ANOVA and T test for tourists satisfaction towards tourism products among socio-economic variables is summarised below.

7.2.68 Gender wise there is no significant difference in satisfaction towards tourism products among tourists.

7.2.69 Age is a significant variable in influencing the satisfaction towards tourism products among the tourists.

- 7.2.70 Marital status is a significant variable in influencing the satisfaction towards tourism products among tourists.
- 7.2.71 Nature of the family wise there is no significant difference in satisfaction towards tourism products among tourists.
- 7.2.72 It is identified that number of members in the family is a significant variable in influencing the satisfaction towards tourism products among tourists.
- 7.2.73 It is found that level of education is a significant variable in influencing the satisfaction towards tourism products among the tourists.
- 7.2.74 Occupation is a significant variable in influencing the satisfaction towards tourism products among tourists.
- 7.2.75 Nativity wise there is no significant difference in satisfaction towards tourism products among tourists.
- 7.2.76 Monthly income is a significant variable in influencing the satisfaction towards tourism products among tourists.

7.3 SUGGESTIONS

- 7.3.1 It is necessary to have a concerted action of various government departments and private players to develop tourism in Kodaikanal. It is observed that there is a good scope for adventure tourism and adventure sports. It requires a lot of support from the sports authority and district sports administration.
- 7.3.2 It is a challenge that tourism is to be associated with the wind season. Creativity and imagination are to be blended with tourism to get a new insight. It may be suggested that the tourism department should invite creative ideas and proposals for linking perennial renewable natural resource of energy to the tourism arena.

- 7.3.3 The government museum in Kodaikanal should be revamped in order to attract tourists. It should be opened on all days. The government should provide more entertainment products, periodical programmes explaining art, culture, drama, dance and folk within the museum campus to attract or to yield a positive result.
- 7.3.4 Tamil Nadu hotels functioning in the study area should be renovated and it must contain all the necessary requirements which are most essential to the tourists. Hygienic food both vegetarian and non vegetarian, rooms, dormitory products should be provided at a reasonable cost.
- 7.3.5 Regarding the accommodation products, a common centralized information system for enquiry and booking rooms in lodges and hotels through Tamil Nadu Tourism Development Corporation should be implemented.
- 7.3.6 Government has a wider scope to start canteens to provide food in the tourist spots with the help of Self Help Groups. Involving self help groups will help them to make use of the loan amount for productive purposes.
- 7.3.7 Regarding the beautification, maintaining, and cleanliness of the city the local administration should concentrate on cleaning and widening the paths and roads and maintaining and setting up of underground drainage system for the whole town to change the city, a pollution free.
- 7.3.8 Parking of the vehicles should be charged by fixing a standard tariff in all the tourist spots in Kodaikanal. In this regard government should have a direct control rather than giving license to the private parties.
- 7.3.9 Visual displays of routes to tourist spots, bus stand and railway stations in different languages should be installed and adequate securities should be provided in all tourist spots.

- 7.3.10 The tourists should have concern for environment while visiting the tourist spots located in forests. The tourists should not disturb the wild animals. The main problem is consuming liquor in the forest area and throwing the bottles and wastes. It will affect the environment and the wild animals and sometimes it may lead to the death of the rare wild animals. Strict rules and regulations must be followed to avoid these things.
- 7.3.11 Tones of plastic bags are thrown away in the tourist spots that will spoil the environment of the tourist spots. Tourist should avoid using plastic bags and in the entrance itself the bags should be confiscated and fined.
- 7.3.12 Cleanliness is another problem in the tourist spots. Tourists should avoid throwing wastes in the tourist spots. This will spoil the entire tourist area and in a long run people may avoid the particular tourist spot in their tour programme. Tourists must co-operate in maintaining cleanliness in the tourist spots.
- 7.3.13 Government should take necessary steps to appoint properly trained tourist guides. The fees to be paid to the tourist guides should be fixed and monitored by TTDC.
- 7.3.14 A strong suggestion to the TTDC is to provide good infrastructural products and particularly developing transportation products like mini-buses and to reach the nearby tourism spots at a minimum cost. This will help the lower class people to plan their tour programmes conveniently.
- 7.3.15 One of the easiest ways to alleviate poverty is to develop tourism. Most of the eco tourism and adventure sports areas are surrounded by poor, uneducated, and underprivileged people particularly tribals. The business of tourism has taken away their legitimate right to their territory. Conscious efforts are to be

taken to establish the legitimate right of the tribals in eco tourism and adventure tourism.

7.3.17 Kodaikanal is a nature tourist place offering scope for a lot of tourism. A metro oriented tourism activity may be planned and executed in the city.

7.4 DIRECTIONS FOR FURTHER STUDY

The present study has found that there are some possibilities for conducting further studies in the following areas:

- (i) A Study on Tourists Satisfaction in Kodaikanal, Dindugul District.
- (ii) A Study of Integration of Tourism Products in Kodaikanal, Dindugul District.
- (iii) Problems of Tourists in Kodaikanal, Dindugul District.
- (iv) A Study of Attitude of Tourists towards Tourism Products.
- (v) A Study on Tourism in Kodaikanal, Dindugul District.

7.5 CONCLUSION

Kodaikanal is one of the most important tourist spots with all potentials to attract tourists. But, it is not fully explored and utilized. Some tourists visited Kodaikanal more than one time. Most of them stated that nothing is being done artificially to attract tourist except the nature attractions. In this situation, the government should take steps to develop the infrastructure facilities and create man-made attractions.

In Kodaikanal, there is no fixed rate in most of the hotels. The authorities collected the room rent as well as their food charges according to the face value of the customers. Moreover, there is no fixed price in the shops available in Kodaikanal except in some low quality fancy stores. There is not sufficient number of entertainment facilities for children. Certain guides are very careful to cheat the

tourists especially the North Indians and foreigners in the name of tour guides. In Kodaikanal, there are no adequate security personnel.

From the above analysis based on the study, it is clearly observed that Kodaikanal is one of the suitable tourist centers of all types of people in India and foreign countries. Most of the tourists are satisfied with the tourism products in Kodaikanal. But some of them are not satisfied because of the dirty surrounding and deceiving character of shop keepers, private transport authorities, travel agencies etc. These types of activities must be rectified for the future development of tourism in Kodaikanal.

Kodaikanal is a unique location and a good tourist point. Therefore, the government and the private agencies should take necessary steps to develop the tourism industry. It will help to generate employment, enhance per capita income and eradicate poverty.

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Appendix-I
PHOTO GALLERY OF TOURIST ATTRACTIONS IN KODAIKANAL,
DINDUGUL DISTRICT



APPENDIX – II

LIST OF PUBLICATIONS

Sl. No.	Title	Journal/Seminar/Publisher	Organizer & Date
1	Travel Agencies Business-An opinion evaluation(A study with reference to Kodaikanal)	Sankhya International Journal of Management and Technology, Vol-3, Issue-2, ISSN 0975-3915	Management department, Sri Puspum college, Thanjavoor.
2	Issues and Challenges of Ecotorism	Green Management prospectus and challenges, ISBN 978-81-923975-7-3	PG & Department of Commerce, ST.Xavier's College (Autonomous) Palayamkottai, Tirunelveli.

APPENDIX-III

**A Study on Marketing of Tourism Products
in Kodaikanal, Dindugul District**

Interview Schedule

I.PERSONAL DETAILS

1.1 Name

1.2 Gender

a) Male [] b) Female []

1.3 Age (in years)

a) Below 20 []
b) 21-30 []
c) 31-40 []
d) 41-50 []
e) Above 50 []

1.4 Marital Status

a) Married []
b) Unmarried []
c) Widow []

1.5 Nature of family

a) Joint family [] b) Nuclear family []

1.6 Number of Members in the family

a) Up to 3 [] b) 4 to 7 [] c) Above 7 []

1.7 Level of Education

a) No formal education [] b) School Education []
c) Under Graduation [] d) Post Graduation []
e) Profession Degree [] e) Other (specify) []

1.8 Occupation

a) Business []
b) Government employee []
c) Private employee []
d) Students []
e) Agriculturist []
f) Professionals []
g) Unemployed []
h) Others []

1.9 Nativity

- a) Indian []
- b) Non-Resident Indian []
- c) Foreigners []

1.10 Monthly income

- a) Below Rs.5,000 []
- b) Rs.5,000-10,000 []
- c) Rs.10,000-20,000 []
- d) Rs.20,000-30,000 []
- e) Above Rs.30,000 []

II. DETAILS OF TOUR

2.1 Purpose of Tour

- a) Pleasure []
- b) Official []
- c) Business []
- d) Study []
- e) Pilgrim []
- f) Sports []
- g) Shopping []
- h) Health and Medicine []
- i) Holiday & Sightseeing []
- j) Visiting friends and relatives []

2.2 Native

- a) District []
- b) State []
- c) Country []

2.3 Nature of Companion

- a) Alone []
- b) With family []
- c) With friends []
- d) With co-workers []
- e) With others []

2.4 Sources of information about the tour programme

- a) Friends and relatives []
- b) Transport operators []
- c) Travel agencies []
- d) Govt. Tourism Corporation []
- e) Tour organizers []
- f) Others []

2.5 Number of days spend

- a) 2 nights []
- b) 3-6 days []
- c) more than a week []

2.6 Amount spend on this trip

- a) Less than Rs.1,000 []
- b) Rs.1,000-2,000 []
- c) Rs.2,000-3,000 []
- d) Rs.3,000-4,000 []
- e) Above Rs.4,000 []

III. TRANSPORT

3.1 Mode of transport

- a) Route bus []
- b) Tourist bus []
- c) Hired Vehicle []
- d) Own Vehicle []
- e) Train []
- f) Flight []
- g) Others []

3.2 Reasons for choosing this mode of transport

- a) Distance []
- b) Time factor []
- c) Luggage Convenience []
- d) Family convenience []
- e) Lack of alternative mode []
- f) Enjoyment of nature []
- g) Economy []

3.3 Distance covered in the tour programme

- a) Less than 250 km []
- b) 250-500 km []
- c) 500-750km []
- d) 750-1000km []
- e) 1000 km-1250km []
- f) Above 1250km []

3.4 Nature of tour programme

- a) Only Kodaikanal [] b) South Tamilnadu [] c) All over Tamilnadu []
d) South India [] e) All over India []

3.5 How have you booked ticket for your travel?

- a) Spot booking [] b) Travel agent [] c) Online booking []
d) Advance booking [] e) Other []

3.6 For long distance and intercity which mode you have used

- a) Own conveyance [] b) Taxi [] c) Bus []
d) Train [] e) Air [] f) Others []

3.7 Which kind of problem have you faced in getting preferred mode of intercity travel?

- a) Less frequency [] b) Problem in reservation []
c) Poor maintenance [] d) Poor time schedule []
e) Break down of vehicle [] f) Traffic []

3.8 For short distance travel which mode you have preferred

- a) Own conveyance [] b) Town bus []
c) Taxi [] d) By walk []

3.9 What kind of problem did you face in getting in your preferred mode for short distance Travel?

- a) Less frequency [] b) Non availability [] c) Overcharges []
d) Poor service [] e) Bargaining []

3.10 What is your opinion about overall preference of transport system in Kodaikanal

Sl. No	Mode of Transport	Very Good	Good	Average	Poor	Very Poor	No idea
1	Bus						
2	Taxi						

IV. ACCOMMODATION

4.1 Nature of accommodation

- a) Private lodges [] b) Local bodies []
c) Government corporations [] d) Govt. guest house []
e) Friends and relatives' house [] f) Colleagues []
g) Others []

4.2 Do you think accommodation available is

- a) Cheap [] b) Costly [] c) Normal []

4.3 Opinion about the accommodation

- a) Very good [] b) Good [] c) Satisfactory []

4.4 Cost of accommodation per person per day (in Rs.)

- a) Less than 500 [] b) 500-1000 [] c) Above 1000 []

4.5 Do you have any problem with your accommodation?

- a) Yes [] b) No []

4.6 If yes list out the problems you have faced

- a) High rent [] b) Inadequate [] c) Less space []
 d) Poor ventilation [] e) Water scarcity [] f) Poor sanitary []
 g) Poor maintenance [] h) Poor hospitality [] i) Poor room service []

4.7 How many times you have visited Kodaikanal?

- a) First time [] b) Second time []
 c) Third time [] d) Fourth time or More []

V. EXPENDITURE

5.1 Expenditure pattern of the tourists

Sl. No	Particulars	Expenditure (in Rs.)
1	Accommodation	
2	Food & beverages	
3	Transportation	
4	Shopping	
5	Entertainment/Recreation	
6	Medical	
7	Other Miscellaneous	
	Total	

5.2 Your opinion regarding cost of facilities provided by tourism products?

(M.R-Mostly Reasonable, R- Reasonable, MS-Moderately Satisfied,
 UR- Unreasonable, MUR-Mostly unreasonable)

Facilities	MR	R	MS	UR	MUR
Room					
Food & Beverage					
Shopping facilities					
Transport Facilities					
Service Guide					
Souvenir					

VI. MISCELLANEOUS

6.1 What are the factors that attracted you to visit Kodaikanal?

- a) Lake []
 b) Pilgrims []
 c) Nature park []
 d) Children's park []
 e) Sight seen Place []
 f) Forest []
 g) Mountains []
 h) Others []

6.2 What is your level of satisfaction with the facilities available in the tourist places?
 (HS – Highly Satisfied, S – Satisfied, MS-Moderately Satisfied, DS – Dissatisfied,
 HDS – Highly Dissatisfied)

Facilities	HS	S	MS	DS	HDS
Transport Facilities					
Accommodation					
Shopping					
Services of Guides					
Tourism Information System					
Medical Facility					
Re-Creational facility					
Food & Beverage					
Safety and security					
Bank facility					
Park facility					
Hygienic Environment					
Parking Facility					
ATM Facility					
Sports Facility					

6.3 What factors motivated you to come here among the following items

Facilities	Very much	Much	Moderately	Slightly	Not at all
Forest					
Lake					
Hotel					
Park					
Natural museum					
Sight seen places					
Fresh air					
Coolness					
Silence					
landscape					
Mountain					
Others					

6.4 Is there any problem in marketing of Tourism Products?

a) Yes [] b) No []

6.5 If 'yes' according to the importance rank the problems facing in the visiting places

Sl. No	Problems	Rank
1	Environmental pollution	
2	Exploitation by taxi drivers	
3	Impolite behavior of hotel staffs	
4	Lack of cleanliness	
5	Problems caused by shop owners	
6	Poor relationship with guide	
7	Inadequate banking facility	
8	Insufficient transport facilities	
9	Inadequate parking facilities	

6.6 Rank the popular tourism products in Kodaikanal

Sl. No	Tourism Products	Rank
1	Lake	
2	Natural park	
3	Natural museum	
4	Pilgrimage	
5	Green valley view	
6	Pine forest	
7	Homemade products	
8	Pillar rock	
9	Guna gave	
10	Silver cascade	
11	Hotels	

6.7 Rank the tourism products according to you preference

Sl. No	Tourism Products	Rank
1	Weather condition	
2	Water sources	
3	Forest	
4	Mountain	
5	Natural beauty	
6	Religious festivals	

6.8 Attitude towards the following facilities in Kodaikanal

(HS – Highly Satisfied, S – Satisfied, MS-Moderately Satisfied, DS – Dissatisfied, HDS – Highly Dissatisfied)

Facilities	HS	S	MS	DS	HDS
Shops					
Hotels					
Travels					
Food					
Guide					

6.9 Do you feel that Kodaikanal has to be developed some more?

a) Yes [] b) No []

6.10 If 'yes' rank the order of priority (1,2,3,4,5.....)

Sl. No	Particulars	Rank
1	Improve travel facility	
2	Reduce over taxi charges	
3	Clean up the tourist places	
4	Better entertainment facility	
5	Better services in the information centers	
6	Development of accommodation	

6.11 Have you availed of the services of guide in Kodaikanal

a) Yes [] b) No []

6.12 If yes where they approved

- a) Yes [] b) No [] c) Not known []

6.13 What is your opinion about the services of guide?

- a) Very good [] b) Good [] c) Average []
d) Poor [] e) Very poor []

6.14 Problem with guide

- a) Language [] b) Misbehavior []
c) Fleecing [] d) Discourtesy []
f) Unrealistic information [] e) Failure to render requested services []

6.15 Suggestions