

SUSTAINABLE TOURISM DEVELOPMENT OF KANYAKUMARI

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Abstract

In the rapidly changing global economic scenario, tourism is considered to be one of the largest and fast growing industries. The occupation of tourism is providing very useful and fruitful avenues especially to those people who are engaged in tourism activities because through this smokeless industry, they are not only enhancing their standard of living but also generating income and employment opportunities. In the contemporary era of globalization and industrialization, the whole world has shrunk into a global village. The tourism has played a very decisive role to transform the world into a globalized economy where all nations can exchange free trade and culture and share their interest of mutual benefits based on tourism industry. India is one of the major destinations of the foreign tourists particularly the state of Tamil Nadu which has a rich cultural heritage among the Indian states. All over the world, the tourists are visiting it due to its climatic, scenic beauty and ecological resources. The primary urge of a gregarious tourist does not come from nature or historical sites, but from a possible interaction between persons. Nature may provide a suitable backdrop, but not more than that. Usually he prefers company and hankers for sports and other entertainment facilities.

Keywords: *Arrival, Development, Tourist*

Introduction

Tourists may often move in formal and informal groups. There are different types of group tourists. There are exclusive groups like married couples, particularly honeymooners, family groups, friends-circles or groups of students studying in the same class. Recently cooperative holidays are enjoyed also by a group of workers belonging to a common business establishment. Secondly people may form their group in the course of the journey itself. For instance, pilgrims may start their journey separately but the different terrain and the strain of the journey may often bring them together. Lastly tour operators like Thomas Cook with their pre-paid package tours usually form the largest and most heterogeneous polyglot. A single tourist could be a social drifter or army personnel in search of drug, sex or other excitement. He could also be a high business executive or government official who comes to the tourist spot to shed his inhibitions. A great majority of them would, however behave like any other tourist. Similarly, there are no reasons to think that married couples would not visit night clubs or gambling dens together. But, it cannot be denied that a solitary unaccompanied tourist would be least bound by conventional morality and norms of behaviour to which he is likely to conform in his known surroundings. On the other hand, a family group tourist would stick to the same code of behaviour when traveling abroad as in the home town. A newly married couple will fall

somewhere between the two, since the accepted code of behaviour is still not yet firmly established. To provide accommodation, transport and related facilities to a larger group is however, more difficult because of the bulky nature of the required services. Such difficulties are felt most acutely in the case of a package tour. The amount and pattern of expenditure per day of a package tourist is expected to be different from that of a non-package tourist. Package tours, therefore, are based on some special arrangements like chartered flight (in the case of International tourism), a separate reserved railway compartment (in the case of domestic tourism) or a tourist bus (in the case of both international tourism and domestic tourism).

Motivation for Tourism

From the motivational point of view, a distinction can be made between a recreational tourist and a motivated tourist. The primary urge of the first type of tourist is travel for pleasure with its entertainment value or recreation as an end in itself. The primary urge of motivated tourist (as defined here) may be altogether different, to him, traveling for pleasure is there, but not as a primary motive. For instance, a commercial traveler travels widely from one place to another to form or renew his business connections. His choice of place of tourism is determined primarily by business considerations though he may often mix business with pleasure. Similarly the primary urge of a pilgrim, whether traveling alone or in a group is not to enjoy the scenic surroundings of the place of pilgrimage but to fulfill some inner religious urge and to perform some religious rites sanctioned by some commonly held religious norms. The sense of fulfillment of his religious urge may increase (rather than decrease) with the hardship of the journey. A student going abroad for higher study or to attend a summer school selects the university or college as his place of study not by the same consideration that would reign supreme for a vacation tourist. Similarly in the case of a group of students accompanied by their teachers on an education tour, the declared motivation is not only pure enjoyment but educational also. But, in practice, such educational tours may often be a camouflage for an outing or picnic. It may be pertinent to add here that different motives for a tour need not necessarily lead to different types of tour. The mode of behaviour of a person attending a business convention or a seminar or a conference would be more or less same whether he is by profession, a businessman or a government official or an educationist. Similarly the same motive for tourism (say, business or education) may leads to different types of touristic behaviour pattern. Thus, the continuous nature of journey of a commercial traveler may not be observed in the case of a business magnet attending a convention held abroad or within the country. Similarly, the nature of tourism of an educationist attending a seminar would be different from that of an exchange student. Besides, as usually it is said, all forms of travel are educational in nature. Hence, education may be regarded as a generalized motive, if not the primary motive for all forms of travel.

Importance of the Tourism Development

When many people consider tourism, they think of international travel to exotic destinations. However, most tourism is domestic that is, it relates to tourists traveling within their own country. Both international and domestic tourism are dominated by industrial countries. Europe, North America and the Pacific region receive more than two thirds of international visitor arrivals. However, tourism is a major industry worldwide.

In the mid-1990s the tourism industry contributed more than 6 per cent of the value of all the goods and services produced throughout the world. It also accounted for more than 7 per cent of global capital investment and 13 per cent of world consumer spending. Experts estimated that tourism supported more than 130 million jobs worldwide and contributed more than 5.6 per cent to total tax payments.

The tourism industry is made up of all the businesses that directly provide goods or services for the business and leisure activities of tourists. The industry includes international and domestic airlines; shipping lines and ferry operators; railway, bus and taxi operators; accommodation suppliers; restaurants, clubs, and other catering establishments; tour and excursion operators, travel agents; managers of entertainment facilities; theme parks; national parks and heritage attractions; manufacturers and retailers of souvenirs; visitor information centers; and conference, convention and meeting centers. Many of these businesses serve non-tourists too.

Tourism creates many job opportunities. Tourism is a labour-intensive industry that is; it requires a large number of workers. But most tourism is seasonal, that is, there are times in a year when visits to a destination reach a peak, especially at seaside and ski resorts. As a result, many tourism jobs are part time and casual. The majority of tourism jobs are also low skilled and low paid. However, the large numbers of people that tourism employs and the links it has to other industries, such as catering and restaurant work, mean that governments actively encourage tourism development.

The following palaces are very popular and tourist part in Kanyakumari District. Vivekananda Rock, Kanyakumari Temple or the Kanyakumari Bhagavathiamman Temple, Kanyakumari Beach, Padmanabhapuram Palace, Gandhi Mandapam, Thiruvalluvar Statue. Sri Sthanumalayan Temple, Tirparappu Water Falls, Mathoor Hanging Bridge, Vattakottai Fort, St Xavier Church, Government Museum, Pechiparai Reservoir, Sothavilai Beach, Kamarajar Manimandapam and Chitharal

Problem Analysis

Tourism developments on coasts and estuaries, particularly in Southeast Asia and the Pacific, have disturbed bird and fish breeding and feeding grounds. Uncontrolled hotel development has caused many problems in coastal resorts. As well as damage to sand dunes, some hotels have been built too close to the neighboring beaches, leaving them in shadow for much of the day. Pollution is another problem. Water pollution may cause

a decline in water quality for swimming. It may also affect the growth of coral reefs. Tourism has exposed destinations in developing countries to the behaviour and values of visitors from foreign, mostly western, cultures. In some destinations, the local residents copy the visitors, and the culture changes. Old customs die out. Traditional foods are replaced by dishes that foreigners expect and prefer. In many locations, craft workers make low quality, inauthentic souvenirs for a quick profit. Tourism sector at present is plagued by a number of factors which include Government's apathy, poor infrastructure, law and order problem, visa problems, poor sanitary conditions and pollution etc. The government's support to the industry has fallen well short of expectations and budgetary and other allocations to the sector have been one per cent of public spending, as against global average of 6.8 per cent. The capital expenditure that goes into the industry is a meager 6.4 per cent of the GDP as against the global average of 11.8 per cent. Tax paid by tourists in India is the highest in the world. Compared to other countries where the tax rate is between 3 to 6 per cent Indian hotel charges about 40 per cent tax. It is not surprising, therefore, that repeat visits of international travelers to India few and far between. Poor infrastructure is another area which is responsible for dismal performance of tourism sector. Roads are potholed dusty and narrow to say the least. Our airports are bursting at the seam.

The present study is aimed towards the tourism development in Kanyakumari District, after assessing the present state of affairs of the tourism development and to evaluate its ability to give sustained growth. The study has focused the perception of commercial shop owners towards their business prospects, socio economic status of tourists and their problems and level of satisfaction in Kanyakumari District.

Findings

- Scenery beauty received the first rank the major reason for popularity of tourism is the overcrowded urban areas and the stress associated with the pollution, noise and crime make the people in these areas to seek peace, calm and beauty respectively.
- Food and Drinking water received 2nd rank. The level of satisfaction of the tourists is high on this count but during the survey period it is found that the sanitary conditions apart from quality of food were poor. The variety and quality of food served by the restaurants in the town is also up to the satisfaction of tourists. Lack of local cuisines and high pricing was an issue.
- It is observed that accommodation facility received fourth rank means with relatively medium contribution to the level of satisfaction. The tourists were overall satisfied with hotels and services. The problem facing accommodation establishment is due to the fluctuation in demand. This problem is especially acute during summer season. A flood of tourist enters the city causing demand for

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

- Parking facilities received fourth rank because parking facilities are not sufficient during the whole year in summer season the problem becomes acute. Some roads are narrow designed for a limited traffic and also creates parking difficulties.
- Shopping facility received third rank. It is known from the study that purchasing of items of various varieties is found on large scale by tourist. Though the shopping facility received fifth rank there is a habit of dual pricing system and bargaining is common.
- Local traffic creates problem and has received seventh rank. Within the town roads are narrow cars parked on roadside creates local traffic and inconvenience.
- Transportation received the eighth rank Kanyakumari is well connected by road to other parts of country. There is a Railway link also in Kanyakumari district. There is a very heavy rush of tourists during summer seasons, during peak tourist part of Tamilnadu.

Suggestions

- Easily available road links should be provided where possible.
- Government should take initiatives to improve tourism in Kanyakumari District promptly. Government should make regular inspections and surprise visits to hotels to keep proper check.
- Safety of tourists should be priority of the local government.
- Proper signboards are not available so these should be kept on priority by tourism officials.
- Various projects related to escalators, traffic lights, ropeway projects, water ATMs, beautification of the town must be accomplished on time. It would make tourism reach more heights and revenue to the state government and local entrepreneurs of all types and kinds.

Conclusion

Kanyakumari offers a multitude of experience to the tourist. It is blessed with unmatched natural diversity that provides immense scope for tourism. This virtual paradise holds almost all the tourist attractions of the world i.e. beaches, enhancing back waters, mist clad hill stations, lush forests, scintillating waterfalls, extensive plantation, invigorating monsoons, ayurvedic health centre, magical festivals, spectacular art forms,

splendid cultural heritage, spicy cuisine and everything else that enthralls a visitor. It has emerged as the most acclaimed tourist destination of the district in the recent past.

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