CHAPTER VI

SUMMARY OF FINDINGS
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Findings

The foreign tourist inflow at Tiruchirappalli increases at the rate of 6083 annually. The domestic tourist inflow at Tiruchirappalli increases at the rate of 185808 annually. It is observed that the domestic tourist arrival is higher than that of foreign tourist. The foreign and domestic tourist arrivals at Tiruchirappalli show an increase during the months of October - December.

Mukkombu attracts only the local tourists. During the month of August and May, the inflow is large in Mukkombu. Correspondingly the income is also high during these months.

From the regression analysis for the transport availability in Tiruchirappalli, it is found that the number of buses increases at the rate of 32 annually, the number of cars and maxicabs increases at the rate of 840 annually and the number of autorickshaws increases at the rate of 87 annually. The increase in number of cars and maxicabs is much higher than that of buses and autorickshaws.

Among the various temples in Tiruchirappalli, Samayapuram Mariamman temple (55.96 per cent) earns a large income followed by Srirangam Renganathar temple (22.25 per cent) and Rockfort temple (10.65 per cent). But the employment potential is higher in Srirangam Renganathar temple (31.30 per cent) followed by Samayapuram Mariamman temple (25.04 per cent) and Rockfort temple (14.31 per cent).

The hotels are categorized as first, second and third class of which the occupancy rate is high in third class hotels (60.61 per cent). Foreign tourists
prefer first class hotels (64.82 per cent) and domestic tourists prefer third class hotels (65.21 per cent). Even though the occupancy rate is less in first class hotel, the income is higher (41.06 per cent) than those of second (26.27 per cent) and third (32.66 per cent) class hotels.

Regarding the employment in hotels, the male employees are larger in number than females in all the three categories of hotels. Male and female employees are working in third class hotels to the extent of 68.42 per cent and 43.58 per cent respectively. The overall ratio for the male and female employees in hotels at Tiruchirappalli is 15.9.

Majority of the foreign tourists (42 per cent) comes under the age group of 31 to 45. Regarding the national tourists the majority that is 44 per cent is above 45. In the case of local tourists majority (40 per cent) is upto 30. Generally, no specific reasons can be given for such variation.

In the religion-wise distribution of tourists 80 per cent of foreign tourists are Christians and 60 per cent of national tourists and 68 per cent local tourists are Hindus.

The profession-wise categorization of tourists shows that the 42 per cent of foreign tourists are business people and 42 of foreign tourists are employees. Forty per cent of national tourists and 36 per cent of local tourists are employees.

The classification of tourists based on the income shows that majority of foreign tourists, that is 40 per cent comes under the income group of Rs.100001–200000. Among the national tourists majority comes under the income group below Rs.10000 that is 48 per cent and majority of local tourists (46 per cent) is in the income group of Rs.5001 – 10000.
The main purpose of visit of foreign tourists (72 per cent) and of national tourists (44 per cent) is recreation and holiday. But regarding local tourists the main purpose of their visit is pilgrimage (44 per cent).

Even though there are different sources of money for tour, majority of tourists are travelling by their own money, that is, foreign tourists 76 per cent, national tourists 72 per cent and local tourists 84 per cent. Sixteen per cent of foreign tourists, 22 per cent of national tourists and 10 per cent of local tourists travel under leave travel concession.

Among the various motivation factors, friends and relatives form the main factor behind the visits of foreign (40 per cent) and national (32 per cent) tourists. But religion is the main factor for local tourist (50 per cent) arrivals in Tiruchirappalli. Yet advertisement is another important factor motivating foreign (26 per cent), national (28 per cent) and local (24 per cent) tourists to visit Tiruchirappalli.

Regarding the number of visits of foreign tourists, majority form first time visitors (56 per cent). But national and local tourists are repeated visitors to the extent of 48 per cent and 52 per cent respectively.

Hotels and lodges are the main places of stay for all the three categories of tourists that is, 90 per cent of foreign tourists, 76 per cent of national tourists and 60 per cent of local tourists.

Foreign (68 per cent) and national (48 per cent) tourists are using car and maxicab for travelling. The local tourists equally prefer car and maxicab (42 per cent) and bus (42 per cent).
Foreign tourists (56 per cent) prefer to tour mostly during October to December. But national (38 per cent) and local (40 per cent) tourists prefer the period between April and June.

Foreign tourists and national tourists are mainly attracted by Srirangam, that is 82 per cent and 54 per cent respectively. Local tourists are attracted by Samayapuram temple (30 per cent) followed by Srirangam (24 per cent).

The important items purchased by foreign tourists are statues (40 per cent) and sarees (32 per cent). For national (36 per cent) and local tourists (32 per cent), sarees are the important item purchased.

Regarding the temple maintenance 64 per cent of foreign tourists, 52 per cent of national tourists and 46 per cent of local tourists have negative opinion. Only a small percentage of tourists feel satisfactory about cleanliness of temples.

The transport cost is very cheap for foreign (68 per cent) and national (62 per cent) tourists. Majority of local tourists (56 per cent) feels that transport cost is reasonable. Most of the foreign and national tourists are not satisfied with the guide service. Only 6 per cent of foreign tourists and 12 per cent of national tourists have good opinion about guide service. 58 foreign respondents and 60 national respondents are irritated by the quality of guide service.

The major difficulty faced by foreign tourists (30 per cent) is loss of property due to theft. Accident is the main problem faced by national (34 per cent) and local (32 per cent) tourists.

The number of days of stay of foreign tourists in India has no relation to their income. Likewise, there is no significant relationship between income and number of days of stay of foreign tourists in Tiruchirappalli.
The chi-square analysis shows that, there is significant association between income and mode of transport by foreign tourists.

Correlation study reveals that there is a high correlation between income, cost of stay and money allotted for tour.

The income of the national tourists do not influence the number of days of stay in Tamil Nadu and Tiruchirappalli. There is a significant association between income and mode of transport by national tourists.

There is no significant difference in the average cost of stay between the different categories of profession of national tourists. There is significant difference in the total money allotted for purchase between the different categories of income group of national tourists. But there is no significant difference in the total money allotted for tour between the different categories of income of national tourists. There is a highly significant correlation between total money allotted for tour and total travelling cost of national tourists. There is no correlation between income and cost of stay for national tourists.

There is a significant correlation between the number of days of stay of local tourists in Tiruchirappalli and their income. The chi-square tests reveal that local tourists whose income is less than Rs.5000 travel by car and maxicab and those with income greater than Rs.10000 prefer bus. Hence there is no significant association between income and mode of transport. Among the local tourists, most of them are in the income group of Rs.5001 to 10000. There is no significant correlation between income and number of visits of local tourists to Tiruchirappalli.

ANOVA test shows that there is no significant difference in average cost of stay between the various income groups of local tourists. It is found that there is significant difference in money allotted for tour between the different
categories of age group of local tourists. Between the various income groups of local tourists there is no sharp variation in money allotted for purchasing.

Correlation analysis reveals that there is a highly significant correlation between income and total money allotted for tour by local tourists. There is no correlation between the income and cost of stay of local tourists. But there is a highly significant correlation between income, total money allotted for tour and total travelling cost.

Recommendations

India, a country of rich variety of culture is yet to gain its position in the world map of tourism. Even though India has a large number of tourist destinations, it receives only less number of foreign tourists. In Tiruchirappalli district, the inflow of foreign tourists is comparatively lower than that of the domestic tourists. The Government of Tamil Nadu should take necessary steps to increase the foreign tourist arrival. The Tiruchirappalli Airport could be elevated to the international status thereby increasing the foreign tourist arrivals. The private airlines like Air Deccan, Kingfisher and Jet Airways must operate flights through Tiruchirappalli airport. The Government could organize fairs and festivals related to tourism and travel to attract the foreign tourists. The packaged tours covering Tiruchirappalli, Thanjavur and Puthukottai districts are to be popularized. Bharathidasan University should start a degree course on Tourism so as to popularize the tourism subject.

The study shows that a majority of tourists prefers car and maxicab which are operated by private owners. The Government itself can run pay taxis which are reliable and safe for tourists. All the tourist spots in Tiruchirappalli can be linked together by connecting roads. A bye-pass road should be laid to ease out traffic congestion.
The study reveals that the first class hotel occupancy rate is less than that of the second and third class hotels. When the total capacity of the first class hotels is not utilized, the hotel owners can contact the travel agencies, airport authorities and tourism department to attract more tourists. During off season, the hotels can offer concession to attract tourists.

Regarding the employment in hotels, men are in more number than women. This vast difference should be minimized and women should be encouraged and trained for jobs in hotels. The polite and kind nature of women employees will attract more tourists to hotels.

The religion has a limited role to play in tourism because all people like to visit varieties of places. However, temples are the important tourist destinations in Tiruchirappalli. The tourism department should take measures to improve picnic spots like Mukkombu to attract more muslim and christian tourists.

There are various factors motivating tourists, among which friends and relatives have motivated 40 per cent of foreign tourists and 32 per cent of national tourists. Advertisement, guidebooks and tourism periodicals also motivate the tourists, but to a lesser extent. These motivating factors should be encouraged and sufficient information should be provided to the travellers.

It is learnt from the study that maximum tourists stay for only one day in Tiruchirappalli. They mainly visit Srirangam Renganathar temple and Rockfort temple, after which they do shopping and leave Tiruchirappalli. The tourism organizations can take steps to induce the tourists to visit Mukkombu, Puliyancholai and Ponnaiyaru dam. All these places should be developed as popular picnic spots. There are many picnic spots which are unknown to tourists and hence publicity should be given. Also theme and amusement parks should be developed in Tiruchirappalli district to attract many more tourists. Water
sport theme park is essential in the Cauvery delta region for the entertainment of people. Winch can be operated at the Rockfort temple so as to attract children and senior citizens.

The study reveals that there is a negative opinion regarding temple maintenance expressed by the majority of foreign and national tourists. Some major problems in temples are unhygienic conditions, heavy charge for dharsans, inadequate parking facilities and inconvenience due to beggars. Apart from this, dharsan timings are not suitable for the tourists and they expect the dharsans all over the day. The concerned authorities should take necessary steps to solve all these problems. Temples should be renovated periodically, thereby preserving the art, architecture and beauty of the place.

Travel guides play a vital role in the tourism industry. The travellers' satisfaction depends on their tour guide. The study shows that tourists are not satisfied with the guide service. They expect the travel guides to provide information associated with their travel. The Government of Tamil Nadu should concentrate more on improving the competence of the guiding professionals. Training institutes should be started for raising the levels of guiding standards.

The major difficulties faced by the tourists are loss of property due to theft and accidents. The lack of safety for tourists weakens the development of tourism industry. Police force should be deployed in tourist spots to avoid theft. Accidents which reduce road safety are also an important issue for tourism authorities. Regional Transport Officers should properly examine the performance of applicants before issuing the licence. Conditions of roads running to the tourist spots should be improved. Drunkard drivers should be punished and their licence must be seized, thereby accidents can be minimized. The travellers suggest the installation of name boards at important locations and indication of important tourist spots in the city map.
From the detailed study conducted, it is realized that the foreign travellers praised India for its culture, natural beauty and architectural monuments. If major problems like accidents, cheating, improper guide service, unhygienic conditions and unusual government formalities are solved, India will gain its position in the world tourist map quickly.