

A STUDY ON THE TOURISM POTENTIALS AND PROBLEMS AT KODAIKANAL

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INTRODUCTION

World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. Tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. Tourism is the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. The term tourist was firstly used as official term in 1937 by the League of Nations. Tourism was defined as people travelling abroad for period of over 24 hours.

STATEMENT OF THE PROBLEM

Tourism industry is a booming industry that enriches knowledge, brings social development and economic growth. Tourism is fast growing area. But, there are lots of problems faced by tourists during their tour due to poor facilities, uncertainties, cleanliness, safety, etc. previously, people used to tour mainly on pilgrimage. But now the culture has changed, many people plan for their tour as a regularly once in a year. In this scenario it is highly important to study the major issues faced by tourists and to take necessary steps to reduce such problems. The failure of monsoon and the absence of summer rains have taken a toll on Kodaikanal hills, as the town is experiencing severe water shortage. The crisis has largely affected the residents and tourists in addition to affecting the businesses of the hotel and lodging industry. Lack of parking

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lots and narrow roads are major difficulties faced by tourists. Parking space is insufficient and this often leads to traffic congestion. Problem of accommodation suited to their purse, the majority of tourists prefer medium-class accommodation, but facilities in that class are few. Affect on Environment, needs a greater care to protect all its components from the harmful effect of mass tourism. Effect of local Resources, An unregulated rush of visitors to areas of tourist interest also puts a great pressure on local resources. Kodaikanal does not have good sign boards displaying the major tourist attractions and the distance one has to cover to reach them. Suitable signboards and directions are very much needed for trekkers and tourist who want to reach the tourist spots on their own.

1.4 OBJECTIVES OF THE STUDY:

The Following are the Main Objectives of the Study.

1. To Trace the growth of Tourism Industry at kodaikanal.
2. To Study the Motivational factors of Tourist at kodaikanal.
3. To Analysis the Problem faced by the Tourist at kodaikanal.
4. To Suggest the Remedies for Development of Tourist at Kodaikanal.

1.5 SCOPE OF THE STUDY

The main problem which is affecting tourism in Kodaikanal is the water shortage. When a place is called a tourist place then that place should be awesome in every aspect but in Kodaikanal the most important thing called water is not sufficient because of the less rain which is falling on Kodaikanal. The water shortage is caused due to the trees; these trees consume more water from the ground which leads to water shortage.

And the next major problem is Kodaikanal Mercury poisoning which is one of the well-chronicled cases of toxic pollution anywhere in the world. Kodaikanal Pollution is a proven case of Mercury contamination by a large corporate in the process of making Mercury Thermometer for export around the world. It was the main problem which is faced and it leads to toxic pollution where it affects people very much but now it has a found solution to remove it and it is solved.

REVIEW OF LITERATURE:

This chapter relates to the review of literature. It reviews the important studies relating to Tourism and its Problems and Prospects in India as well as Abroad. Moreover, reports, Documents of important committees constituted by Ministry of Tourism Government of India have also been reviewed in this chapter.

Motiram (2007) in his study described the impact of globalization on mass tourism in India i.e. Beach Tourism, Mountain Tourism, and Religious Tourism. The study highlighted that due to globalization the tourism industry generate more employment, and more foreign exchange earnings. Further, it facilitated infrastructure development in the country. The researcher pointed out that India was the third fastest growing travel and tourism economy in the world after Montenegro and China. The author suggested that India must develop tourism infrastructure to attract international tourists in large numbers.

Rishi and Giridhar (2007) in their paper evaluated tourism industry in Himachal Pradesh with the help of SWOT analysis. It highlighted the unique natural offerings of Himachal Pradesh which it could not cash due to lack of various facilities like food, transportation, water and accommodation etc. The researcher viewed that to leverage tourism potential it was necessary to analyse the needs, perceptions, preferences and satisfaction level of tourists. The study concluded that Himachal Pradesh had vast potential of becoming one of the world's top destinations provided it developed its infrastructure facilities and promoted its offerings in a suitable manner.

Patnaik (2007) in his article highlighted that Shree Jagannath Dham was among the 1000 most preferred destinations visited by salvation seeking foreigners and have second place in case of religious tourism in India. Further, he revealed that Mahodadhi (the birth place of goddess Luxami) was another important place in Puri for both foreign and domestic tourists and they take dip at this place during Ganga Sagarmela. The author suggested that religious places in India attract million of devotees every year and to tap the tourism opportunities, appropriate policies for religious tourism must be formulated and implemented.

SAMPLE SIZE

To represent every segment of the universe the sample size included sufficient in number. For higher accuracy of the data very small and large sample sizes are avoided. The sample size selected is 120. Convenient Sampling was used to collect the data. Large sample size has been avoided due to its difficult to manage and small size of sample is avoided due to improper representation of the universe and one sided result.

DATA COLLECTION

It is primary data, was collected directly from the respondents in Kodaikanal.

TOOLS USED FOR DATA COLLECTION

The data was collected through questionnaire method. The data has been classified on the basis of age, education, qualifications, monthly income, gender, marital status of the respondents. Cross tabulation has been done according to different variables.

STATISTICAL TOOL AND DATA ANALYSIS

Data have been analyzed and tested with the help of SPSS. Tables, charts, diagrams, percentage and Chi-Square Test.

Level of Tourists * No of Visits to Kodaikanal

LEVEL	No of Visits to Kodaikanal			TOTAL
	First Visit	2-5 Times	More than 5 Times	
National	32	17	11	60
International	53	5	2	60
Total	85	22	13	120

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.964 ^a	2	.000
Likelihood Ratio	19.018	2	.000
Linear-by-Linear Association	16.286	1	.000
N of Valid Cases	120		

(a) 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.50.

Table 10 – In order to see the association between the level of tourists and their No. of visits to Kodaikanal chi-square test was administered.

Hypothesis: There is an association between level of tourists and their Number of visits to Kodaikanal

The χ^2 (Chi-square) = 17.964 (P=0.000), since the χ^2 value is significant ($p < 0.05$).

We can reject the Null Hypothesis (H_0) and accept the Alternative Hypothesis (H_1). So there is an association between level of tourists and their No. of visits to Kodaikanal.

LEVEL OF TOURISTS * REASONS TO COME KODAIKANAL CROSSTABULATION

LEVEL OF TOURISTS	REASONS TO COME KODAIKANAL								TOTAL
	HOLIDAY AND RELAXATION	ENTERTAINMENT	RECOMMENDATION BY FRIENDS OR RELATIVES	CULTURAL OFFER BEAUTY OF THE NATURE AND LANDSCAPE	HEALTH AND BEAUTY OFFER	WORK	HONEY MOON	VISITING FRIENDS OR RELATIVE	
National	15	20	7	6	1	2	8	1	60
International	6	23	12	10	0	7	2	0	60
Total	21	43	19	16	1	9	10	1	120

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.760 ^a	7	.039
Likelihood Ratio	16.106	7	.024
Linear-by-Linear Association	.022	1	.883
N of Valid Cases	120		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .50.

Table 13 – In order to see the association between level of tourists and their reasons to come to kodaikanal chi-square test was administered.

Hypothesis: There is an association between level of tourists and their reasons to come to Kodaikanal.

The χ^2 (Chi-square) = 14.760 (P=0.039), since the χ^2 value is significant ($p < 0.05$).

We can reject the Null Hypothesis (H_0) and accept the Alternative Hypothesis (H_1). So there is an association between level of tourists and their reason to come to Kodaikanal.

GENDER OF THE RESPONDENTS * REASON TO COME KODAIKANAL CROSSTABULATION

REASON TO COME KODAIKANAL	GENDER OF THE RESPONDENTS		TOTAL
	MALE	FEMALE	
Holiday and Relaxation	10	11	21
Entertainment	32	11	43
Recommendation by Friends or Relatives	10	9	19
Cultural offer Beauty of the Nature and Landscape	5	11	16
Health and Beauty Offer	1	0	1
Work	9	0	9
Honey moon	2	8	10
Visiting Friends or Relative	1	0	1
Total	70	50	120

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.555 ^a	7	.001
Likelihood Ratio	28.870	7	.000
Linear-by-Linear Association	.619	1	.431
N of Valid Cases	120		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .42.

Table 14 – In order to see the association between Gender of the respondents and their reasons to come to kodaikanal chi-square test was administered.

Hypothesis: There is an association between Gender of the respondents and their reasons to come to Kodaikanal.

The χ^2 (Chi-square) = 24.555 (P=0.001), since the χ^2 value is significant (p<0.05).

We can reject the Null Hypothesis (H₀) and accept the Alternative Hypothesis (H₁). So there is an association between Gender of the respondents and their reason to come to Kodaikanal

**NO OF VISITS TO KODAIKANAL * REASONS TO COME
KODAIKANAL CROSSTABULATION**

NO OF VISITS TO KODAIKANAL	REASONS TO COME KODAIKANAL							TOTAL
	Holiday and Relaxation	Entertainment	Recommendation by Friends or Relatives	Cultural offer Beauty of the Nature and Landscape	Health and Beauty Offer	Work	Honey moon	

First Visit	11	34	15	9	0	7	8	1	85
2-5 Times	6	5	1	7	1	2	0	0	22
More than 5 Times	4	4	3	0	0	0	2	0	13
Total	21	43	19	16	1	9	10	1	120

TABLE NO: 16 (b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.011 ^a	14	.046
Likelihood Ratio	26.514	14	.022
Linear-by-Linear Association	.758	1	.384
N of Valid Cases	120		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .11.

Table 15 – In order to see the association between the Respondents No. of visits to Kodaikanal and their reason to come Kodaikanal chi-square test was administered.

Hypothesis: There is an association between Respondents No. of visits to Kodaikanal and their reason to come Kodaikanal.

The χ^2 (Chi-square) = 24.011 (P=0.046), since the χ^2 value is significant ($p < 0.05$).

We can reject the Null Hypothesis (H_0) and accept the Alternative Hypothesis (H_1). So there is an association between No. of visits to Kodaikanal and they have reasons to come Kodaikanal.

**REASONS TO COME KODAIKANAL * OVERALL RATING ABOUT
KODAIKANAL CROSSTABULATION**

REASONS TO COME KODAIKANAL	OVERALL RATING ABOUT KODAIKANAL			TOTAL
	NEUTRAL	SATISFIED	HIGHLY SATISFIED	
Holiday and Relaxation	4	7	10	21
Entertainment	20	21	2	43
Recommendation by Friends or Relatives	4	9	6	19
Cultural offer Beauty of the Nature and Landscape	4	11	1	16
Health and Beauty Offer	1	0	0	1
Work	9	0	0	9
Honey moon	0	8	2	10
Visiting Friends or Relative	0	0	1	1
Total	42	56	22	120

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.415 ^a	14	.000
Likelihood Ratio	57.078	14	.000
Linear-by-Linear Association	.703	1	.402
N of Valid Cases	120		

a. 15 cells (62.5%) have expected count less than 5. The minimum expected count is .18.

Table 15 – In order to see the association between the Reasons to come Kodaikanal and their overall rating chi-square test was administered.

Hypothesis: There is an association between Reasons to come Kodaikanal and the overall rating about kodaikanal.

The χ^2 (Chi-square) = 53.415 (P=0.000), since the χ^2 value is significant ($p < 0.05$).

We can reject the Null Hypothesis (H_0) and accept the Alternative Hypothesis (H_1). So there is a significant relationship between Reasons to come Kodaikanal and the overall rating about kodaikanal

LEVEL OF SATISFACTION

SL. NO	LEVEL OF SATISFACTION	HIGHLY UNSATISFIED	UNSATISFIED	NEUTRAL	SATISFIED	HIGHLY SATISFIED	TOTAL
1	CLIMATE	4	38	39	23	16	120
2	KINDNESS OF THE LOCAL PEOPLE	8	28	46	35	3	120
3	KINDNESS OF THE TOUR OPERATORS	0	47	35	33	5	120
4	AVAILABILITY OF TOUR OPERATORS	5	27	58	25	5	120
5	TOUR OPERATORS' KNOWLEDGE OF FOREIGN LANGUAGE	7	21	54	32	6	120
6	ROAD LINKS	4	15	57	38	6	120
7	LOCAL TRAFFIC	4	18	63	30	5	120
8	CAR PARKING	5	28	46	34	7	120
9	INFORMATION RECEIVED BEFOR	5	35	49	23	8	120

	THE ARRIVAL						
10	INFORMATION ABOUT THE DESTINATION	5	29	35	34	17	120
11	TOURIST INFORMATION OF THE CHOSEN DESTINATION	12	25	33	45	5	120
12	EVENTS	13	30	50	25	2	120
13	SOUVENIERS	18	36	25	37	4	120
14	GENERAL ORGANIZATION OF THE CHOSEN DESTINATION	2	25	60	27	6	120
15	QUALITY OF URBAN DESIGN	0	23	43	51	3	120
16	PEDESTRIAN AREAS	7	15	47	45	6	120
17	PARKS AND GREEN AREAS	1	12	38	56	13	120
18	HISTORICAL-CULTURAL HERITAGE	3	37	49	24	7	120
19	LANDSCAPE BEAUTY	0	23	35	38	24	120
20	ENVIRONMENTAL SAFEGAURDING	6	8	44	46	16	120
21	QUALITY OF THE WATER AND BATHING AREAS	5	5	69	32	9	120
22	PROPOSALS FOR CHILDREN	0	26	52	34	8	120
23	SAFETY	5	13	55	42	5	120
24	OPENING HOURS OF BANKS AND SHOPS	7	11	35	57	10	120
25	OPENING HOURS OF CATERING	2	14	50	37	17	120

	SERVICES						
26	SHOPS	1	22	65	27	5	120
27	ACCOMODATION	1	17	42	44	16	120
28	CATERING SERVICES	0	9	60	39	12	120
29	CULTURAL OFFER	0	20	48	44	8	120
30	AMUESMENT ACTIVITIES	5	27	52	31	5	120
31	SPORTING ACTIVITIES	1	38	33	39	9	120
32	HEALTHY AND BEAUTY TOURISM OFFER	0	21	51	40	8	120
33	BOATING OFFER	3	9	51	43	14	120
34	EXCURSION OFFERS	7	20	41	40	12	120
35	LOCAL GASTRONOMY	1	21	53	34	11	120
36	QUALITY- PRICE RATIO	2	14	65	35	4	120

SUGGESTIONS:

1. The Analysis shows that more than 45 % of the Respondents find satisfied visiting Kodaikanal, Hence there is a great scope for future tourism for Kodaikanal. As the data reveals that most of the tourist show a willingness of coming back for recreation.
2. The Data collected interprets that the number of visits to Kodaikanal is comparatively higher, since proving the satisfactory level of tourist is high. If some maintenance measures are taken to edify the facilities at Kodaikanal, that would yield more response.
3. The Research reveals that the major Problems faced by the Tourist are they feel that there is no enough Parking facilities and Medical Aid for severe Emergencies. Consequently if measures are taken for encroachment of road side shops and expansion of roads at major tourist gathering would facilitate smooth traffic and 24/7 equipped Mobile Hospital is suggested.

4. Another major Problem faced during rainy season and bad weather is landscape, resulting in Wrecked and damaged roads, hence requesting the government to take measures utilizing the tourist revenue for frequent maintenance.
5. Key recommendations found from the feedback as more of Amusement parks, Effective theatre, Sports activities can be established which would attract and entertain tourist. In addition basic Restrooms facilities and local transit and signboards can be kept at appropriate places.

CONCLUSION:

India's share in world's tourism is still very low both in the number of tourist arrivals and in foreign exchange earnings. Tourism accounts for our third largest export item in the country's foreign trade in terms of earnings. Tourism industry creates new jobs at a faster pace and with relatively low investment. It tones up the economy and quality of life in under developed areas as are the geographically isolated tracts in the mountains. International tourism promotes the export of invisible products without sending them out of India, in the form of hospitality service rendered to tourists during the stay in our tourist areas. It is so because we earn foreign exchange out of what the foreign tourists spend. Additionally, they also carry many of our fanciful articles like handicrafts, without incurring any cost of their transport or advertisement by us. Cash earning from the stay of foreign tourists makes up our unfavourable balance of trade. The natural environment and heritage sites remain a source of attraction as long as these are not damaged beyond control from their degradation or pollution. Massive tourist traffic, unless regulated creates these mal-effects. Tourist carrying capacity of a resort needs to be matched to minimise the inconveniences of local people during the period of tourist rush. Youths of the host area are also to be saved from cultural alienation by blindly initiating the lifestyle of foreigners during days of reckless massive tourism.

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