



KODAIKANAL'S INFRASTRUCTURE DEVELOPMENT: A CURRENT SCENARIO

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Introduction

India is the country which is surrounded by the Himalayas, Arabian Sea, Bay of Bengal and the Indian Ocean, as we all know that it is rich in its culture, heritage, unique style temples, wildlife, sanctuaries etc. which will attract the tourists large in number. India is not only limited to above areas but also it has many tributaries like Sharavathi, Ganga, Yamuna, Brahmaputra, Indus and many more. Many amazing waterfalls places can also be found in almost all parts of India. Visiting India is a dream of every foreigner because India has lot to travel and explore many adventures things. India is where the people live with much diversity. India is considered as Multi-lingual country where you can find many people who speaks different languages.

Tourism is travel for relaxation, for business purposes, refreshment, family and spiritual, usually for limited period. It mainly related with travelling internationally but may also bring up travelling within the same country or outside the state. Tourism has turn out to be a prevalent worldwide relaxation activity. It can be local or global and worldwide tourism has both inbound and outbound for several countries and touches the economy of the source as well as host states, and in few cases it shows a vibrant significance (Halls and Coles, 2008)

It is basically a group of events, facilities and businesses that carry an experience of travelling that comprise of lodging, consumptions establishment, conveyance, hospitality services, facilities provide for entertainment and for various activities for those inhabitants or groups that are moving away from home. The World Tourism Organization (WTO) make an assertion that tourism is now consider as the largest industry globally with yearly income of over \$3 trillion dollars.

SCOPE OF THE STUDY

Kodaikanal is one of the very popular and most sought after Honeymoon and holiday destination hill resorts in South India. This hill station stands 7200 feet above sea level and situated in upper palani hills of the Western Ghats near Madurai in Tamil Nadu. Kodaikanal is also popularly known as the princes of Hill Stations. The cool and misty weather, the scenic beauty of the rolling hills and the wooded forest of Kodaikanal and its surroundings will mesmerize any visitor throughout the year. Walk through the wooded forests, row in the lake, bath in one of the splashing waterfalls, go for horse riding and cycling around the lake or simply admire the views.

OBJECTIVES OF THE STUDY

The following objectives have been framed for the study.

- 1) To study the attitudes of tourists towards marketing of tourism products in Kodaikanal
- 2) To find out the relationship between satisfaction and socio economic background of tourists in Kodaikanal.
- 3) To analyse economic benefits obtained directly by the traders and business man in Kodaikanal.

METHODOLOGY

The present study is proposes to tourism marketing of kodaikanal in Dindugal District. As census method is not feasible, the researcher has proposed to follow sampling. It is decided to select the tourist centers in kodaikanal. The present study selected 5 tourist centers namely Lake, Pillerrock, Kurinji Andavar Temple, Silver Falls, and Fine forest, in the universe of 15 tourist centers in kodaikanal. These tourist centers are mainly marketed in all centers of the city.

.SAMPLING DESIGN

For the purpose of this study the data have been collected from foreign and domestic tourists in Kodaikanal. For the selection of 500 tourists is made on a simple random basis at the rate of 100 from each center. Another way a sample of 150 domestic tourists and 50 foreign tourists has been selected for this purpose and 150 business people in the tourists area are also selected for this study. A structured interview schedule has been used. The content of the questionnaire have been developed with the help of reviews, experts in the relevant field, and tourists guide. The selection of respondents Non-Probability Convenient Sampling Technique has been adopted. However due care is taken to include tourists with various socio-economic background to make the sample representative. The size of the sample is 500 respondents.

FRAME WORK OF ANALYSIS

1. Garrett's Ranking Technique

It is often desirable to translate orders of merit into units of amount or scores. This may be done by means of tables. This is highly useful in the case of those attributes which are not easily measured by ordinary methods, but for which individuals may be arranged in order to transmute ranking into score is

$$\text{Percentage Position} = \frac{100(R_{ij}-0.5)}{N_j}$$

R_{ij} = Ranking given to I^{th} for to J^{th} individual

N_j = Number of factors ranked by J^{th} individual.

By referring to the Garrett's table the percentage positions estimated was converted into scores. Then for each factor the scores of various respondents were added and divided by the number of respondents to arrive at the mean score. The mean score thus obtained for each factor was arranged in descending order. The factor with highest mean scores was given first rank followed by second, third and so on. It is to be noted that, under each problem the respondents were asked to give only rank to a factor. In the present study, Garrett Ranking Technique was used to examine problem faced by tourists and the preferential attributes of tourists.

2. Chi-square Test

Chi-square test was applied for the hypothesis testing by using the Following formula:

$$\text{Chi-square} = \sum \frac{(O-E)^2}{E} \text{ with } (r-1) (c-1) \text{ degree of freedom}$$

Whereas,

O – Observed frequency

E - Expected frequency $\text{Row total} \times \text{Column total}$

$$E = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

c = Number of columns in a contingency table

r = Number of rows in a contingency table

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.

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 1.1

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.

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 1.2

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 taxidriviers. 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.

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 1.3

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 1.3 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.

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 1.4

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'.

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 1.5

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.

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 1.6

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'.

SUGGESTIONS

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. 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 area.

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. 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.

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. 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.

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 manmade 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.

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