



# A STUDY ON THE IMPORTANCE OF PUBLIC SECTOR TRANSPORTATION IN TOURISM DEVELOPMENT IN KERALA MAINLY FOCUSED KERALA STATE ROAD TRANSPORT CORPORATION (KSRTC)

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## ABSTRACT:

The KSRTC is one of the age old state run transport corporation in India and is head quartered at Thiruvananthapuram. The state motor service was inaugurated by his highness srichithira thirunna. The Kerala State Road Transport Corporation began as the Travancore State Transport Department, constituted by the former Travancore Government with the intent of reorganizing the transportation services of the state, but later it changed on the state's name i.e. Kerala. It plays a crucial role in strengthening the public transport system in kerala. This paper tries to study the importance of public sector transportation in tourism development in kerala mainly focused kerala state road transport corporation.

**Key Words:** Public sector transportation, KSRTC, Tourism development

## INTRODUCTION:

Transportation is the most important part of human life. It allows people to travel from one place to another. To make people feel convenient and comfortable with their position, different modes of the transportation system are found and it is evolved from the earliest stage to the present stage of the transportation system. Kerala state road transport corporation was developed in 1961. KSRTC is a state owned public transport corporation in the Indian state of kerala. KSRTC, the fond name for kerala state road transport corporation, connects the state well on road. As one of the oldest operated and managed public transports of India. KSRTC has categorized its buses depending varying customer demands and distances and has scrutinized them amongst ordinary fast passenger, super-fast, express, super deluxe, a/c air bus etc. The wide range services are rightly complemented with reservation facility to help travellers book their seats, particularly when they want to travel longer or journey to other states.

## NEED OF STUDY:

- To know about the importance and influence of public sector transportation in kerala tourism industry.
- To study about the various budget tourism activities offered by kerala state road transportation corporation (KSRTC).
- To know about the role of KSRTC and to find out how much KSRTC is contribute to the growth of tourism in kerala.

## OBJECTIVES:

- 1)To understand how the public sector transportation influence the kerala tourism industry.
- 2)To know about the various budget tourism activities offered by ksrtc.
- 3)To find out how the KSRTC can be used for the growth of tourism industry.

### LITERATURE REVIEW:

In this study, researcher go through various studies depending up on importance of public transportation with a specific focus on the growth of tourism industry.

Dr.k. saravana (2016) explored the topic” They play an incredible role in improving the public transport system of kerala. A study based on the satisfaction level of KSRTC passengers”. Centre for public policy research (2016) conducted a research on to the subject of “challenges to the role of private participation in public transportation. A case of kerala here the out box evaluates how this issue makes an impact to the public transport system of the country. Government under took his measure to curb the monopoly of private buses. This study also discusses the increased role of private buses in public. Vini M.S, Sree Krishnan p (2017) conducted a study in “An Education of the performance of KSRTC. She framed the research on the basis of factors such as assessing travel demand. KSRTC has decided to convert old buses into sleeper coaches for tourism. They examined the overall performance of KSRTC. Dr. Lakshmi (2018) The purpose of their paper is to obtain a better understanding of the extent to which service quality is delivered by KSRTC to its passengers. In this context, the KSRTC department should try to make its service as best. There is a strong culture in KSRTC organization that passengers satisfaction is most important.

### RESEARCH METHODOLOGY

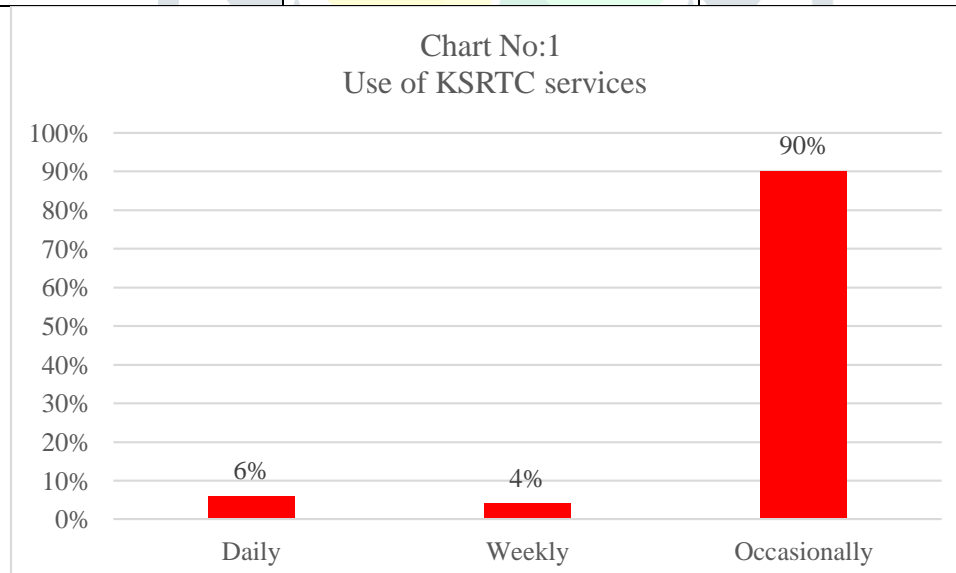
Both Primary and Secondary data to be used to complete this study.

**Primary data:** Primary research consists of research to collect original primary data. This is the first handed information collected by interviewing the bus traveller are including interview questionnaire method and observation method.

**Secondary data:** Secondary data collected from different published resources, which were supportive to the original data. Primary data collected from 50 respondents randomly from kerala. For this study 50 respondents were selected among the KSRTC travellers and questionnaire were distributed them to find out the role of KSRTC and its influence in tourism

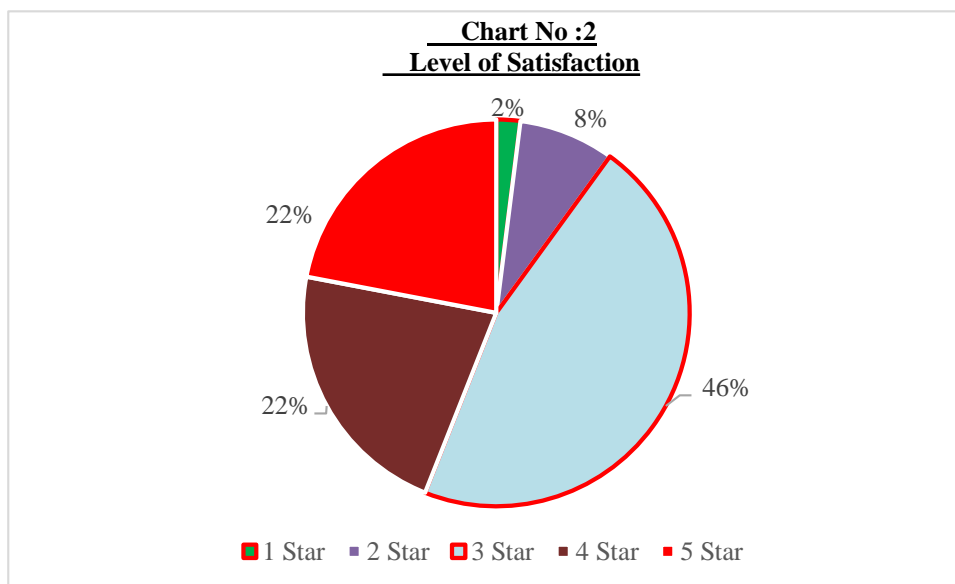
### DATA ANALYSIS AND INTERPRETATION

<b>Table no:1</b>		
<b>use of ksrtc services</b>		
USE	NUMBER OF RESPONDENTS	PERCENTAGE
Daily	3	6%
Weekly	2	4%
Occasionally	45	90%
Total	50	100



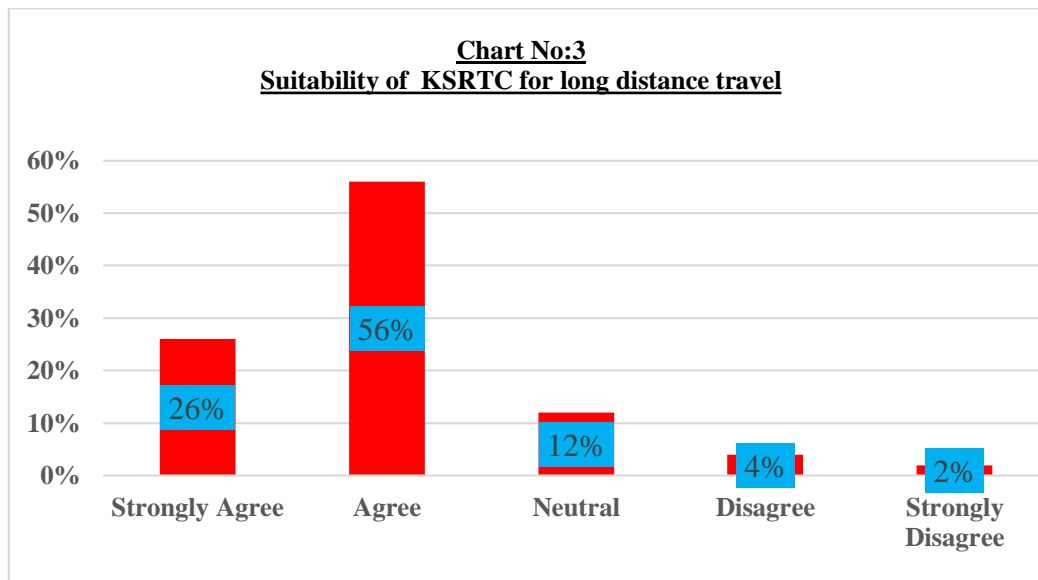
**Interpretation:** Above table and chart shows that,6% of respondents were travelled in KSRTC at daily basis, and 4 % are use it weekly, remaining 90% respondents are use it occasionally based on their circumstances.

Table no: 2 star rating indicates the level of satisfaction of passengers with road transportation		
STAR RATING	NUMBER OF RESPONDENTS	PERCENTAGE
1 Star	1	2%
2 Star	4	8%
3 Star	23	46%
4 Star	11	22%
5 Star	11	22%
Total	50	100



**Interpretation:** Above table and chart shows that ,2% of respondents give 1 star, and 8 % are give 2 star ,46% respondents are giving 3 star and 22% of respondents gave 4 star, remaining 2% give 5 star.

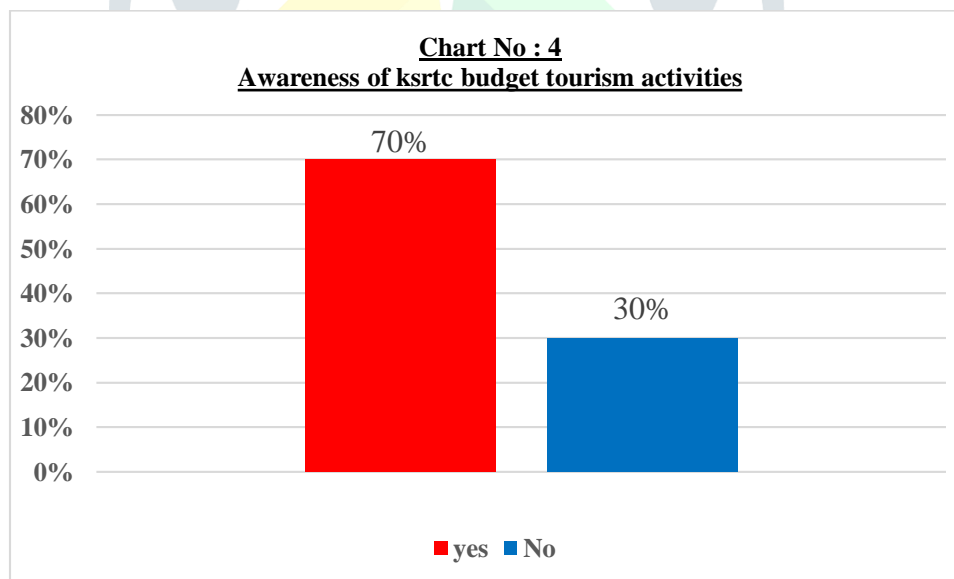
Table no :3 suitability of ksrtc for long distance travel		
OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Strongly Agree	13	26%
Agree	28	56%
Neutral	6	12%
Disagree	2	4%
Strongly Disagree	1	2%
Total	50	100



**Interpretation:** Above table and chart shows that ,26% of respondents strongly agree, and 56% are agree,12% respondents are neutral and 4 % of respondents disagree, remaining 2% strongly disagree.

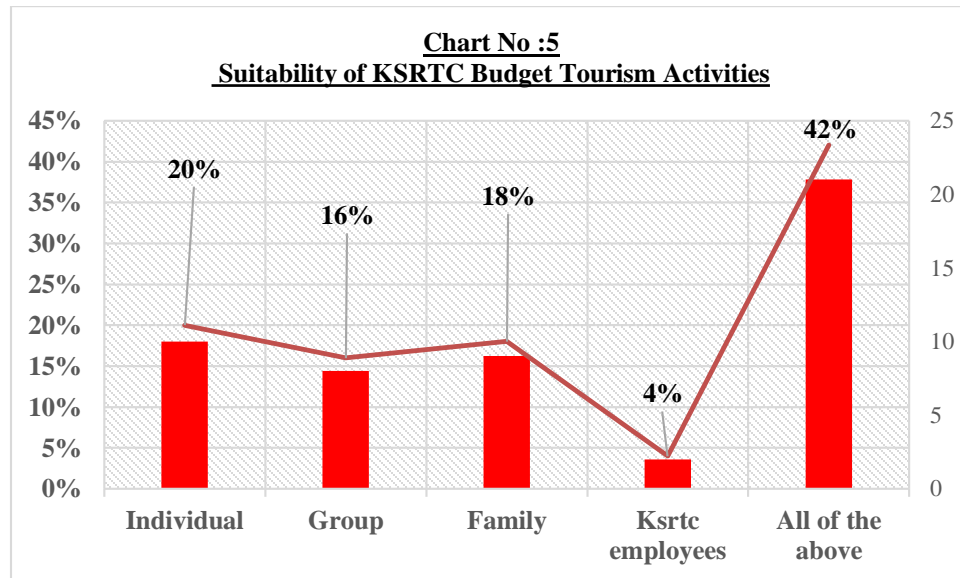
**Table no: 4**  
**awareness of ksrtc budget tourism activities**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	35	70%
No	15	30%
Total	50	100



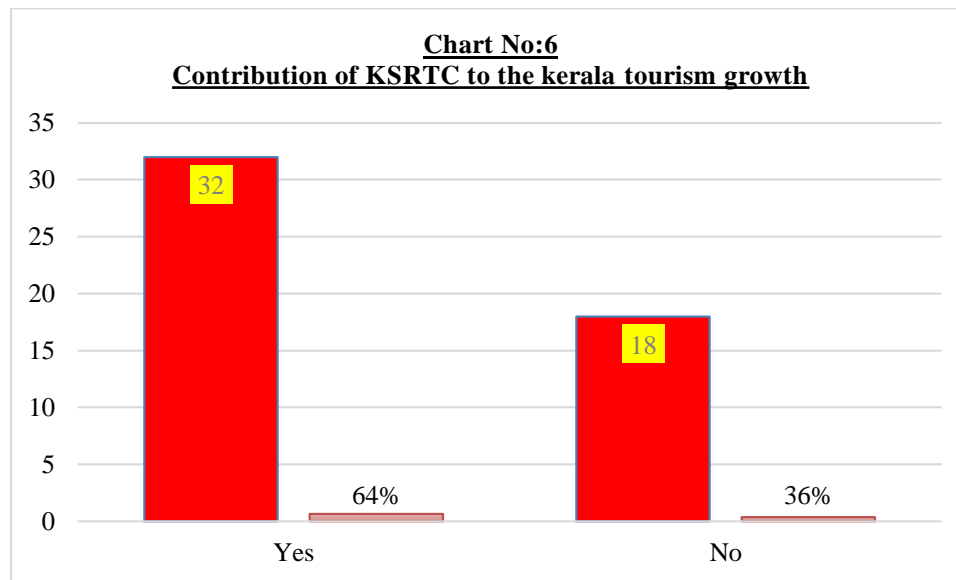
**Interpretation:** Above table and chart shows that ,70% of respondents have known about budget tourism activities provided by ksrtc ,30% of them are unaware about it.

Table no: 5 suitability of ksrtc budget tourism activities		
OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Individual	10	20%
Group	8	16%
Family	9	18%
Ksrtc employees	2	4%
All of the above	21	42%
Total	50	100%



**Interpretation:** Above table and chart shows that ,20% of respondents think that KSRTC budget tourism activities are suitable for individuals and 16% are group,18% of respondents are think that for family and 42 % of respondents are think it is suitable for all the above mentions categories.

Table no: 6 contribution of ksrtc to the kerala tourism growth		
OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	32	64%
No	18	36%
Total	50	100



**Interpretation:** Above table and chart shows that ,64% of respondents agree with the statement that KSRTC contribute to the growth of the tourism industry in kerala and the remaining 36% do not agree with it.

#### FINDINGS

- Six percentage of respondents responded that they use KSRTC service in daily basis. Four percentage use it weekly and the remaining ninety percentage use it occasionally.
- Majority of respondents provides 3 stars for the road transportation.
- Majority of the people agree with the statement that is KSRTC is suitable for long distance travel.
- Most of the people are aware of KSRTC budget tourism activities.
- Majority of people thinks that KSRTC budget tourism activities are suitable for all categories.
- Most of the respondents are agreeing with the statement that KSRTC is contributing to the growth of tourism industry in kerala.

#### SUGGESTIONS

- In order to make passengers to feel more secured in travelling in KSRTC bus at least basic security facilities should be provided.
- Introduce new tourism packages to encourage travellers to using KSRTC tour packages.
- Focus more on promoting tourism packages.

#### CONCLUSION

Overall findings of this study are revealed that KSRTC is one of the important mode of transportation and major asset of kerala.it contributed immensely to the kerala tourism development. KSRTC has long several budget tourism packages to increase the number of traveller to kerala. But these are unfamiliar to most people. Similarly, other services of KSRTC are unfamiliar to the people therefore it is important to focus more on promoting these services. This helps to increase the satisfaction level of the passenger. KSRTC should conduct promotional activities and tourism packages. They must launch new packages. All these activities are very important to enhance the role of KSRTC in the growth of kerala tourism industry.

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