

Sustainable Tourism Practices in Kanyakumari

By

FANEY C

(20PTA005)

Thesis Submitted To

Avinashilingam Institute for Home Science and Higher Education for

Women, Coimbatore – 641043

In Partial Fulfilment of the Requirements For

Master Degree

In

MASTER OF BUSINESS ADMINISTRATION

(TOURISM AND TRAVEL MANAGEMENT)

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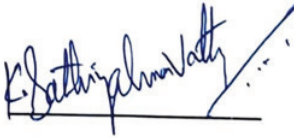
**MASTER OF BUSINESS ADMINISTRATION
(TOURISM AND TRAVEL MANAGEMENT)**

May 2022

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**SIGNATURE OF
THE GUIDE**

DECLARATION

I declare that the dissertation entitled “ **Sustainable Tourism Practices in Kanyakumari**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism Management is the record of work carried out by me during the period from January 2022 to May 2022 under the guidance of **Dr.K.Sathiyabamavathy, MBA, M.Phil, Ph.D, SET,** Assistant Professor, Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other University or other similar institution of Higher Learning.



Signature of the Supervisor



Signature of the Candidate

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CHAPTER-1
INTRODUCTION

1.1 Tourism

Tourism is the principal supply of profits for many nations and it affects the financial system of each source and host international locations, within the case of being critical significance. Tourism is touring for especially leisure or entertainment purposes and additionally refers back to the provision of offerings with the help of this act. According to Macintosh and Guilder Tourism is a group of sports, services, and industries that supply a travel enjoy comprising transportation, lodging, ingesting, and ingesting institutions, retail shops, leisure corporations, and different hospitality offerings supplied for people or businesses journeying far from home. As a carrier enterprise, tourism has many tangible and intangible elements of the main intangible. Major tangible factors include transportation, lodging and so forth. Predominant intangible factors relate to the reason or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new human beings and enjoy other cultures, or really todo something unique and feature an adventure. Tourism's economic benefits talk about the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. Tourism's economic impacts are therefore an important consideration in state, regional and community planning and economic development. Economic impacts are also important factors in marketing and management decisions. Communities, therefore, need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area. Tourism may be domestic or global, and International tourism has both incoming and outgoing implications within the case of a rustic's balance of bills. Tourists make a contribution to income, earnings, jobs, tax sales, and profits in an area. The most direct effects arise in the primary tourism sector accommodations, restaurants, transportation, amusements, and retail change.

The Government has additionally been making severe efforts to enhance investments in the tourism area. In the motel and tourism area one hundred percent FDI is permitted the automatic course A5-15 months tax holiday has been presented for two,3 and four megastar category lodges positioned around UNESCO world heritage web sites(besides Delhi and Mumbai). Total FDI obtained by way of Indian resort and tourism era changed into US\$ 12.35 billion among April 2000 and March 2019.

According to the United Nations World Tourism Organization (UNWTO), tourism entails the movement of people to countries or places outside their usual environment for personal or business or professional purposes. These people are called visitors. A visitor is classified as a day visitor if their trip does not include an overnight stay and a tourist if it does include an overnight stay. The purpose of their trip can be for business, leisure or personal reasons, other than to be employed by a resident entity in the country or place visited. If a trip's main purpose is business or professional, it is often subdivided into two further categories attending meetings, conferences or congresses, trade fairs and exhibitions and other business and professional purposes.

1.2 Components of Tourism

It is the most important factor to attract the tourists towards the motivated destinations. It attracts tourists by providing all the facilities towards the destinations. The basic components or 4'A's of tourism are as follows:

1).Attraction:

It is the most important element & object that attract people to travel. It includes cultural sites,

archeological sites, historical buildings & monuments or scenery like flora & fauna, beach, resorts, mountains, national parks. It also includes events like trade fairs, exhibitions, sports events etc. It is the preconditions of travel. It attracts the people & provides pleasure. It attracts & attaches people to enjoy & involve in tourism activities. Two types of attraction: Natural attraction: Attraction places made by nature. E.g. climate, natural beauty, landscape, mountains, Water resources, flora & fauna, wild life, beaches, safari, Caves, etc. Man-Made Attraction: Attraction developed by man. E.g. Historical buildings, monuments, music, festivals, temples, Churches, leisure parks, Disney lands, museums, discos, casinos etc.

2).Accessibility:

It is important key factor for the development of tourism. Attraction may be wherever but without accessibility can't reach towards that place. It is the mode of transportation which helps the tourist to reach the destination. Three type of transportation, Surface: Transportation in land through roadways or railways. It is the cheapest means of transportation. Air Transportation: Transportation through airways to travel long distance. It has helped a lot as people can travel long journey as well as they can travel through high mountains. Water Transportation: Transportation through water. It made important contribution to travel in 19th century after the innovation of shipping technology.

3).Accommodation

It includes food & lodging facilities to the guest. It should be comfortable and services & facilities should be provided. .Two types of accommodation: Serviced Accommodation: It refers to the services provided by the hotel, lodges etc. Different hotels are established to provide service of lodging & food to the guest. Self-Catering or Supplementary Accommodation: It refers to the premises which offer accommodation but not the services of hotel. It provides food & accommodation in return of cash per day. E.g. Youth Hostel, Dharmasalas, Pati-Pauwa, Tourist holiday villages etc.

4).Amenities

Extra facilities & services required to the guest while traveling. Facilities complement to the attraction. It also provides facilities like providing visa, tickets etc. Two types of amenities: Natural: Seashores, sea bath, fishing, rock climbing, trekking, sightseeing, river, sunrise etc. Man-made: Dance, Music, Drama, Cinema, Swimming Pool, Fair & Festivals, and Internet.

1.3 Impact of the Covid-19 Pandemic on Tourism

The COVID-19 pandemic has impacted the tourism industry due to the resulting travel restrictions as well as slump in demand among travelers. The tourism industry has been massively affected by the spread of coronavirus, as many countries have introduced travel restrictions in an attempt to contain its spread. The United Nations World Tourism Organization estimated that global international tourist arrivals might decrease by 58% to 78% in 2020, leading to a potential loss of US\$0.9–1.2 trillion in international tourism receipts.

In many of the world's cities, planned travel went down by 80–90%. Conflicting and unilateral travel restrictions occurred regionally and many tourist attractions around the world, such as museums, amusement parks, and sports venues closed down. UNWTO reported a 65% drop in international tourist arrivals in the first six months of 2020. Air passenger travel showed a similar decline. The United Nations Conference on Trade and Development released a report in June 2021 stating that the global economy could lose over US\$4 trillion as a result of the pandemic.

1.4 About Sustainable Tourism

Sustainable Tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones. Negative impacts to a destination include economic leakage, damage to the natural environment and overcrowding to name a few. Positive impacts to a destination include job creation, cultural heritage preservation and interpretation, wildlife preservation landscape restoration, and more. Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” Additionally, they say that sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”.

1.5 About the study Area (Kanyakumari)

Kanyakumari is located at the southern tip of the Indian subcontinent. With an area of 1672 sq.km. Kanyakumari occupies 1.29% of the total extent of Tamil Nadu. The district name is spelled as Kanyakumari in official records which are in tune with the spoken name of the district in Tamil language. The District is bound by Tirunelveli District on the North and the east. The South Eastern boundary is the Gulf of Mannar. On the South and the South West, the boundaries are the Indian Ocean and the Arabian Sea. On the West and North West it is bound by Kerala. The small temple dedicated to Kanyakumari, or the youthful form of the primeval energy Shakti (Mother Goddess) is located on the seashore, in the town known by the same name. Kanyakumari was referred to by the British as Cape Commorin. Kanyakumari represents the site where the spiritual leader Swami Vivekananda spent days in meditation upon a rock off of the coast. A memorial built in his honor is accessible via ferry. There is also a Tiruvalluvar statue, the author of the philosophical work Tirukkural - a treatise on the Indian way of life.

The Kanyakumari district was one of the worst affected districts in the Tsunami that ravaged the coasts of various countries in South and South East Asia, on 26th Dec 2004.

1.6 Food Culture of Kanyakumari District

Food in Kanyakumari district simply showcases the culture and taste of the region. Rice is the most common staple food of the local population of Kanyakumari though a good number of people living in the mountainous areas have tapioca (starch extracted from Manioc) as their primary food. The district's population is comprised of a considerable share of people who predominantly follow the non-vegetarian diet. As Kanyakumari is regarded as a major fishery base in South India, seafood is very famous in this part of the country. Fish captured in the oceans around the territory are traded the next morning in the marketplaces around the district. Apart from the several traditional non vegetarian recipes, Kanyakumari does not fail the vegetarian buffs as delicacies like avial, kinnathappam, thengai saadhham (coconut rice), theeyal, orotti will be a treat to their taste buds. Furthermore, irrespective of vegetarian or non-vegetarian dishes, Food in Kanyakumari is spicy in general. The local population loves the lavish use of coconut as an important ingredient in most of the dishes prepared in the district.

This might be an influence from the neighboring state as Kanyakumari is just 85 km away from Trivandrum - the capital city of the neighboring state of Kerala.

1.7 About Kanyakumari District Tourism

Kanyakumari is the southernmost tip of India provides sunshine view of Indian Ocean. As we all knew, India is a peninsula, surrounded by Arabic ocean, Bay of Bengal and Indian Ocean. We can see these three oceans in Kanyakumari. It is a second most urbanized district of TamilNadu. Kanyakumari district has separated from Kerala on 1956 from the recommendation of the State's Thovalai, Agastheeswaram, Kalkulam, and Vilavancode. The administrative capital of this district is Nagercoil. In 1656, the Dutch East India Company conquered Portuguese Ceylon from the Portuguese East Indies, and the name eventually corrupted to "Comorin" and was called Cape Comorin during British rule in India. The city was later renamed Kanyakumari by the Government of India and the Government of Madras. The district was part of the princely state of Travancore during the colonial times prior to India's independence; four of the eight tehsils of Thiruvananthapuram district were separated to form the new district of Kanyakumari in 1956 following the demands of reunion made by the Tamil speaking majority people.

In 2006, more than 4 million tourists have visited India and spent the equivalent of 8.9 billion U.S. dollars, and this figure about 22 percent each year from 2006 to 2009. Tourism sector plays a major role in foreign Exchange Earnings (FEE). Therefore, tourism is the most important sector in the country. The FEE from tourism in India, in Indian rupees terms and US dollars terms, during 1991-2010.

1.8 Tourist Attractions In Kanyakumari

Kanyakumari district enjoys an important place in terms of tourism potential. It can boast of several places of religious, social, cultural, historical and environmental significance in the district. We can divide this under two categories as Historical and Natural places are as follows,

Historical Places:

Kumari Amman (Virgin God) temple

Dedicated to Goddess Kanyakumari, the virgin goddess, this temple is one of the 108 Shakti Peethas. Also known as Bhagirathi Amman Temple, Devi Kanyakumari Temple is an ancient temple, more than around 3000 years old. Its description can be found in many ancient Hindu texts, including Hindu religious epics such as Mahabharata and Ramayana and in Sangam Literature. As per the legend of this temple, Goddess Parasakthi, on the request of devas, took the form of a Goddess Kanyakumari, to kill demon Banasura who had the boon that he cannot be killed by anyone but a virgin. Kumari Amman Temple, located on the shores of Kanyakumari, is known for its marvelous architecture as well. Another striking feature of the temple is the nose ring of Goddess Kanyakumari idol. There are many stories related to its incomparable shine as well. There are 25 other theerthams as well on the shores around the Kanyakumari temple.

Saint-poet Thiruvalluvar

Kanyakumari tour is not complete without visiting the majestic statue of Saint Thiruvalluvar. Built by Indian sculptor Dr. V. Ganapati Sthapati, this 133 feet long statue of great saint, poet and philosopher Thiruvalluvar, amid the vast spread of ocean presents a captivating view. This

sky touching statue weighs around 7000 tonnes. It can be reached from mainland (400 meters) via ferry boats. Thiruvalluvar Statue has been built 133 feet long so as to represent the 133 chapters of masterpiece Thirukkural. It has 38 feet long pedestal, which is symbolic of 38 chapters of virtues in Thirukkural.

Swami Vivekananda rock memorial

Another popular place to see in Kanyakumari is the Vivekananda Rock Memorial. This rock is situated 500 meters away from the mainland and can be reached via ferry that operates at regularly intervals. Vivekananda Rock Memorial was built in 1970, in the honor of great Indian saint Swami Vivekananda, who has visited Kanyakumari in 1892. Swami Vivekananda had meditated on this rock for two days; this was a few days before his trip to Chicago for World Religious Conference. Also known as Vivekananda Mandapam, this rock memorial presents architectural beauty; with its structure resembling to the Sri Ramakrishna Temple of Belur. This rock is also religiously significant as it is blessed with foot imprint of Goddess Kanyakumari. Hence, along with visiting rock memorial, people here visit to seek blessings at Sripada Mandapam. The scenic beauty of this place is equally enchanting.

The Gandhi Memorial

Built in the honor of father of nation, Mahatma Gandhi, Gandhi Memorial is the place where ashes of Mahatma Gandhi were kept after his unfortunate demise in 1948. He had earlier visited Kanyakumari in 1925 and 1937. After his demise, Mahatma Gandhi's ashes were kept in 12 different urns and transferred to different cities and towns of the country, before the immersion. One of the 12 urns was kept here in Kanyakumari for a few days for the public to pay homage, later the ashes were immersed in the ocean.

Padmanabhapuram Palace

Built in 16th century, Padmanabhapuram Palace is situated at Veli Hills. This wooden palace was built by Ravipillai Ravivarma Kulasekhara Perumal during the reign of Travancore Kingdom. During 16th to 18th century, this palace was the seat of power of Travancore Kingdom. Later the kingdom shifted its base to Thiruvananthapuram; Kerala. Padmanabhapuram Palace is located in Thuckalay, at a distance of 37 km from Kanyakumari. From Nagarcoil it is about 20 km away. It is maintained by the archeological department of Kerala, in spite of being in Tamil Nadu state.

Vattakottai Fort (Circular Fort)

Built in 18th century, Vattakottai Fort is the last of the coastal forts of Travancore Kingdom. Although known as Circular Fort, it has rectangular shape. Under the administration of Captain Eustachius De Lannoy, Vattakottai Fort was built to serve the purpose of coastal defense. It was during the Travancore King Marthanda Varma reign (1729- 1758), when this fort was built. Impressive structure of this fort is consisted of various sections such as weapon rooms, watchtowers, etc. The fish motif that can be seen on the fort walls are indicative of the fact that it was under the pandya reign as well for some time. Now under the maintenance of Indian archaeological department, this fort has been declared as heritage site. Another reason that makes it a place to must visit in Kanyakumari is the black sand beaches near the Vattakottai Fort.

Natural Places:

Kanyakumari Beach/Cape Comorin Beach

There are not only architectural and cultural places to see Kanyakumari, this town boasts of equally captivating scenic beauty too. Kanyakumari Beach, with its shimmering beach of multi-coloured sand is indeed a sightseeing place to visit in Kanyakumari. Previously known as Cape Comorin Beach, This beach is widely known for its breathtaking sunset and sunrise. Full moon nights are especially alluring too. It is also the place where three seas- Indian Ocean, Arabian Sea and Bay of Bengal merge with each other. The confluence is regarded to be holy and is known with the name of Triveni Sangam. The view of the surrounding areas and the ocean from the lighthouse is worth capturing.

Mathoor Hanging Bridge

Located in Mathoor village which is around 48 km away from Kanyakumari, Mathoor Hanging Bridge is another important part of Kanyakumari tour. Mathoor Hanging Bridge is known for being the highest bridge with a height of 115 feet, standing on 28 sturdy pillars, as well as the longest bridge in Asia with 1 km of length. Mathoor Hanging Bridge, also called as Mathoor Aqueduct, was built to provide relief from drought in nearby areas as well as to provide support for irrigation. A popular place to see, it is often visited by tourists looking for relaxation amid lush green nature. A children park has also been developed in this area. There is a staircase that has been built for tourists to climb down to the park.

Thirparappu Waterfalls

Another popular sightseeing place in Kanyakumari is the Thirparappu Waterfalls, which is also known as Kumari Kuttalam. Presenting incomparable scenic beauty, Thirparappu Waterfalls cascades from a height of around 100 feet; flowing down on a rocky riverbed. This man made waterfall originates from the Kodayar River. Boating is quite popular here. There are separate bathing areas too for men and women. A swimming pool, especially for children has also been constructed recently. Water from Thirparappu Dam is used for irrigation in the nearby areas. The ancient Mahadevar Temple is located near to the waterfalls.

Pechiparai Dam

Located in Kalkulam Taluk, at a distance of 43 km from Nagercoil, Pechiparai Dam has been built over River Kodayar. It was constructed during the reign of Travancore Maharaja Moolam Thirunal. Reservoir water is used for irrigation as well as for drinking purposes. Surrounded by lush green dense forest Pechiparai Dam offers an enchanting scenic beauty. The surrounding area is rich in flora and fauna including tigers, deers, elephants, etc.

Artificial Attractions

Wax Museum

Kanyakumari Wax Museum is the first wax museum to be built in India. Located in the Baywatch Amusement Park of Kanyakumari, this museum was started in the year of 2005. The museum showcase lookalike statue, made up of wax. These statues are of various popular national and international personalities, including Amitabh Bachchan, Shahrukh Khan, Michael

Jackson, Rajnikanth, Jackie Chan, etc. Precision with which the statues have been made is worth admiring. It is place that is entertaining for both, kids and adults.

Baywatch (Theme park)

The joyrides are specially designed to give the feel of beach side fun with a sense of safe adventure. Though there are rides, which are not water theme based, the real fun is with the joy rides that allow you to sunbathe play with water. There are special swimming pools for children and facilities for changing to swimsuits are available as well. Some of the joyrides in the water theme amusement park, Kanyakumari include giant wheels, hot tea cups, crazy chairs, bumping cars, sky cab, wave pool, Columbus, multiple splash and Milky way. The Baywatch water theme amusement park in Kanyakumari draws hundreds of tourists each day and due to the high public demand, the park remains open 24 X 7 throughout the year. It remains open from 10 in the morning till 7 at evening during the weekdays and till 7:30 in the evening on holidays. Students with proper identity proof are availed special discounts for entry to Baywatch, Kanyakumari.

Light House

Kanyakumari Lighthouse is located on the shorelines of Kanyakumari Town in Kanyakumari District of Tamilnadu. The Kanyakumari lighthouse stand majestically tall amidst a string of monuments: Tamilsavant Thiruvalluvar, Swamy Vivekananda, Mahatma Gandhi and Kamaraj. A globular lantern with wicklamp hoisted in 1904 changed into the primary light right here.

1.9 Need for Study

Kanyakumari” The Virgin Princess” is also known as Cape Comorin is a town in Kanyakumari district in the state of tamilnadu in India. It is the southern tip of Indian Subcontinent. The people of this city are very nature lovers and we can flocks of folks near beach to explore the views of sunset and sunrise. Not much of study has been done on Visitor perception for sustainable tourism. Thus this study has been undertaken to find out the visitor perception in Kanyakumari for sustainable tourism.

1.10 Objectives

- ✓ To study the trend of tourist arrivals and tourists travel behavior in Kanyakumari
- ✓ To measure the gap between the tourist expectation and perception in Kanyakumari
- ✓ To examine the perceptions of tourists toward Sustainable tourism development in the destination.

1.11 Scope of the Study

Generally the study focuses on to understand Visitor perception in Kanyakumari for sustainable tourism. It also reveals the preferences, needs, and perception of visitor’s regarding the sustainable tourism and also helps to know about their activities and attractions in Kanyakumari. The result of this study can be used for further researches and to upgrade the development of sustainable tourism in Kanyakumari.

1.12 Limitations for the Study

- The research was carried out in a short period with a limited sample size.
- Respondents had marked the questionnaire, which may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the bias and prejudices of the respondents.
- Due to the confidentiality of some information accurate response was not revealed by the respondents.

1.12 Chapterization

The following chapter and content analysis will apply to the research study

Chapter 1-Introduction

In this chapter, a holistic perspective is provided of the proposed research. The chapter provides a brief introduction about Tourism, components of tourism, Impact of covid-19, Introduction of sustainable tourism, Introduction of Kanyakumari, Food culture of Kanyakumari, Tourist attraction in Kanyakumari, Need for the study, Objectives of the study Scope for the study, limitation of the study.

Chapter 2-Review of Literature

In this chapter, the review of literature is collected on Tourism, Sustainable tourism and Visitor perception.

Chapter 3-Research and Methodology

This chapter provides a discussion on how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instruments, and construct measurement (scale and operation definitions). Furthermore, it discusses the data processing and data analysis.

Chapter 4-Analysis and interpretation of results

In this chapter, data are analyzed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem.

Chapter 5-Findings, Suggestion, and Conclusion

In this chapter, the research is concluded. The finding of the study is summarized. It also proposes various suggestions for effective services on visitor perception in Kanyakumari for sustainable tourism.

CHAPTER-2
REVIEWS OF LITERATURE

2.1. Tourism

S Gupta (2012), Introduction to travel and tourism, "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes".

Aaron Tkaczynski, Dr Sharyn R. Rundle-Thiele, Dr Narelle,(2013) Beaumont University of Southern Queensland suggested that the use of combined segmentation variables to develop tourism profiles is warranted and that a 'one size fits all' approach is not suitable because different tourism stakeholders within a single destination attract different tourists, this research identified that the segments used by the destination marketing organization failed to holistically describe the tourist groups using the different services provided by tourism stake holders within a single destination.

Manish (2014) the study says that tourism industry today is one of the world's fastest growing industries. The study shows that the satisfaction level of tourists in India is quite better and they are enriched. The researcher tries to find out the factors crucial for the success of tourist destinations and their positioning. The author also tries to find out the status of these factors in India and suggested some measures which can be utilized for up gradation of tourism Industry in India.

According to Das (2014) Tourism is a popular leisure activity. These recreational activities play an important role in maintaining social harmony, resolving differences and can contribute to improving community skills. Tourism helps in integrating culture and social bonds. It can be seen that cultural attractions and events are a strong magnet for tourism.

S Gupta (2012), Introduction to travel and tourism, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

Abu Barkat Ali (2015) A book titled 'Travel and Tourism Management', written by Abu Barkat Ali, was published in 2015. In this book, he emphasizes the importance of tourism, and he says about the importance of tourism, that the world's largest industry is the tourism industry, which is very important for international cooperation and global peace today. In addition, the tourism industry provides employment to a large number of people and also provides for the promotion of many ancillary industry and foreign exchange earnings.

2.2 Sustainable Tourism

Tsaur, Lin, & Lin (2014) stated that, Sustainable tourism is deeply rooted in the concept of sustainable development. The main responsibility of sustainable tourism is to maintain a fine balance between the needs of tourist and local people and again to keep a balance between protection of nature and development of the area. Sufficient audits and environmental assessments are essential to keep the virginity of a destination.

Lori A. Gould (2016) focused on achieving sustainable tourism through community development. Since the focus of the paper is on the developing or less developed world, there is a detailed discussion outlining the differences in sustainability between the two global areas.

The purpose of this paper is to specifically examine sustainable tourism community development with emphasis on the developing world. There are three main focuses, to examine the differences in sustainable development between the developed world and the developing or less developed world, to discuss the variety of types of tourism, paying particular attention to the objectives, benefits and drawbacks of ecotourism and to address what role ecotourism plays in sustainable community development in the developing and less developed worlds.

McIntyre (2017) defines sustainable tourism as an alternative tourism form that improves the quality of life of the host community, provides a high quality of experience for the visitors and maintains the quality of the environment on which both the host community and the visitor depend. The international tourism industry adopted sustainable tourism development as it meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to 51 management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential eco-logical processes, biological diversity, and life support systems.

Bramwell & Lane (2016) advocated that —sustainable tourism is a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holiday makers. They recognized sustainable tourism as a long-term planning of all resources and it accepts Limits to Growth based on the management practices of different destinations by highlighting tourism activities.

Liu et al. (2013) explains the exact meaning of sustainability, which infers the noteworthy piece of states in setting up an unfaltering advancement in life conditions for eras to come; sustainable development is more process-arranged and connected with managed changes that cause change in conditions for those incorporated into such development; and sustainable tourism is portrayed as an extensive variety of tourism that are immaculate with or add to sustainable development. To delight the definition of sustainable tourism, destinations must take an interdisciplinary, holistic and integrative methodology which includes four primary objectives, to: Uncover sustainable destination administration; Capitalize social and economic paybacks for the host community and diminish harmful impacts; Capitalize paybacks to communities, tourists, and cultural legacy along with minimizing impacts; and Capitalize benefits regarding environment and diminish harmful impacts.

Hwansuk (2018) expressed an extent of variables required in choosing occupant's perceptions toward sustainable tourism development and the selection of sustainable tourism. They said that three vital parts of sustainable tourism, to be particular long haul masterminding, full group interest and natural sustainability are inside the premises of tourism. He describes, long haul masterminding that it takes a long time and a lot of effort when it compared to short haul. In full group interest it includes women, children and youth, farmers and local authorities etc., and natural sustainability is an organizing principle for meeting human development goals while also sustaining the ability of natural system to provide the natural resources on which the economy and society depend.

George & Baraitaru (2015) stated that, the key to sustainable tourism development is to manage the natural or manmade environments effectively to provide socio-economical benefits

to local people and to enhance the interest of tourists. Customs and traditions of the local community must be preserved and privacy and dignity must be maintained is the aim of sustainable tourism development. The sustainable tourism development is based on the principles of minimizing the impacts of tourism to achieve environmental sustainability, social sustainability, cultural sustainability and maximizing the local economic benefits to achieve economic sustainability.

World Tourism Organization (2019) explains that, sustainable development gained momentum with the release of ‘Our Common Future,’ after which the report’s definition of sustainable development served as a foundation for landmark conferences on the subject. The World Tourism Organization has summarized the philosophy and the principles of sustainable tourism as follows: ‘Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability’.

Buckley (2012) stated that, sustainable tourism research has evolved from the study of basic frameworks of tourism, economics and environmental management to a number of reconceptualizations and critiques. Meanwhile, relevant scientific and institutional premises and precepts have multiplied, aiming at increasing and improving sustainability’s practical adaptability and ways of implementation. Conclusively, although sustainability as a concept obviously offers opportunities for bringing together environmental, social and economic considerations and goals.

Bramwell & Lane (2013), who are among the first researchers in this field, sustainable tourism has moved away from being a reactive response to (negative) tourism issues to becoming a solution creating positive change. He also found that social inclusion is critical to a sustainable tourism product since it contributes to the overall health of society, reducing crime and social conflict.

Zolfani (2015) conducted a comprehensive review of research in sustainable tourism, concluding that the literature can be divided into 14 application areas, some of which are: paradigm, sustainable tourism development, market research and economics, policy-making, and infrastructure. Managing Global Transitions, Sustainable Tourism Development Frameworks and Best Practices 11 structure. The authors also found 19 research studies published on sustainable tourism development between 1993 and 2013, most of which focused on Caribbean countries or other island nations and their respective development indicators and techniques. This study aims to contribute to sustainable tourism development with some implications to policy-making.

Andereck (2020) define that, the concept of sustainable development clearly postulates that the most important goal of tourism development should be improving the quality of life of residents using economic, social, cultural, recreational and other advantages of tourism. Properly designed tourism development strategy can significantly affect the lives of local communities, help to stabilize and develop them if they are in decline

Zolfani et al. (2015) in his research of sustainable tourism, he found a total of 13 sustainable tourism policymaking related studies including a study by Clayton, which addressed policy coherence and sustainable tourism development in the Caribbean. The author discusses the

importance of environmental and social interests when constructing long-term economic plans for a country. He found that fiscal policy plays a crucial role in the success or failure of a sustainable tourism plan, for example, the extent of state ownership, tax reform and subsidies. He also found that social inclusion is critical to a sustainable tourism product since it contributes to the overall health of society, reducing crime and social conflict. Ultimately, a flexible integrated plan that includes macro, sectoral and micro interests will allow for Caribbean nations to develop long-term economic strategies, not governed by short-term gains, that will also preserve resources, both natural and social.

2.3 Visitor Perception

M. J. Khan, Chelliah, & Ahmed, (2019) his several studies explains the direct consequence of travel motivation, perceived risks, and travel limitations on vacation intention. Nevertheless, there are relatively limited investigations on the combined effect of these factors on visitors' perception. This study empirically examines a general model of visitors perception based on travel motivation, perceived risks, sustainable tourism of a destination and travel constraints. A quantitative study was conducted on 316 university students in Malaysia. The results of the study determined that travel motivation had a positive influence on visitors perception. For perceived travel risks, offering risk and time risk had adverse effects on visitors' perception. Environmental risk, financial risk, and socio-psychological risk did not affect the visit purpose. Among travel constraints, interpersonal and intrapersonal restrictions were negatively related to visiting the mission. The study also discovered that the effect size of the statistically 27 significant relationships was low in a few cases. The findings present useful insight to destination managers in terms of integrating the influential factors in promotional strategies to increase intentions to visit India among potential market segments. The study also suggested that future researchers test the research framework at different levels of decision making and contexts to prove its usability.

Nicholas & Thapa (2010) focused on visitor perspectives on sustainable tourism development as they related to the Pitons UNESCO World Heritage Site in St. Lucia. The authors found that visitors supported sustainable tourism development by buying local goods, hence, reducing leakages. They also posit that tourists are more inclined to donate to local conservation initiatives if they are educated about the area. Notably, visitors were largely unaware of the UNESCO status of the Piton Mountains

Picazo & Moreno-Gil, (2019) explains, making the right pattern is paramount to thrive in today's very competitive market, where photographs have gained a notable position in doing so. The evaluation and interpretation of destination images have been thrown mainly from the prospect of the tourists perceptions. Nevertheless, the projected image of destinations has received limited consideration in the literature, and the topic has not yet been happily operationalized. Furthermore, existing literature on the projected image on photographs (PIP) is scattered and lacking an integral approach. Thus, the scope of this article is to fill this gap by carrying a comprehensive literature survey on the destination's PIP, including information sources analyzed, goals included, number of pictures, time framework, methodology, and especially categorization (people, activities represented, and tourism context) and particular attributes used. As a result, this article gives researchers a reference guide to explain the current

situation of the analysis on this topic, context, methods, and focus of earlier studies. Subsequently, it identifies inclinations and reflections on future research.

Boora & Gupta, (2019) explains that, with the increase in travel frequency at a global level, destinations compete with each other to bring tourists. The tourists have a vast collection of destinations to keep in the same form. The goals compete at global as well as regional level. These improvements in tourism bring forth the importance of marketing for a target. The destination marketing is generally initiated by destination marketing organizations (DMOs) which influence at national, regional as well as local level in a nation. In the context of India, MOT undertakes the role of a DMO and is responsible for the formulation and implementation of marketing strategies to develop India as a destination at the global level. Further, it is imperative to follow the perception of another stakeholder about the marketing strategies of MoT to recognize the effectiveness of its marketing efforts. It is inbound tour operators known as the critical stakeholders at the destination. The purpose of this chapter is to assume the perception of Indian inbound tour operators towards the marketing strategies taken out by MoT. The data for the research was gathered through a structured questionnaire. The findings of the survey registered that inbound tour operators perceived marketing plans 28 adopted by the Ministry of tourism were useful to opinion India as a tourist destination at the global level. At the planning stage of strategy making for promoting India as a tourist destination, MoT does not endeavor the opinion of inbound tour operators. It is recommended that MoT should involve inbound tour operators for drawing the marketing strategies for India as they are the key seller for the tourism product.

Soylu, Ozdipciner, & Ceylan, (2018) stated that the Well-known acknowledged and preferred destinations are differentiating powers in competition when correctly marketed. Branding and thus creating identities for destinations are essential activities for tourism. The destination image implicates consumers perception of different characteristics of a destination. The way a goal is perceived by tourism shareholders is necessary for the development of the target. Many studies are found in the literature related to the destination image. However, no reviews were found on how local people and tourists perceive the destination image and the kinds of similarities and differences in these perceptions. The present study was conducted to identify, especially whether there were perception differences between tourists and local people related to a destination. The study was conducted through a questionnaire implemented in 2016 in Pamukkale on a total of 1461 persons, consisting of 1032 domestic and foreign tourists and 429 local people. As a result of the study conducted through a 43-statement questionnaire, significant differences were identified in images perceived by tourists and local people related to Pamukkale's destination. The differentiation was exceptionally substantial in perceptions at the level of cognitive image dimension, which consists of factors such as information about the destination, natural and cultural resources of the region, infrastructure and superstructure, physical, social and cultural environment. According to this result, creating cooperation with local people in the leadership of public, Local Government, and private sector representatives to develop a positive image related to Pamukkale's destination and developing strategies to increase tourists' positive perceptions of the goal may be suggested.

Ribeiro, Woosnam, Pinto, & Silva, (2018) states that, proposes a theoretical model integrating two lines of tourism research: emotional solidarity and destination loyalty. A critique of visitors to the Cape Verde islands was offered. Structural equation modeling and moderated mediation

analysis were implemented to evaluate the associations concerning visitors' emotional solidarity with homeowners, satisfaction, and destination loyalty. The three dimensions of emotional solidarity were analyzed in the study: considering welcomed, 29 sympathetic understanding, and emotional closeness. Results indicate that visitors' feeling appreciated and compassionate understanding directly influences loyalty. In particular, the relationships involving visitors' perception embraced by residents, emotional closeness with residents, and sympathetic knowledge with residents and dedication were all mediated by satisfaction. Additionally, gender was determined to decrease the conditional indirect effects of emotional closeness and feeling welcomed on loyalty (via appreciation). Such relationships were stronger among male visitors. Connections, as well as future research opportunities, are offered.

Zolfagharian, Rajamma, Naderi, & Torkzadeh, (2018) defines, even though American health care providers have regularly raised their prices, medical insurers have conducted to achieve (higher) profitability covering fewer services for the smaller number of customers every year. Next to this backdrop, there has been a sharp jump in the number of people seeking health care in foreign countries. This study finds medical tourism attention to be driven by domestic medical costs, patient privacy concerns, medical restrictions, and international destination advantage. The following is, in turn, influenced by tourist performances and service quality assurance in addition to national medical costs. The findings and their implications and conditions are also discussed.

According to Philemon, (2018) the tourism industry is very much affected by the perception the tourists carry with them about a destination. It is quantitative and utilizes a review research design. A total of 286 self-administered questionnaires were employed in collecting primary data from all tourism circuits in Tanzania. The courses are the Northern circuit (N), The Southern circuit (S), the Western Circuit (W), Coastal circuit(C), and Zanzibar. Descriptive statistics and inferential statistics (t-test) were conducted to assess tourist's perception and satisfaction with Tanzania's destination on culture, wildlife, landscape, accommodation, restaurants, security and safety, infrastructure, and tour guidance. Conclusions and recommendations are drawn from the findings and discussions thereof.

Hartwell (2018) describes that, a proliferation of investigation in recent years has revealed a myriad of connections between tourism and the concept of wellbeing. These include the health benefits of encouraging tourist destinations, a product focus on wellness, and maintaining good health. Broader discussions emphasize the multiple ways in which tourism can impact the emotional, subjective, cognitive, and spiritual dimensions of wellbeing, both 30 for tourists and destination communities. This study reveals an emerging paradigm shift that incorporates a deeper appreciation of the benefits derived at the destination level from a focus on health and wellbeing. The study highlights three essential aspects, namely the tourist, the destination community, and the destination itself. The investigation concludes that research in this area is critical to the ultimate development, management, and marketing of sustainable and competitive goals with the wellbeing of tourists, their destination host communities, and the overall destination knowledge, critical to their ultimate success.

X. R. Liu & Li, (2018) conducted a study to examine the essential contributions to the existing literature. On the one hand, it investigated tourism influences as perceived by residents in two important historical cities in India (Puri and Varanasi). On the other hand, it analyzed residents'

perceived tourism impacts on their evaluation of the stage of destination development. A survey collected valid responses from 570 residents, who demonstrate a high level of agreement concerning the positive economic and sociocultural contributions of tourism. Despite environmental concerns, respondents wish to attract more tourists and further strengthen the infrastructure for tourism. Residents who perceive tourism to be in the development and full development/stagnation stages agree more strongly than those who consider tourism to be in the beginning stage that it increases employment opportunities and seasonality and stipulates cultural activities. In contrast, those who think tourism is in the beginning stage are more concerned about environmental pollution and thus advocate restrictions on the industry. Implications are suggested for tourism research, policymaking, and planning.

Afthanorhan, Awang, & Fazella, (2017) explains that, the travel industry is a noticeable industry with the capacity to create a salary for creating nations. Be that as it may, examines are as yet missing, especially those expressly researching the impression of nearby occupants towards the travel industry. The impression of local people is fundamental since it could decide the degree of their help for the travel industry advancement. Likewise, past research has discovered that male occupants are progressively steady in the travel industry improvement. In this way, this factor is embraced in this examination to analyze whether sex may impact the travel industry also. This examination utilized Structural Equation Modeling (SEM) strategy for deciding the basic gauges between developments. The respondents concur that positive discernment, negative observation, and the travel industry sway significantly affect support for the travel industry advancement, which has been perceived as a Social Exchange 31 Theory model. Additionally, the discoveries likewise uncover that sexual orientation can possibly direct the causal impacts of the travel industry sway on the travel industry advancement. The inhabitants comprehend that the travel industry division could reinforce the national economy. However, they additionally need characteristic assets to be ensured.

According to Rajesh, (2013) the objective of this research paper reveals a destination loyalty theoretical model by using tourist knowledge, destination image, and tourist satisfaction. These study analysis components, characteristics, a factor leading the destination image, and examine the tourist satisfaction and determinants of destination loyalty. This is a conceptual writing attempting at assessing recent empirical on destination image, tourist satisfaction, and reliability. The conceptual framework model is developed based on existing theoretical and practical research in the field of destination marketing. The models include four constructs. Tourist Perception constructs have been influenced by factors like Historical and Cultural Attractions, Destination Affordability, Travel Environment, Natural Attractions, Entertainments, and Infrastructure. The destination image construct has been determined by factors like Infrastructure and Facilities, Heritage Attractions, and Natural Made Attractions, Safety of destinations and Cleanliness, Friendly Local Community and Clam Atmosphere, Rejuvenation and Service Price and level affordability. The earlier study result reveals that tourist knowledge, destination image, and tourist satisfaction directly influence purpose loyalty. The outcomes of the study have meaningful managerial implications for a destination marketing manager.

Eshliki & Kaboudi, (2012) in his investigation on the nature of nearby network individuals' life and the degree of their support in the travel industry quality improvement programs. The Beach of Ramsar in Iran is picked as a contextual investigation. The consequence of the

examination uncovered that the travel industry impacts the nature of neighborhood network individuals' life. Likewise, there is a noteworthy connection between factors influencing the nature of network individuals' life and their degree of interest.

According to Chiu & Lin, (2011) the anxiety of becoming a crime victim not only influences the willingness to visit but also harms the development of the local tourism industry. This study examined survey data of 156 international tourists during their visit to India in January 2010. It is discovered that harassment, fraud, and robbery are crimes that tourists experience the most. Female and Asian tourists took various defense reactions more than male and European 32 tourists. In comparison to business tourists, sightseeing tourists are more likely to become victims in India. Also, different victim experiences in India tend to affect different kinds of victim risk perception. Regression analysis verified that there is a negative relationship between knowledge of travel victim risk and visiting decision. Moreover, travel risk awareness and travel information have interactive effects on perceptions of victim risk and visiting decisions.

E. Cohen & Avieli, (2004) describes that, the basic view of food as a negligible fascination in the travel industry is tested by focusing on the complexities and obstacles experienced by sightseers in the neighborhood culinary circle in new goals, in any event, when pulled in to the nearby cooking. Cleanliness principles, wellbeing contemplations, correspondence holes, and the constrained information on visitors concerning the nearby cooking are talked about, while the job of ethnic eateries at home in planning travelers for the food abroad is addressed. The different manners by which culinary foundations intervene between the vacationers and the neighborhood food are portrayed. The realness of dishes in such foundations and the assortments of culinary experience is thought of.

Ko & Stewart, (2018) this study tests the structural equation model between residents' perceived tourism impacts and attitudes toward the host community. The model consisted of five latent constructs and nine path hypotheses and is based upon 732 mail-back questionnaires returned by residents of Cheju Island, Korea, a major domestic tourism destination. It was found that residents' 'community satisfaction' was closely related to 'Perceived positive' and 'perceived negative' tourism impacts. These constructs were directly causing 'attitudes toward additional tourism development.' However, the hypothesized path relationships between 'personal benefits from tourism development' and the constructs of 'perceived negative tourism impacts' and 'overall community satisfaction' were rejected. In conclusion, community satisfaction was influenced by the perception of tourism impacts and may be useful in planning for additional tourism development. Chaudhary, 2000 focused on conducting research to determine pre- and post-trip attention of foreign tourists about India as a tourist destination. The sample survey numbered 152. A gap analysis within expectations and satisfaction levels was used to identify the strengths and vulnerabilities of India's tourism-related image dimensions so that determined efforts can be made to ensure that tourists' expectations are met. It was suggested that India is 33 rated highly for its vibrant art forms and cultural heritage. However, irritants like cheating, begging, unsanitary conditions, lack of safety moisten the spirits of tourists. India can be located on the world map only after these hygiene factors are developed along with other motivators.

CHAPTER -III
RESEARCH METHODOLOGY

3.1 Introduction

According to Perez (2017) Research methodology defined as, the activity of research is how to proceed and how to measure the progress and what constitutes success. The Merriam Webster online dictionary defines research as studious inquires or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or the law. The purpose of research is to discover answers to the question through the application of the scientific procedure.

Research methodology is a systematic method to solve a research problem. Research methodology includes concepts such as paradigm, phases and quantitative or qualitative techniques that are used in analyzing the data. The concepts discussed in earlier chapters and the reviews of previous research studies form the basis for constructing the methodology used in this study. A description of the research design, data and sampling design, and the tools used for analysis are presented in this chapter.

3.2 Research Design:

To start a research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the 'research onion' respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study. The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested.

The research philosophy reflects how and in which way we view the world furthermore how we view our research and it is helpful to explain research approaches when collecting and analyzing the data. Positivism is the philosophy which provides a natural science way to conduct the research.

The researcher does not affect or be affected by the subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy.

In order to collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviors and purchasing decisions, a quantitative approach is used to analyze the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self-administered and published electronically using the internet, internet-mediated questionnaires.

Since the nature of the questionnaire help to reach a large population, internet-mediated questionnaire makes that one step further and it was possible to reach more respondents. After finalizing the questionnaire, before the distribution of them, the questionnaire presented to few participants to test it.

3.3 Sampling Design

Strategy

In order to address the research aim the participants were selected using a probability sampling method.

Types of Universe

For the purpose of the study, in and around Kanyakumari respondents were selected as population.

Sample Size

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 250 in Kanyakumari to access the visitor perception and satisfaction of the respondents.

Sampling Procedure

The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience in and around Kanyakumari which served as main factor for the selection of the sampling procedures. The convenience sampling is a non-probability technique where subjects are selected because of their convenient.

3.4 Source of Data

Primary Data

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus the primary data has been collected as structured questionnaire and multiple choice questions. It covers in and around Kanyakumari.

Secondary Data

Secondary sources are those data's which have already been collected by someone else and which have already been passed through the statistical such as articles, journals, internet and publish survey reports.

3.5 Data Collection

Questionnaire:

A questionnaire consists of a number of questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple choice questions and Likert's 5 rating scale questions. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

3.6. Construct Measurement (Scale)

Likert Scale

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly agrees to strongly disagree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement are presented in the questionnaire.

The questionnaire is administered in the following way:

SCALES	SCORE
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.7 Tools for Analysis

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS 16.0 version.

- Percentage Analysis
- Independent one sample T Test
- One Way Annova
- Linear Regression

3.8. Percentage Analysis

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondents response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study are done on the gender, age, education, annual income, marital status, mode of transport and employment status..

3.09 One Way Anova:

1.To obtain the each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples

2.Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{k}$$

No Of samples (k)

3.To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4.To find Mean Square (MS)

$$MS = \frac{SS \text{ between}}{(k-1)}$$

5.So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 \dots + \sum (X_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{(n-k)}$$

7.Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij} - \bar{X})^2$$

Where $i = 1, 2, 3, \dots$ $j = 1, 2, 3, \dots$

SS for total variance = SS between + SS within

8.F ratio worked out as,

$$F \text{ ratio} = \frac{\text{MS between}}{\text{MS within}}$$

3.10. Independent One Sample T-Test

Independent one sample T-test is based on the normal probability distribution and is used for judging the significance of several statistical measures, particularly the mean. The relevant test statistics is worked out and compared with its probable value at a specified level of significance for judging the significance of the measure concerned. This test is used when binomial distribution or frequently used test in research studies. This test is used even when binomial distribution or t-distribution is applicable on the presumption that such a distribution tends to approximate normal distribution as 'n' becomes larger. Independent one sample T-test is generally used for comparing the sample proportion to a theoretical value of population proportion or for judging the difference in proportions of two independent samples when n happens to be large. Besides, the test may be used for judging the significance of median, mode, coefficient of correlation and several other measures.

3.11 Linear Regression

Linear regression models are used to show or predict the relationship between two variables or factors. The factor that is being predicted (the factor that the equation solves for) is called the dependent variable. The factors that are used to predict the value of the dependent variable are called the independent variables.

In linear regression, each observation consists of two values. One value is for the dependent variable and one value is for the independent variable. In this simple model, a straight line approximates the relationship between the dependent variable and the independent variable.¹

When two or more independent variables are used in regression analysis, the model is no longer a simple linear one. This is known as multiple regression.²

Formula for a Simple Linear Regression Model

The two factors that are involved in simple linear regression analysis are designated x and y. The equation that describes how y is related to x is known as the regression model.

The simple linear regression model is represented by:

$$y = \beta_0 + \beta_1 x + \varepsilon$$

The simple linear regression equation is graphed as a straight line, where:

β_0 is the y-intercept of the regression line.

β_1 is the slope.

E(y) is the mean or expected value of y for a given value of x.

3.12. Location of Study Area

Kanyakumari is the southernmost tip of India provides sunshine view of Indian Ocean. As we all knew, India is a peninsula, surrounded by Arabic ocean, Bay of Bengal and Indian Ocean. We can see these three oceans in Kanyakumari. It is a second most urbanized district of TamilNadu. Kanyakumari district has separated from Kerala on 1956 from the recommendation of the State's Thovalai, Agastheeswaram, Kalkulam, and Vilavancode. The administrative capital of this district is Nagercoil. Kanyakumari represents the site where the spiritual leader Swami Vivekananda spent days in meditation upon a rock off of the coast. A memorial built in his honor is accessible via ferry. There is also a Tiruvalluvar statue, the author of the philosophical work Tirukkural - a treatise on the Indian way of life.

3.13 About Kanyakumari District Tourism

Kanyakumari is the southernmost tip of India provides sunshine view of Indian Ocean. As we all knew, India is a peninsula, surrounded by Arabic ocean, Bay of Bengal and Indian Ocean. We can see these three oceans in Kanyakumari. It is a second most urbanized district of TamilNadu. Kanyakumari district has separated from Kerala on 1956 from the recommendation of the State's Thovalai, Agastheeswaram, Kalkulam, and Vilavancode. The administrative capital of this district is Nagercoil. In 1656, the Dutch East India Company conquered Portuguese Ceylon from the Portuguese East Indies, and the name eventually corrupted to "Comorin" and was called Cape Comorin during British rule in India. The city was later renamed Kanyakumari by the Government of India and the Government of Madras. The district was part of the princely state of Travancore during the colonial times prior to India's independence; four of the eight tehsils of Thiruvananthapuram district were separated to form the new district of Kanyakumari in 1956 following the demands of reunion made by the Tamil speaking majority people.

In 2006, more than 4 million tourists have visited India and spent the equivalent of 8.9 billion U.S. dollars, and this figure about 22 percent each year from 2006 to 2009. Tourism sector plays a major role in foreign Exchange Earnings (FEE). Therefore, tourism is the most important sector in the country. The FEE from tourism in India, in Indian rupees terms and US dollars terms, during 1991-2010.

3.14 Food Culture of Kanyakumari District

Food in Kanyakumari district simply showcases the culture and taste of the region. Rice is the most common staple food of the local population of Kanyakumari though a good number of people living in the mountainous areas have tapioca (starch extracted from Manioc) as their primary food. The district's population is comprised of a considerable share of people who predominantly follow the non-vegetarian diet. As Kanyakumari is regarded as a major fishery base in South India, seafood is very famous in this part of the country. Fish captured in the oceans around the territory are traded the next morning in the marketplaces around the district. Apart from the several traditional non vegetarian recipes, Kanyakumari does not fail the vegetarian buffs as delicacies like avial, kinnathappam, thengai saadham (coconut rice), theeyal,

orotti will be a treat to their taste buds. Furthermore, irrespective of vegetarian or non-vegetarian dishes, Food in Kanyakumari is spicy in general. The local population loves the lavish use of coconut as an important ingredient in most of the dishes prepared in the district. This might be an influence from the neighboring state as Kanyakumari is just 85 km away from Trivandrum - the capital city of the neighboring state of Kerala.

Figure of 3.12



Figure of 3.12



Figure of 3.14



CHAPTER-IV
ANALYSIS AND INTERPRETATION

Analysis and Interpretation

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data based on the demographic profile of the respondents and the tourist knowledge based on the environmental Impacts of Kanyakumari, Socio cultural Impacts of Kanyakumari, Facilities in Kanyakumari, Human Environment, Existing Visitor Impact Management, Visitor Education, Environmental Factors and Tourist Satisfaction about Sustainable tourism practices in Kanyakumari. Analysis and Interpretation forms the central part of the research process.

Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and to put them together in new arrangement for the purpose of interpretation. Interpretation is a research for the process, to find meaning for the research. The analysis is to summarize the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

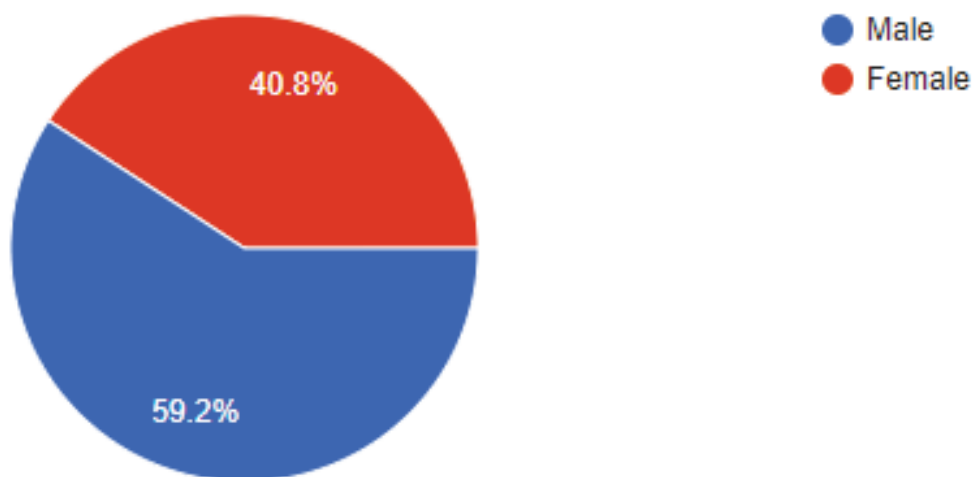
Analysis is a systematic approach to problem solving. It refers to the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions, and the formulation of conclusion.

4.4.1 To Analyze the Frequencies of Demographic Factors Of Sustainable tourism Practices In Kanyakumari

Table 4.1.1– Gender of the Respondents

Gender	Frequency	Percent
Male	148	59.2
Female	102	40.8
Total	250	100.0

Figure 4.1.1– Gender of the Respondents



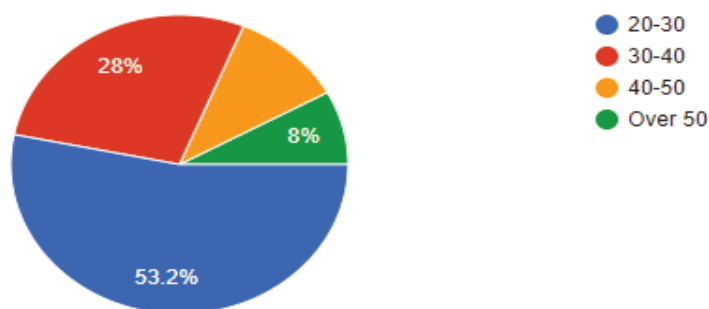
From the above table (4.1.1), shows that 59.2%percent of respondents are male and 40.8%percent of respondent are female.

Thus it is understood that majority of the respondents are Male.

Table 4.1.2 – Age Group of the Respondents

Age	Frequency	Percent
20-30	133	53.2
30-40	70	28
40-50	27	10.8
Over 50	20	8
Total	250	100.0

Figure 4.1.2- Age Group of the Respondents



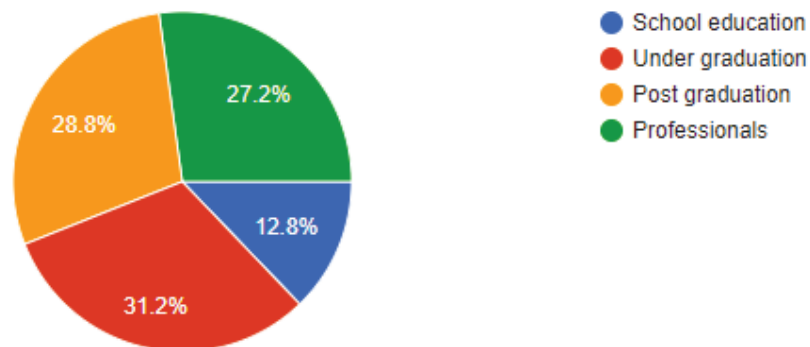
From the above table (4.1.2), it is shows that 53.2% of respondents are in the age group of 20-30years, 28% of respondents are in the age group 30-40 years, 10.8% of respondents are in the age group of 40-50 years, 38% of respondents are in the age group of over 50.

Hence the majority of the respondents are in the age group are below 20-30 years.

Table 4.1.3- Educational Qualification

Educational qualification	Frequency	Percent
School Education	32	12.8
Under graduate	78	31.2
Post graduate	72	28.8
Professionals	68	27.2
Total	250	100.0

Figure 4.1.3- Educational Qualification



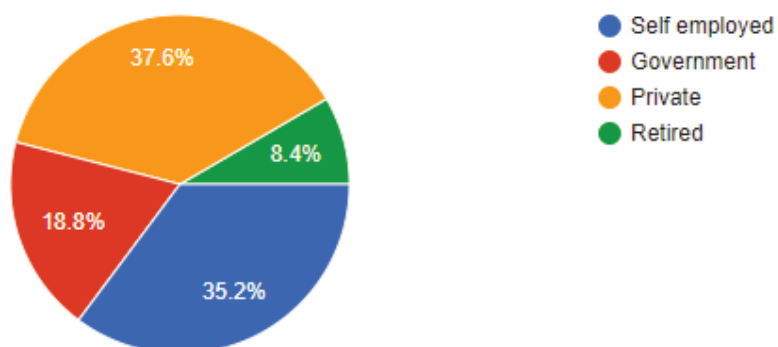
It is understood from the table (4.1.3), 12.8% of respondent are Higher Secondary; 31.2% of respondents are under graduate; 28.8% of respondent are Post graduate; 27.2% of respondent are Doctorate.

Thus the majority of respondents were under graduate.

Table 4.1.4- Occupation

Occupation	Frequency	Percent
Self employed	88	35.2
Government	47	18.8
Private	94	37.6
Retired	21	8.4
Total	250	100.0

Figure 4.1.4- Occupation



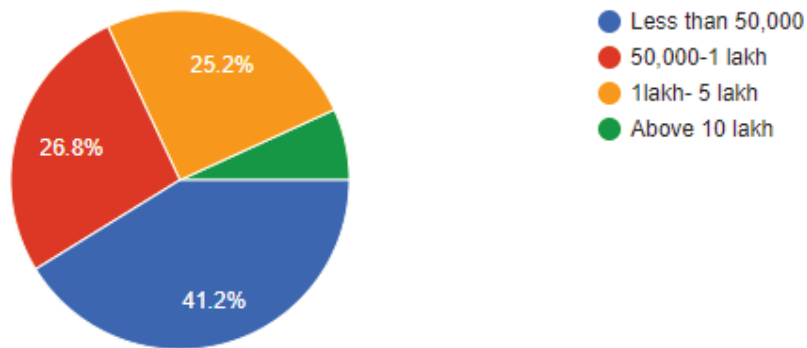
It is understood from the table (4.1.4), 35.2% of respondent are Self-employed; 18.8% of respondents are Government; 37.6% of respondent are Private; 8.4% of respondent are Self-employed.

Thus the majority of respondents were Private.

Table 4.1.5- Annual Income

Annual Income	Frequency	Percent
Less than 50,000	103	41.2
50,000-1 lakh	67	26.8
1 -5lakh	63	25.2
Above 10 lakh	17	6.8
Total	250	100.0

Figure 4.1.5 –Annual Income



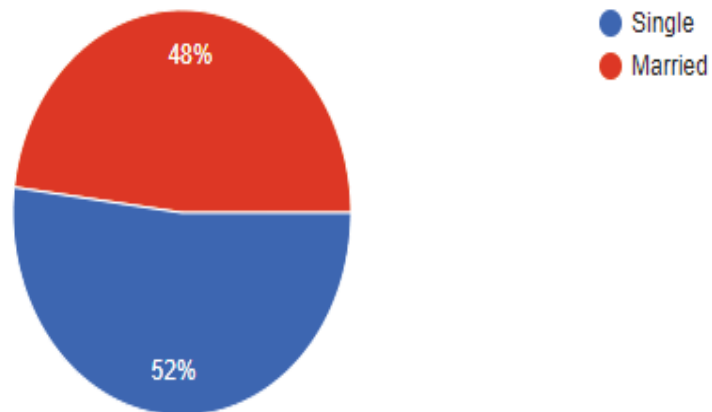
From the above table (4.1.5), shows that 41.2% of the respondents earn less than 50,000, 26.8% of the respondents earn Rs.50,000- 1 lakh, 25.2% of the respondents earn Rs.1-5 lakh, 6.8% of the respondent earn above 10 lakh.

Hence the majority of the respondents are from the series of earning are less than 50,000.

Table 4.1.6- Marital Status of the Respondent

Marital Status	Frequency	Percent
Single	130	52
Married	120	48
Total	250	100.0

Figure 4.1.6- Marital Status of the Respondent



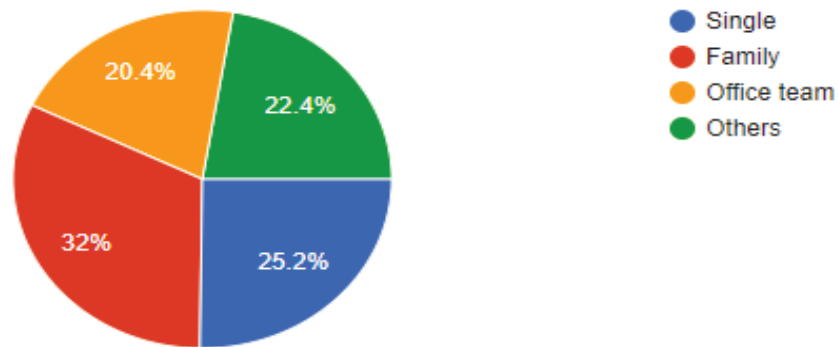
From the above table (4.1.6), it is shows that 52% of the respondents are Single. 48% of the respondents are married.

Hence the majority of respondents are single

Table 4.1.7- Who accompanies you in this visit

Who accompanies you in this visit	Frequency	Percent
Single	63	25.2
Family	80	32
Office Team	51	20.4
Others	56	22.4
Total	250	100.0

Figure 4.1.7- Who accompanies you in this visit



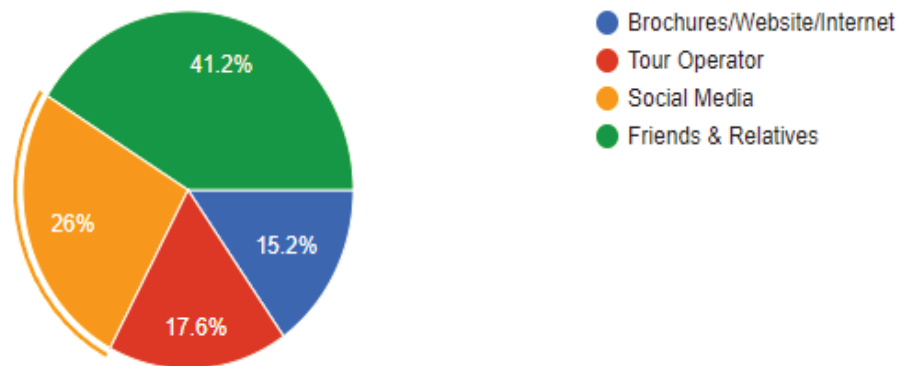
From the above table (4.1.7), it is shows that 63% of the respondents are Single. 80% of the respondents are family, 51% of the responses are office team,56% of the respondents are others.

Hence the majority of respondents are Family

Table 4.1.8- How did you come to know about the Kanyakumari as a place of tourist interest

How did you come to know about the Kanyakumari as a place of tourist interest	Frequency	Percent
Brochures/Website/Internet	38	15.2
Tour Operator	44	17.6
Social Media	65	26
Friends & Relatives	103	47.2
Total	250	100.0

Figure 4.1.8- How did you come to know about the Kanyakumari as a place of tourist interest



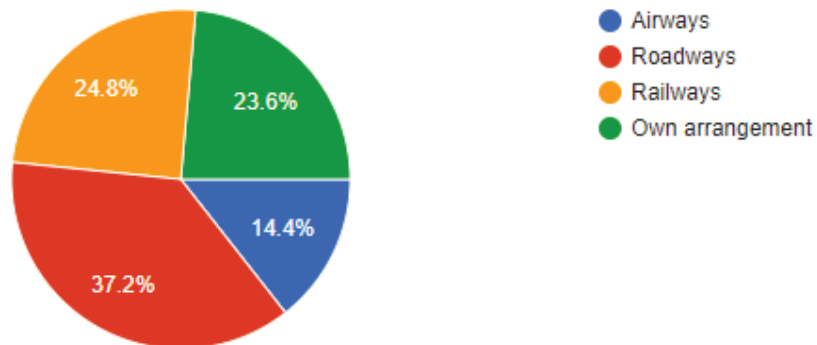
From the above table (4.1.8), it is shows that 15.2% of the respondents are Brochures/website/internet. 17.6% of the respondents are Tour Opeartor,26% of the responses are Social Media,47.2% of the respondents are Friends & Relatives.

Hence the majority of respondents are Friends & Relatives.

Table 4.1.9- Mode of Transportation

Mode of Transportation	Frequency	Percent
Airways	36	14.4
Roadways	93	37.2
Railways	62	24.8
Own Arrangement	59	23.6
Total	250	100.0

Figure 4.1.9- Mode of Transportation



From the above table (4.1.9), shows that 14.4% of the respondents travel by Airways, 37.2% of the respondents travel by Roadways, 24.8% of the respondents travel by Railways, 23.6 % of the respondents travel by Own arrangement.

Hence the majority of respondents travel by Roadways.

4.2 INDEPENDENT ONE SAMPLE T-TEST

4.2.1 To Analyze the Gender Differences towards the Factors for Sustainable Tourism Practices in Kanyakumari

Ho: Respondents with different gender have same opinion towards factors of sustainable tourism practices in Kanyakumari.

Factors	Gender	N	Mean	F	Sig. (2-tailed)	Sig.	Null Hypothesis
Environmental Impacts	Male	148	31.51	.498	.473	.481	Accepted
	Female	102	31.92		.462		
Socio Cultural Impacts	Male	148	18.9122	.656	.385	.419	Accepted
	Female	102	19.2549		.374		
Facilities	Male	148	23.4797	2.059	.815	.153	Rejected
	Female	102	23.3529		.819		
Human Environment	Male	148	20.3446	.165	.975	.685	Accepted
	Female	102	20.3333		.975		
Visitor Education	Male	148	10.9459	4.193	.030	.042	Rejected
	Female	102	11.4412		.035		
Existing Visitor	Male	148	47.5743	.060	.064	.807	Accepted
	Female	102	49.2745		.064		
Environmental Factor	Male	148	18.3176	3.013	.007	.084	Accepted
	Female	102	19.3333		.009		
Tourist Satisfaction	Male	148	14.4730	9.710	.304	.002	Rejected
	Female	102	14.0196		.334		

Note:* Significant difference at 5% level

From, the above table (4.2.1), it is inferred that there is significant difference in opinion exists among male and female respondents for the factor of Facilities, Visitors Education, and Tourist Satisfaction. Hence, the null hypothesis is rejected for the factors of Facilities, Visitors Education, and Tourist Satisfaction.

But there is no significant difference in opinion exists among the male and female of the respondents for the factors of Environmental Impacts, Facilities, Human Environment, and Existing Visitor Impact Management. Hence, the null hypothesis is accepted for the study construct of Environmental Impacts, Facilities, Human Environment, and Existing Visitor Impact Management.

4.2.2. To Analyze the Marital Status Differences towards the Factors for Sustainable Tourism Practices in Kanyakumari

Ho: Respondents with different marital Status have same opinion towards factors of sustainable tourism practices in Kanyakumari

Factors	Marital Status	N	Mean	F	Sig. (2-tailed)	Sig.	Null Hypothesis
Environmental Impacts	single	130	31.51	.378	.521	.539	Accepted
	Married	120	31.87		.518		
Socio cultural Impacts	single	130	19.1769	4.328	.502	.039	Rejected
	Married	120	18.9167		.498		
Facilities	single	130	23.8077	1.623	.138	.204	Accepted
	Married	120	23.0167		.140		
Human Environment	single	130	20.3000	1.610	.816	.206	Accepted
	Married	120	20.3833		.814		
Visitor Education	single	130	11.1538	4.663	.957	.032	Rejected
	Married	120	11.1417		.957		
Existing Visitor Impact Management	single	130	48.3077	7.068	.927	.008	Accepted
	Married	120	48.2250		.927		
Environmental Factor	single	130	18.6077	6.268	.488	.013	Rejected
	Married	120	18.8667		.482		
Tourist Satisfaction	single	130	14.8615	.645	.006	.423	Accepted
	Married	120	13.6667		.006		

Note:* Significant difference at 5% level

From, the above table (4.2.2), it is inferred that there is significant difference in opinion exists among single and married respondents for the factor of Socio cultural Impacts, Visitor education, and Environmental Factor. Hence, the null hypothesis is rejected for the factors of Socio cultural Impacts, Visitor education, and Environmental Factor.

But there is no significant difference in opinion exists among the male and female of the respondents for the factors of Environmental Impacts, Facilities, Human Environment, Existing Visitor Impact Management, and Tourist Satisfaction. Hence, the null hypothesis is accepted for the study construct of Environmental Impacts, Facilities, Human Environment, Existing Visitor Impact Management, and Tourist Satisfaction.

4.2.3 To Analyze the Types of Visitors Differences towards the Factors for Sustainable Tourism Practices in Kanyakumari

Ho: Respondents with different types of visitors have same opinion towards factors of sustainable tourism practices in Kanyakumari.

Factors	Type of Visitors	N	Mean	F	Sig. (2-tailed)	Sig.	Null Hypothesis
Environmental Impacts	Domestic	177	31.87	1.232	.289	.268	Rejected
	foreigner	73	31.22		.320		
Socio cultural Impacts	Domestic	177	19.1186	.110	.592	.740	Accepted
	foreigner	73	18.8904		.594		
Facilities	Domestic	177	23.5876	.066	.351	.797	Accepted
	foreigner	73	23.0411		.353		
Human Environment	Domestic	177	20.4746	.099	.240	.753	Accepted
	foreigner	73	20.0137		.228		
Visitor Education	Domestic	177	11.2090	3.131	.399	.078	Accepted
	foreigner	73	11.0000		.379		
Existing Visitors Management	Domestic	177	48.7797	1.906	.078	.169	Rejected
	foreigner	73	47.0274		.066		
Environmental Factor	Domestic	177	18.8588	3.393	.290	.067	Accepted
	foreigner	73	18.4247		.238		
Tourist Satisfaction	Domestic	177	14.4463	.001	.256	.979	Accepted
	foreigner	73	13.9041		.269		

Note:* Significant difference at 5% level

From, the above table (4.2.3), it is inferred that there is significant difference in opinion exists among domestic and foreigner respondents for the factor of Environmental impacts, Existing Visitors management. Hence, the null hypothesis is rejected for the factors of Environmental impacts, Existing Visitors management.

But there is no significant difference in opinion exists among the types of visitors of the respondents for the factor of Socio culture impacts, Facilities, Human environment, Visitors Education, Environmental factors, Tourist Satisfaction.. Hence, the null hypothesis is accepted for the factor of Socio culture impacts, Facilities, Human environment, Visitors Education, Environmental factors, Tourist Satisfaction.

4.3 One Way Anova

4.3.1 To Examine the Age Group Difference towards the Factor Sustainable Tourism Practices in Kanyakumari

HO: Different Age groups of respondents have same opinion towards factors sustainable tourism practices in Kanyakumari.

Factors	Age	Sum of Squares	Mean Square	F	Sig.	Null Hypothesis
Environmental Impacts	Between Groups	47.485	15.828	.814	.487	Accepted
	Within Groups	4780.915	19.435			
	Total	4828.400				
Socio cultural Impacts	Between Groups	20.710	6.903	.737	.531	Accepted
	Within Groups	2305.614	9.372			
	Total	2326.324				
Facilities	Between Groups	259.209	86.403	5.124	.002	Rejected
	Within Groups	4147.995	16.862			
	Total	4407.204				
Human Environment	Between Groups	30.132	10.044	1.274	.284	Accepted
	Within Groups	1939.968	7.886			
	Total	1970.100				
Visitor Education	Between Groups	8.351	2.784	.881	.451	Accepted
	Within Groups	777.173	3.159			
	Total	785.524				
Existing Visitor Management	Between Groups	173.094	57.698	1.131	.337	Accepted
	Within Groups	12549.950	51.016			

	Total	12723.044				
Environmental Factor	Between Groups	10.347	3.449	.395	.757	Accepted
	Within Groups	2148.697	8.735			
	Total	2159.044				
Tourist Satisfaction	Between Groups	306.751	102.250	9.628	.000	Rejected
	Within Groups	2612.513	10.620			
	Total	2919.264				

Note: *Significant difference at 5%level

From the above table (4.3.1), there is significant difference in opinion exists among the age groups of the respondents for the factors Facilities, Tourist Satisfaction. Hence, the null hypothesis is rejected for the factors of Facilities and Tourist Satisfaction

But there is no significant difference in opinion exists among the age groups of the respondents for the factors of Environmental Impacts, Socio cultural Impacts, Human Environment, Visitor Education, Existing Visitor Management, and Environmental Factor. Hence, Null hypothesis is accepted for the factors of Environmental Impacts, Socio cultural Impacts, Human Environment, Visitor Education, Existing Visitor Management, and Environmental Factor.

4.3.2. To Examine the Income Difference towards the Factor Sustainable Tourism Practices in Kanyakumari

Ho: Different Income of respondents has same opinion towards factors of sustainable tourism practices in Kanyakumari.

Factors	Income	Sum of Squares	Mean Square	F	Sig.	Null Hypothesis
Environmental Impacts	Between Groups	96.682	32.227	1.673	.173	Accepted
	Within Groups	4718.122	19.258			
	Total	4814.803				
Socio culture Impacts	Between Groups	6.802	2.267	.240	.868	Accepted
	Within Groups	2315.294	9.450			
	Total	2322.096				
Facilities	Between Groups	55.776	18.592	1.048	.372	Accepted
	Within Groups	4345.509	17.737			
	Total	4401.285				
Human Environment	Between Groups	7.475	2.492	.312	.817	Accepted
	Within Groups	1957.128	7.988			
	Total	1964.602				
Visitor Education	Between Groups	1.169	.390	.122	.947	Accepted
	Within Groups	784.333	3.201			
	Total	785.502				
Existing Visitor Management	Between Groups	81.607	27.202	.528	.664	Accepted
	Within Groups	12630.715	51.554			
	Total	12712.321				

Environmental Factor	Between Groups	10.567	3.522	.402	.752	Accepted
	Within Groups	2145.465	8.757			
	Total	2156.032				
Tourist Satisfaction	Between Groups	94.212	31.404	2.724	.045	Rejected
	Within Groups	2824.969	11.530			
	Total	2919.181				

Note: *Significant difference at 5%level

From the above table (4.3.2), there is significant difference in opinion exists among the Income of the respondents for the factors of Tourist Satisfaction. Hence, the null hypothesis is rejected for the factors Tourist Satisfaction.

But there is no significant difference in opinion exists among the age groups of the respondents for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor .Hence, Null hypothesis is accepted for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor.

4.3.3 To Examine the Level of Education Difference towards the Factor Sustainable Tourism Practices In Kanyakumari

Ho: Different level of education of respondents has same opinion towards factors of sustainable tourism practices in Kanyakumari

Factors	Education	Sum of Squares	Mean Square	F	Sig.	Null Hypothesis
Environmental Impacts	Between Groups	19.886	6.629	.339	.797	Accepted
	Within Groups	4808.514	19.547			
	Total	4828.400				
Socio culture Impacts	Between Groups	38.832	12.944	1.392	.246	Accepted
	Within Groups	2287.492	9.299			
	Total	2326.324				
Facilities	Between Groups	8.948	2.983	.167	.919	Accepted
	Within Groups	4398.256	17.879			
	Total	4407.204				
Human Environment	Between Groups	17.103	5.701	.718	.542	Accepted
	Within Groups	1952.997	7.939			
	Total	1970.100				
Visitor Education	Between Groups	23.192	7.731	2.495	.061	Accepted
	Within Groups	762.332	3.099			
	Total	785.524				
Existing Visitor Management	Between Groups	233.061	77.687	1.530	.207	Accepted
	Within Groups	12489.983	50.772			
	Total	12723.044				

Environmental Factor	Between Groups	57.585	19.195	2.247	.083	Accepted
	Within Groups	2101.459	8.543			
	Total	2159.044				
Tourist Satisfaction	Between Groups	76.629	25.543	2.210	.087	Accepted
	Within Groups	2842.635	11.555			
	Total	2919.264				

Note: *Significant difference at 5%level

From the above table (4.3.3) there is no significant difference in opinion about the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, Tourist Satisfaction. Hence, the null hypothesis is accepted for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, Tourist Satisfaction.

4.3.4 To Examine Occupation Difference towards the Factor Sustainable Tourism Practices In Kanyakumari

Ho: Different Occupation of respondents has same opinion towards factors of sustainable tourism practices in Kanyakumari

Factors	Occupation	Sum of Squares	Mean Square	F	Sig.	Null Hypothesis
Environmental Impacts	Between Groups	35.221	11.740	.603	.614	Accepted
	Within Groups	4793.179	19.484			
	Total	4828.400				
Socio cultural Impacts	Between Groups	18.865	6.288	.670	.571	Accepted
	Within Groups	2307.459	9.380			
	Total	2326.324				
Facilities	Between Groups	127.386	42.462	2.441	.065	Accepted
	Within Groups	4279.818	17.398			
	Total	4407.204				
Human Environment	Between Groups	8.661	2.887	.362	.780	Accepted
	Within Groups	1961.439	7.973			
	Total	1970.100				
Visitor Education	Between Groups	13.482	4.494	1.432	.234	Accepted
	Within Groups	772.042	3.138			
	Total	785.524				
Existing Visitor Management	Between Groups	95.843	31.948	.622	.601	Accepted
	Within Groups	12627.201	51.330			

	Total	12723.044				
Environmental Factor	Between Groups	55.145	18.382	2.149	.095	Accepted
	Within Groups	2103.899	8.552			
	Total	2159.044				
Tourist Satisfaction	Between Groups	109.182	36.394	3.186	.024	Rejected
	Within Groups	2810.082	11.423			
	Total	2919.264				

Note: *Significant difference at 5%level

From the above table (4.3.4), there is significant difference in opinion exists among the Occupation of the respondents for the factors of Tourist Satisfaction. Hence, the null hypothesis is rejected for the factors Tourist Satisfaction.

But there is no significant difference in opinion exists among the age groups of the respondents for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor .Hence, Null hypothesis is accepted for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor.

4.3.5 To Examine Who Accompanies You in This Visit Difference towards the Factor Sustainable Tourism Practices in Kanyakumari

Ho: Different who accompanies you in this visit of respondents have same opinion towards factors of sustainable tourism practices in Kanyakumari

Factors	Who accompanies you in this visit	Sum of Squares	Mean Square	F	Sig.	Null Hypothesis
Environmental Impacts	Between Groups	52.012	17.337	.893	.445	Accepted
	Within Groups	4776.388	19.416			
	Total	4828.400				
Socio cultural Impacts	Between Groups	63.021	21.007	2.283	.080	Accepted
	Within Groups	2263.303	9.200			
	Total	2326.324				
Facilities	Between Groups	91.198	30.399	1.733	.161	Accepted
	Within Groups	4316.006	17.545			
	Total	4407.204				
Human Environment	Between Groups	25.960	8.653	1.095	.352	Accepted
	Within Groups	1944.140	7.903			
	Total	1970.100				
Visitor Education	Between Groups	10.202	3.401	1.079	.359	Accepted
	Within Groups	775.322	3.152			
	Total	785.524				
Existing Visitor Management	Between Groups	153.340	51.113	1.000	.393	Accepted
	Within Groups	12569.704	51.096			
	Total	12723.044				

Environmental Factor	Between Groups	25.872	8.624	.995	.396	Accepted
	Within Groups	2133.172	8.671			
	Total	2159.044				
Tourist Satisfaction	Between Groups	94.146	31.382	2.733	.044	Rejected
	Within Groups	2825.118	11.484			
	Total	2919.264				

Note: *Significant difference at 5%level

From the above table (4.3.5), there is significant difference in opinion exists among the who accompanies you to this visit of the respondents for the factors of Tourist Satisfaction. Hence, the null hypothesis is rejected for the factors Tourist Satisfaction.

But there is no significant difference in opinion exists among the age groups of the respondents for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor .Hence, Null hypothesis is accepted for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor.

4.3.6 To Examine Mode of Transport Difference towards the Factor Sustainable Tourism Practices in Kanyakumari

Ho: Different mode of transport of respondents has same opinion towards factors of sustainable tourism practices in Kanyakumari

Factors	Mode of Transportation	Sum of Squares	Mean Square	F	Sig.	Null Hypothesis
Environmental Impacts	Between Groups	173.008	57.669	3.047	.029	Rejected
	Within Groups	4655.392	18.924			
	Total	4828.400				
Socio cultural Impacts	Between Groups	114.902	38.301	4.261	.006	Rejected
	Within Groups	2211.422	8.990			
	Total	2326.324				
Facilities	Between Groups	103.952	34.651	1.981	.117	Accepted
	Within Groups	4303.252	17.493			
	Total	4407.204				
Human Environment	Between Groups	28.388	9.463	1.199	.311	Accepted
	Within Groups	1941.712	7.893			
	Total	1970.100				
Visitor Education	Between Groups	30.041	10.014	3.261	.022	Rejected
	Within Groups	755.483	3.071			
	Total	785.524				
Existing Visitor Management	Between Groups	329.021	109.674	2.177	.091	Accepted
	Within Groups	12394.023	50.382			
	Total	12723.044				

Environmental Factor	Between Groups	45.755	15.252	1.775	.152	Accepted
	Within Groups	2113.289	8.591			
	Total	2159.044				
Tourist Satisfaction	Between Groups	45.828	15.276	1.308	.272	Accepted
	Within Groups	2873.436	11.681			
	Total	2919.264				

Note: *Significant difference at 5%level

From the above table (4.3.6), there is significant difference in opinion exists among the mode of transportation of the respondents for the factors of Environmental Impacts, Socio cultural Impacts. Hence, the null hypothesis is rejected for the factors of Socio cultural Impacts.

But there is no significant difference in opinion exists among the mode of transportation of the respondents for the factors of Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, and Tourist Satisfaction. Hence, Null hypothesis is accepted for the factors of Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, and Tourist Satisfaction.

4.3.7 To Examine How Did You Know This Place Difference Towards the Factor Sustainable Tourism Practices In Kanyakumari

HO: different how you know this place of respondents have same opinion towards factors sustainable tourism practices in Kanyakumari.

Factors	How did you know this place	Sum of Squares	Mean Square	F	Sig.	Null Hypothesis
Environmental Impacts	Between Groups	144.677	48.226	2.533	.058	Accepted
	Within Groups	4683.723	19.040			
	Total	4828.400				
Socio cultural Impacts	Between Groups	34.691	11.564	1.241	.295	Accepted
	Within Groups	2291.633	9.316			
	Total	2326.324				
Facilities	Between Groups	202.274	67.425	3.945	.009	Rejected
	Within Groups	4204.930	17.093			
	Total	4407.204				
Human Environment	Between Groups	41.434	13.811	1.762	.155	Accepted
	Within Groups	1928.666	7.840			
	Total	1970.100				
Visitor Education	Between Groups	8.238	2.746	.869	.458	Accepted
	Within Groups	777.286	3.160			
	Total	785.524				
Existing Visitor Management	Between Groups	112.298	37.433	.730	.535	Accepted
	Within Groups	12610.746	51.263			
	Total	12723.044				

Environmental Factor	Between Groups	23.532	7.844	.904	.440	Accepted
	Within Groups	2135.512	8.681			
	Total	2159.044				
Tourist Satisfaction	Between Groups	87.215	29.072	2.525	.058	Accepted
	Within Groups	2832.049	11.512			
	Total	2919.264				

Note: *Significant difference at 5%level

From the above table (4.3.7), there is significant difference in opinion exists among the how did you know this place of the respondents for the factors of Facilities. Hence, the null hypothesis is rejected for the factors of Facilities.

But there is no significant difference in opinion exists among the how you knew this place of the respondents for the factors of Environmental Impacts, Socio cultural Impacts, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, and Tourist Satisfaction. Hence, Null hypothesis is accepted for the factors of Environmental Impacts, Socio cultural Impacts, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, and Tourist Satisfaction.

4.4 Regression

Linear Regression

4.4.1 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.985	1.837		1.625	.105
Human Environment	.589	.089	.393	6.603	.000
Visitor Education	.052	.149	.022	.346	.730
Existing Visitor Management	.146	.047	.247	3.093	.002
Environmental Factor	-.260	.106	-.182	-2.459	.015
Tourist Satisfaction	.402	.062	.327	6.433	.000

a. Dependent Variable: facilities

By the help of coefficients table, the table provides us with the necessary information to predict facilities from human environment, visitor education, existing visitor management, environmental factor and tourist satisfaction , as well as determine whether human environment, visitor education,existing visitor management, environmental factor and tourist satisfaction contributes statistically significantly to the model.

4.4.2 Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1778.646	5	355.729	33.021	<..000 ^b
Residual	2628.558	244	10.773		
Total	4407.204	249			

- a. Dependent Variable: facilities
 - b. Predictors: (Constant), Tourist Satisfaction, Visitor Education, Human Environment, Environmental Factor, Existing Visitor Management.
- Applying ANOVA, it is observed that dependent variable is facilities, and the Predictors is constant and they are Tourist Satisfaction, Visitor Education, Human Environment, Environmental Factor, Existing Visitor Management.
 - Applying ANOVA, it is observed that the null hypothesis H_0 is rejected and the regression model predicts the dependent variable significantly well.
 - Applying ANOVA, it is observed that the null hypothesis H_0 is rejected and the Sig column indicates the statistical significance of the regression model that was run and it indicates that overall the regression model statistically significantly predicts the outcome variable.

4.4.3 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.635 ^a	.404	.391		3.28219

- a. Predictors: (Constant), Tourist Satisfaction, Visitor Education, Human Environment, Environmental Factor, Existing Visitor Management
b. Dependent Variable: Facilities

The R value represents the simple correlation and is 0.635 which indicates the high degree of correlation. The R² value (The R square column) indicates how much of the total variation in the dependent variable. Sustainable tourism practices in Kanyakumari can be explained by the independent variable. In this case, 40.4% can be explained.

CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

From the data collected following findings were made:

5.1.1 Demographic profile:

- ✓ The socio demographic profile of the respondent's shows that,59.2%percent of respondents are male, the majority of the respondents are in the age group are below 20-30 years with . the majority of respondents were under graduate. the majority of respondents were Private. the majority of the respondents are from the series of earning are less than 50,000. the majority of respondents are single. the majority of respondents are Family. the majority of respondents are Friends & Relatives with 47.2%. the majority of respondents travel by Roadways with 37.2%.

5.1.2 Independent One Sample T-Test

- ✓ By the help of Z-test, it is observed that there is significant difference in opinion among male and female respondents for the factor of factors of Facilities, Visitors Education, and Tourist Satisfaction. But there is no significant difference in opinion among the male and female of the respondents for the factors of Environmental Impacts, Facilities, Human Environment, and Existing Visitor Impact Management.
- ✓ By the help of Z-test, it is observed that there is significant difference in opinion among marital status of respondents for the factors of Socio cultural Impacts, Visitor education, and Environmental Factor. But there is no significant difference in opinion exists among the Martial status of the respondents for the factors of Environmental Impacts, Facilities, Human Environment, Existing Visitor Impact Management, and Tourist Satisfaction.
- ✓ By the help of Z-test, it is observed that there is significant difference in opinion among types of visitors respondents for the factor of Environmental impacts, Existing Visitors management. But there is no significant difference in opinion among the types of visitors of the respondents for the factors of Socio cultural impacts, Facilities, Human Environment, Visitors education, Environmental factors and Tourist Satisfaction.

5.1.3 Anova

- ✓ Applying ANOVA, it is observed that the Null Hypothesis H_0 is rejected for the age group of the respondents for the factors of Facilities and Tourist Satisfaction. But there is no significant difference in opinion among the age groups of the respondents for the factors Environmental Impacts, Socio cultural Impacts, Human Environment, Visitor Education, Existing Visitor Management, and Environmental Factor.
- ✓ Applying ANOVA, it is observed that the Null Hypothesis H_0 is rejected for the income level of the respondents for the factors of Tourist Satisfaction. But there is no significant difference in opinion for the factors of Environmental Impacts, Socio

culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, and Environmental Factor.

- ✓ Applying ANOVA, it is observed that the Null Hypothesis H_0 is not rejected among level of education of the respondents on the factors like Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, Tourist Satisfaction. But there is no significant difference in opinion among the levels of education of the respondents for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, Tourist Satisfaction.
- ✓ Applying ANOVA, it is observed that the Null Hypothesis H_0 is rejected among occupation level of the respondents on the factors Tourist Satisfaction. But there is no significant difference in opinion exists among the levels of education of the respondents for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor.
- ✓ Applying ANOVA, it is observed that the Null Hypothesis H_0 is rejected among different who accompanies to this visit of the respondents to the factors like Tourist Satisfaction. But, there is no significant difference in opinion among the monthly income respondents for the factors of Environmental Impacts, Socio culture Impacts, Facilities, Human Environment, Visitor Education, Existing Visitor Management, and Environmental Factor.
- ✓ Applying ANOVA, it is observed that the Null Hypothesis H_0 is rejected among different mode of transport of the respondents to the factors like Socio cultural Impacts. But, there is no significant difference in opinion among the monthly income respondents for the factors of Facilities, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, and Tourist Satisfaction.
- ✓ Applying ANOVA, it is observed that the Null Hypothesis H_0 is rejected among different mode of transport how you know this place as a place of tourism of the respondents to the factors like of Facilities. But, there is no significant difference in opinion among the monthly income respondents for the factors of Environmental Impacts, Socio cultural Impacts, Human Environment, Visitor Education, Existing Visitor Management, Environmental Factor, and Tourist Satisfaction.

5.1.4 Regression

- ✓ By applying Linear Regression, we can conclude that for sustainable tourism practices in Kanyakumari, we have to depend on the independent variables. i.e. facilities.

5.2. Suggestions

Any destination with fragile environment may lose its original identity and resources when there is an uncontrolled tourism development in the area. Tourism development in the region may lead to destruction and exploitation of nature on which tourism industry is based on. Therefore, it is essential to encourage sustainable development in the destination. Hence various factors contributing to sustainable development has been studied. Based on the findings from the present research study, following suggestions were provided for managing the visitor impacts which in turn leads to Sustainable Tourism Practices in Kanyakumari.

Based on the Given Statistics and data obtained, the following can be taken for suggestions.

- ✓ Tourists from many different states and countries arrive at the destination. Kanyakumari has trained with regional languages only and so there is a communication gap among the visitors and local communities (Drivers and watchers) that comes in direct contact with tourists.
- ✓ Hence training on communication, Visitor handling, etiquettes may be imparted at skilled and semi-skilled level to improve the service standards at the Kanyakumari. Local community interaction and display of native art forms may be encouraged.
- ✓ Tourist amenities such as clean and tidy environment, safe drinking water, well connected roads, clean washrooms, adequate parking space and sign boards need to be developed and maintained for sustainable development in Kanyakumari.
- ✓ Tourist perceptions regarding the historical, cultural, and natural attractions, affordability, travel environment, amenities, and other activities need to be analyzed periodically such that appropriate marketing initiatives are taken at the right time.
- ✓ Visitor Experience and satisfaction motivates the visitors to revisit the place, which helps in the Socio economic and environmentally sustainable development. Visitor Experience and satisfaction can be improved by providing information on the features and significance of sustainable tourism development in the region through websites/blogs, newspapers should take more promotional initiatives and improve the destination.

5.2 Conclusion

Kanyakumari has been mesmerizing the nature enthusiasts with its natural scenic beauty, salubrious climatic conditions, outdoor recreational activities, native cultural practices, Transportation facilities and friendly people. The research was conducted to determine the Sustainable Development of Kanyakumari by analyzing the sustainable tourism practices from visitors' perspective. Suggestions provided based on the findings, may help the authorities to improve the destination. Tourism activities at kanyakumari is more important in attracting tourists. Hence it is suggested to bring awareness/market to the destination among tourists and helps in generating more revenue and make visitation interesting. The development of sustainable tourism should be done keeping in mind sustainable planning and development. There is a need to capitalize on the available facilities to produce the maximum optimum result Visitor's perception can surely act as a sector for the sustainable tourism development by providing a source of employment and connect with urban life. The major contribution of the study is that the study proposes a model for sustainable development which explains the factors that affects Visitor Impact Management which in turn leads to Sustainable Development of Kanyakumari

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ANNEXURE

Part A
Demographic Profile

1. Gender:

a) Male	
b) Female	

2. Type of Visitors:

a) Domestic	
b) Foreigner	

3. Age Group:

(a) 18-30	
(b) 31-40	
(c) 41-50	
(d) 51 above	

4. Level of Education:

(a) School	
(b) UG graduation	
(c) PG Graduation	
(d) Professional	

5. Occupation:

(a) Self-employment	
(b) Government	
(c) Private	
(d) Retired	

6. Annual Income:

(a) Below 50,000	
(b) 50,001 to 1,00,000	
(c) 1,00,001 to 5,00,000	
(d) 5,00,001 above	

7. Marital Status:

Single	
Married	

8. Who accompanies you in this visit?

Single	
Family & children	
Friends & colleagues	
None	

9. How did you come to know about the Kanyakumari as a place of tourist interest?

Brochures/Website/internet	
Tour operator	
Social Media	
Friends & relatives	

10. Which is the mode of your transport?

Airline	
Bus	
Train	
Own arrangement	

PART-B

On a scale of 1 to 5 kindly rate the your experience

(5 –Strongly agree, 4-Agree, 3-Neutral, 2- Disagree, 1- Strongly Disagree)

S.No	Environmental Impacts Of Kanyakumari	5	4	3	2	1
1	Environmental pollution controlled in Kanyakumari?					
2	Noise level reduced in Kanyakumari					
3	Entry of visitors are regulated in Kanyakumari					
4	Level of traffic congestion reduced in kanyakumari					
5	Low impact transportation used					
6	Solid waste reduction/recycling method followed in Kanyakumari					
7	Usage of plastics banned in the region					
8	Measures taken for protection of flora and fauna					
	Socio Cultural Impacts					
1	Cultural activities/entertainment good at destination					
2	Availability of any recreational Facilities					
3	Opportunity to meet people from other cultures					
4	How is the Quality of public services (police, fire, etc.)					
5	Crime level controllable					

Part C

From the experience on the visit to Kanyakumari, kindly rate your experience on the below given attributes

(5 -Highly satisfied, 4-Satisfied, 3-Neutral, 2-Dissatisfied, 1- Highly dissatisfied)

S.No	Facilities	5	4	3	2	1
1	Convenience for transportation and parking					
2	Directional signs/Information panels					
3	Restaurants/shops					
4	Leisure/recreational Equipment					
5	Shelters and pavilions in kanyakumari.					
6	Litter bins and garbage handling in tourist spot.					
	Human environment					
1	Facility design (Ramps for differently abled , Toilets)					
2	Security and safety for visitors in kanyakumari.					
3	Cleanliness/tidiness maintained					
4	Tourist behavior are monitored					
5	Communication with the local people are knowledgeable					
S.No	Tourist Satisfaction					
1	I am satisfied with the visit to Kanyakumari					

2	Satisfied with the destination considering time and effort I invested					
3	Satisfied with kanyakumari tour compared with my expectations					
4	Overall Satisfaction with the destination					

Part D

From the experience on the visit to kanyakumari, kindly rate your experience on the below given attributes

(5 –Very High, 4-High, 3- Medium, 2- Low, 1- very Low)

S.No	Visitor Education	5	4	3	2	1
1	Promote appropriate behavior by visitors at site					
2	Encourage and discourage certain types of use(Plucking of leaves grass, hurting and feeding animals)					
3	Information regarding usage condition provided					
	Existing Visitor Impact Management					
1	Limit on using land by visitors					
2	Area closure during calving season					
3	Restriction in the use of site					
4	Limits in length of stay					
5	Restriction in group characteristics					
6	Protection of main attraction in the destination					
7	Reservation for entry					
8	Preventing exploitation by visitors					
9	Crisis & emergency pre potent arrangements					
10	Differential pricing for visitors					
11	Queuing for entry of visitors					
12	Pre assignment of recreation site					
13	Site hardening(hard surfacing materials used to reduce erosion on trails, hard topping of roads)					

Part-E

Rate the following statements about Kanyakumari

(5 = Very high; 4 = High; 3 = Neutral; 2 = Low and 1 = Very low)

S. No	Environmental Factors	5	4	3	2	1
1	The water quality at Kanyakumari has reduced due to increased human (tourist) activity.					
2	Overcrowding at Kanyakumari leads to serious health problems and environmental hazards.					
3	Local participation and promotion of domestic tourism can contribute much to the development of Kanyakumari					

4	Clean air at Kanyakumari was nature's gift. But external factors have contaminated it.					
5	While developing tourism in Kanyakumari, equal priority should be give to foreign tourists and domestic tourists.					