

OPPORTUNITIES AND CHALLENGES OF TOURISM- A STUDY WITH SPECIAL REFERENCE TO DOMESTIC TOURISTS IN KERALA

Abstract

Tourism is a unique phenomenon which entails the movement of people to countries or places outside their usual environment for personal (leisure) or business or professional purposes. Tourism includes all the activities that expresses an economy's cultural, social and traditional aspects. Domestic tourism has also gained greater importance in recent years. Hence, it would be appropriate to study the opportunities and challenges of tourism with special reference to domestic tourists in Kerala.

Keywords: Challenges of tourism, Domestic Tourism, Opportunities of tourism and Tourists.

Author

Dr. Vinitha V K

Assistant professor on Contract

Department of Commerce

All Saints' College

Thiruvananthapuram, Kerala, India.

I. INTRODUCTION

Tourism can be defined as a specialized activity of travelling from one destination to another for some special purposes such as professional or for relaxation. According to the World Tourism Organization, tourists are people who “travel and stay in places outside their usual environment for not more than one consecutive year for leisure with the vision of making tourism a positive force for transformation, rural development and community wellbeing. Domestic tourism possesses high potential for stimulating local economic growth and social change because of its complementarity with other economic activities and its contribution to GDP and employment creation. Domestic Tourism can be defined as “a type of tourism activity in which the visitor’s experience is related to a wide range of products linked to nature-based activities, agriculture, lifestyle, culture, fishing and sightseeing.

Domestic tourism is based on various services such as convenient and luxurious accomodation which is complemented by additional facilities relying on the local, social, cultural and natural resources present in each economy which are exploited without violating the principles of sustainable development. The development of infrastructure in rural areas is the most important benefit of Rural tourism.

Domestic Tourism is meant to explore rural life, art, culture and heritage at rural locations or villages where there exist core competencies in art, craft, handloom, and textiles as also the natural environment. Domestic tourism is intended to benefit the local community economically and socially as well as enable interaction between tourists and local population.

Hence, it would be appropriate to study the opportunities and challenges of tourism with special reference to domestic tourists in Kerala.

II. REVIEW OF LITERATURE

In order to give background for the present study, an attempt is made here to review briefly important studies.

Kassegn Berhanu Melese (2020) conducted a study on the topic, “Domestic Tourism Development: Issues Constraints and Trends”. The study aimed at identifying the issues, practices and constraints of tourism development particularly in domestic tourism. Study revealed that countries with richer populations and larger in size have more number of domestic tourists. In addition to these he revealed that factors like technological advancement, transportation facility, natural attractions and unique culture, climate and education are the major factors that motivate people to travel.

Fatemeh Azizi, Fatemeh Shekari b .(2022) conducted a study on the topic “Domestic Tourism during the COVID-19 Pandemic Investigating Socio-Demographics and Travel Purposes”. The study revealed various factors like gender and age are the two factors that are influencing travel and confirmed the existence of gender-related differences in travel intention, attitude towards risk avoidance, perceived risk, and frequency of past behavior.

Rani L and Prakash J W (2016) conducted a study on the topic “Economic benefits of tourism to the host community – a study with reference to Poovar tourist centre, Trivandrum,

Kerala”. They concluded in their study that the improvement and development of poor region is very low as compared to other tourist spots. For the development of tourism in that place, various promotional activities are implemented with the help of local self-Government and coastal communities.

Jeet Dogra (2016) conducted a study on the topic “Analytical Study of Domestic Tourism Promotion and Publicity including Hospitality (DPHH) Scheme” The findings of the study states that DPPH scheme can fulfill its primary goals of creating awareness relating domestic tourism. The study revealed that the continuation of the scheme can create enough expansion during the 12th Five Year Plan (2012 - 2017), though the focus of promotion in existing and also new potential areas.

Sushma Rewal Chugh (2020) conducted a study on the topic “Domestic Tourism: A Panacea for Global Disasters”. It has been perceived that Domestic tourists are always frequent travellers than other international tourists who visits only occasionally. The growth and development of domestic tourism is steady and affected by situations of the international market conditions. Furthermore, she concluded that in order to revive tourism industry, it is necessary to promote domestic tourism industry as a less risky and gratifying alternative than international tourism.

III. STATEMENT OF THE PROBLEM

Tourism industry has a lot of opportunities in the modern era such as Creation of employment opportunities, Infrastructure development, growth in GDP etc. Also Domestic tourism has been facing so many challenges such as safety issues, lack of infrastructure, lack of basic amenities etc. Hence, it becomes necessary to assess the opportunities and challenges of domestic tourism which would be helpful in the sustainable economic development of our economy.

IV. SIGNIFICANCE OF THE STUDY

Tourism is considered to be the fastest growing industry in the world with its ever increasing demand and provisions for relaxation and peaceful environment makes it one of the most important industries. Tourism industry has been contributing several benefits to economies such as boosting revenue of the economy, develops infrastructural facilities, enhances quality of life etc. But our tourism industry is facing so many challenges that affects the tourism industry adversely. Hence the study is significant as it helps in identifying the new opportunities and challenges of domestic tourism.

V. OBJECTIVES OF THE STUDY

Objectives of the present study is to identify the opportunities and challenges of tourism with special reference to domestic tourists in kerala.

VI. HYPOTHESIS OF THE STUDY

There is no significant difference in the opinion wise variations about the opportunities and challenges of tourism with special reference to domestic tourists.

VII. RESEARCH DESIGN

Following methods were used for examining the opportunities and challenges of tourism with special reference to domestic tourists.

VIII. METHODOLOGY

The present study is both descriptive and analytical with the objective to examine the opportunities and challenges of tourism with special reference to domestic tourists.

- 1. Sources of Data:** The Present study is based on the data collected from both primary and secondary sources. The Secondary data has been collected from various Journals and Books. Primary data was collected with the help of a well drafted questionnaire.
- 2. Sampling Plan:** 100 tourists were selected as respondents for the study. Convenient Sampling method was used for selecting sample respondents.
- 3. Data Collection Instruments:** Primary data was collected from domestic tourists using a well-structured Questionnaire. A total of 100 tourists were selected as respondents.
- 4. Data Processing and Analysis Plan:** Collected data has been processed and analysed with the help of SPSS. For analysing data frequency and percentages were used. In order to test the hypothesis formulated for the study, t test is used.

IX. RESULTS AND DISCUSSION

Domestic tourism is a type of tourism which involves travelling of residents of one country within their own country. Hence an attempt is made to identify the opportunities and challenges of tourism with special reference to domestic tourists.

Table 1: Opportunities of Domestic Tourism

Variables		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree	Total
Economic Benefits	No	13.00	12.00	13.00	25.00	37.00	100.00
	%	13.00	12.00	13.00	25.00	37.00	100.00
Infrastructural development	No	13.00	12.00	25.00	24.00	26.00	100.00
	%	13.00	12.00	25.00	24.00	26.00	100.00
Improved Standard of living	No	13.00	25.00	12.00	13.00	37.00	100.00
	%	13.00	25.00	12.00	13.00	37.00	100.00
Employment opportunities	No	0.00	13.00	50.00	25.00	12.00	100.00
	%	0.00	13.00	50.00	25.00	12.00	100.00
Marketing of domestic products	No	0.00	37.00	38.00	13.00	12.00	100.00
	%	0.00	37.00	38.00	13.00	12.00	100.00

Source: Primary data

A COMPARATIVE STUDY AND ANALYSIS OF OPPORTUNITIES AND CHALLENGES
OF TOURISM - A STUDY WITH SPECIAL REFERENCE TO DOMESTIC TOURISTS IN KERALA

The above table clearly depicts that 13 percent of respondents strongly disagree that one of the major opportunities of domestic tourism is Economic benefits. 12 percent disagreed that Economic benefits is one of the major opportunities of domestic tourism. 13 percent neither agree nor disagree that Economic benefits is one of the major opportunities of domestic tourism. 25 percent agreed that Economic benefits is one of the major opportunities of domestic tourism. 37 percent strongly agreed that Economic benefits is one of the major opportunities of domestic tourism. Likewise, the various responses of domestic tourists towards the opportunities of domestic tourism has been shown in the above table.

Table 2: Statistical Significance of Opportunities of Domestic Tourism

One-Sample Statistics					
	N	Mean	Std. Deviation	t value	Sig
Economic Benefits	100	4.1300	1.18624	34.816	.000
Infrastructural development	100	4.6400	1.68487	27.539	.000
Improved Standard of living	100	3.3600	1.50769	22.286	.000
Employment opportunities	100	3.3600	.85894	39.118	.000
Marketing of domestic products	100	4.2500	1.38808	30.618	.000

Source: Primary data

It is observed that infrastructural development (mean value:4.64) followed by marketing of domestic products (mean value 4.25) are the major opportunities of domestic tourism. This is followed by Economic benefits (Mean value:4.13) and Improved standard of living and Employment opportunities (Mean value:3.36).

Table 3: Challenges of Domestic Tourism

Variables		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree	Total
Inadequate Infrastructure	No	0.00	13.00	12.00	50.00	25.00	100.00
	%	0.00	13.00	12.00	50.00	25.00	100.00
Safety and security	No	0.00	13.00	25.00	12.00	50.00	100.00
	%	0.00	13.00	25.00	12.00	50.00	100.00
Inadequate Marketing and promotion	No	13.00	25.00	12.00	25.00	25.00	100.00
	%	13.00	25.00	12.00	25.00	25.00	100.00
Lack of skilled manpower	No	0.00	13.00	50.00	25.00	12.00	100.00
	%	0.00	13.00	50.00	25.00	12.00	100.00
Lack of	No	0.00	37.00	38.00	13.00	12.00	100.00

Government support	%	0.00	37.00	38.00	13.00	12.00	100.00
--------------------	---	------	-------	-------	-------	-------	--------

(Source: Primary data)

The above table gives a clear observation about the fact that around 13 percent of respondents disagree that one of the challenges of domestic tourism is Inadequate Infrastructure. 12 percent neither agree nor disagree that Inadequate Infrastructure is one of the challenges of domestic tourism. 50 percent agreed that Inadequate Infrastructure is one of the challenges of domestic tourism. 25 percent strongly agreed that Inadequate Infrastructure is one of the major challenges of domestic tourism. Likewise, the various responses of domestic tourists towards the opportunities of domestic tourism has been shown in the above table.

Table 4: Statistical Significance of Opportunities of Domestic Tourism

One-Sample Statistics					
Variables	N	Mean	Std. Deviation	t value	Sig
Inadequate Infrastructure	100	3.8700	.93911	41.209	.000
Safety and security	100	3.9900	1.13258	35.229	.000
Inadequate Marketing and promotion	100	3.2400	1.40791	23.013	.000
Lack of skilled manpower	100	3.3600	.85894	39.118	.000
Lack of Government support	100	4.2500	1.38808	30.618	.000

(Source: Primary data)

It is observed that Lack of Government support (mean value: 4.25) followed by safety and security products (mean value: 3.99) are the major challenges of domestic tourism. This is followed by Inadequate infrastructure (Mean value: 3.87) and Lack of skilled manpower (Mean value: 3.36) and Inadequate marketing and promotion (Mean value: 3.24).

X. TESTING OF HYPOTHESIS

In order to evaluate opinion wise variations about the opportunities and challenges of domestic tourism with special reference to domestic tourists., t test was conducted. The study revealed that opinion wise variation in respect to all variables are below 0.05 the level of significance. Hence, the study rejects the null hypothesis that there is no significant difference in the opinion wise variations about the opportunities and challenges of domestic tourism and accept the alternative hypothesis that there is significant difference in the opinion wise variations about the opportunities and challenges of domestic tourism.

XI. CONCLUSION

Domestic tourism always has a high economic potential in stimulating local economic growth and positive social change and development of rural areas due to its complementarity with other economic activities, its contribution to GDP and enormous employment creation, and its capacity to promote the standard of living of each economy. UNWTO defines Domestic Tourism as “a unique type of tourism activity in which the visitor’s experience is

related to a wide range of products and services generally related with nature-based activities, agriculture, rural lifestyle, culture and sightseeing”.

REFERENCES

Books

- [1] Bhatia (1993) ‘Tourist Development – Principles and Practices
- [2] Bernard Lane, Elisabeth Kastenholz (2018) Rural tourism and sustainable rural development
- [3] Ralf Buckley (2008) Ecotourism principles and practice

Research Paper

- [1] Kassegn Berhanu Melese ,2020. Domestic Tourism Development: Issues Constraints and Trends Journal of Tourism & Hospitality , Vol.11 Iss.3 No:1000497
- [2] Fatemeh Azizi a , Fatemeh Shekari b .2022. “Domestic Tourism amidst the COVID-19 Pandemic Investigating Socio-Demographics and Travel Purposes”. Journal of Urban Tourism, 9(1)
- [3] Rani L and Prakash J W, 2016.Economic benefits of tourism to the host community – a study with reference to Poovar tourist centre, Trivandrum, Kerala, India, International Journal of Current Advanced Research Vol 5, Issue 12, pp 1529-1534.
- [4] Jeet Dogra , 2016. Analytical Study of Domestic Tourism Promotion and Publicity including Hospitality (DPHH) Scheme , Amity Research Journal of Tourism, Aviation and Hospitality Vol. 01, issue 01.
- [5] Sushma Rewal Chugh , 2020 Domestic Tourism: A Panacea for Global Disasters, International Journal of Research and Scientific Innovation (IJRSI) | Volume VII, Issue V.

