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

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***Abstract***

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business or professional purposes. Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. 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.

Key words: Challenges of tourism, Domestic Tourism, Opportunities of tourism and Tourists

**INTRODUCTION**

Tourism is the act of travel for predominantly recreational or leisure purposes, and also refers to the provision of services in support of this act. 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 has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and employment creation, and its capacity to promote the dispersal of demand in time and along a wider territory. Domestic Tourism is defined as “a type of tourism activity in which the visitor’s experience is related to a wide range of products generally linked to nature-based activities, agriculture, lifestyle and culture, angling and sightseeing.

Domestic tourism is based on accommodation service which is complemented by additional services/facilities relying on the local social, cultural and natural resources, which are exploited according to the principles of sustainable development. The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development.

Domestic Tourism is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is 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.

**REVIEW OF LITERATURE**

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

**Nicola and McKenna (1998) and Komppula (2014)** observed that rural tourism does not have to be located in rural areas. It could be in urban areas that incorporate rural functions. The different interpretations of rural areas might imply that the scope of RT study could have evolved to reach the urban spectrum, yet still being associated with traditional and rustic characteristics

**Lane and Kastenholz (2015)** concluded that the economic dimensions of Tourism remain a major focus of research interest and confirmed that the characteristics of Tourism were economically determined

**Streimikiene and Bilan (2015)** attempted to review the literature to explain the trends of tourism development in regard to its supply and demand factors. The methodology was neither systematic nor bibliometric in nature.

**Sasu and Epuran (2016)** conducted their review in terms of the new trends of type, creativity and authenticity features of tourism. Their objective was not at all to take an account of the overall progress in the tourism research.

**Seraphin & Dosquet, 2020; Stankov et al., 2020; Wen et al., 2020; Zhu & Deng, 2020)** examined thatTourism brings a vast opportunity to satisfy the demand of the post-pandemic tourists who seek stress-relief and rejuvenation within a nature-based environment.

**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.

**SIGNIFICANCE OF THE STUDY**

Tourism is one of the fastest growing industries in the world; 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.

**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.

**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.

**RESEARCH DESIGN**

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

**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.

**SOURCES OF DATA**

Present study is based on both secondary data and primary data. The Secondary data were collected from Journals and Books. Primary data was collected through questionnaire. A Questionnaire was developed for this purpose.

**SAMPLING PLAN**

A total of 100 tourists were selected as respondents. Convenient Sampling method is used for selecting sample respondents.

**DATA COLLECTION INSTRUMENTS**

Primary data was collected from domestic tourists using a well-structured Questionnaire. A total of 100 tourists were selected as respondents..

**DATA PROCESSING AND ANALYSIS PLAN**

The data collected for the study processed and analysed with the help of SPSS. For analysing quantitative data frequency and percentage is used. In order to test the hypothesis formulated for the study, t test is used.

**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

From the above table it is clear 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 :2 Challenges of Domestic Tourism**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 Government support | 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)

From the above table it is clear that 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **One-Sample Statistics** | | | |  |
|  | 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 |

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).

**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.

**CONCLUSION**

Domestic tourism has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and employment creation, and its capacity to promote the dispersal of demand in time and along a wider territory. UNWTO understand Domestic Tourism as “a type of tourism activity in which the visitor’s experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle and culture, angling and sightseeing”.

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