

TOURIST SATISFACTION REGARDING TOURISM-RELATED FACILITIES - WITH SPECIAL REFERENCE TO TRIVANDRUM DISTRICT IN KERALA

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ABSTRACT

Tourism is considered an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related to transport. Tourism generates income for a variety of businesses and creates a wide range of employment opportunities. Tourism is seen as one of the world's largest and fastest-growing Industries. Kerala is the first state to declare tourism as an industry in India. The study discusses the level of tourist satisfaction regarding tourism-related facilities in the Trivandrum district and studies the growth of the tourism industry in Kerala.

Keywords: Tourist satisfaction, Kerala tourism

INTRODUCTION

Tourism is considered an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related to transport. Tourism generates income for a variety of businesses and creates a wide range of employment opportunities. Tourism is seen as one of the world's largest and fastest-growing Industries. Kerala is the first state to declare tourism as an industry in India. Kerala's tourism industry is recognized for its natural beauty, rich culture, and unique experiences. Kerala, also known as "God's Own Country," has a variety of tourist attractions that attract both

domestic and foreign visitors. Kerala was chosen by the National Geographic Traveler as one of the 50 destinations that could only be described as epic and one of the thirteen heavens in the world. An equable environment, peaceful sea shores, serene stretches of backwaters, rich slope stations, and fascinating wildlife are the significant attractions of this land. Due to these reasons, the flow of tourists to Kerala is increasing day by day. With the increase in the flow of tourists to Kerala, the tourism industry in Kerala is gaining strength and the state gets a good percentage of income from the tourism sector. Tourism is a significant contributor to the economy of the state.

Tourists should be satisfied with the tourism facilities in different tourist spots in Trivandrum if they want to come again and again. The purpose of this study is to determine whether or not tourists who arrived in Trivandrum are satisfied with the quality of tourism-related facilities.

OBJECTIVES

The important objectives of the study are as follows.

1. To evaluate the level of tourist satisfaction in Trivandrum district regarding tourism-related facilities
2. To study the growth of the tourism industry in Kerala

METHODOLOGY

The study discusses the level of tourist satisfaction regarding tourism-related facilities in Trivandrum district. This study is based on both primary and secondary data. Primary data was collected from 100 tourists in various tourist destinations of the Thiruvananthapuram district. Different reports published by the tourism department of Kerala, Kerala budget analysis, a variety of journals, magazines, books, newspapers, and different websites were referred to by the researcher for gathering secondary data.

Why tourists should explore the Thiruvananthapuram district?

Trivandrum, also referred to as Thiruvananthapuram, serves as the state capital of Kerala in India. The district of Trivandrum is very significant for Kerala's tourism industry since it provides a wide variety of experiences and attractions for tourists. Following are a few crucial elements of tourism in the district of Trivandrum:

- a. **Historical and Cultural Significance:** Tourists from all over the world visit Trivandrum because of its extensive historical and cultural legacy. The well-known Hindu

shrine Sree Padmanabhaswamy Temple is a notable attraction and an important place of pilgrimage. A number of palaces, museums, and art galleries are also located in the area, giving tourists a glimpse into Kerala's royal past and artistic heritage.

b. **Beaches and Coastal Beauty:** Along the Arabian Sea coast, the Trivandrum district is endowed with beautiful beaches. One of India's most well-known and scenic beaches is Kovalam Beach, with its crescent-shaped shoreline and golden sands. Shanghumukham Beach, Varkala Beach, and Poovar Beach are some more well-known beaches that provide tourists with the opportunity to relax, participate in water sports, and view spectacular sunsets.

c. **Backwater Delights:** The region offers interesting backwater experiences in addition to coastline splendor. Popular locations for boating and peaceful backwater tours include the Neyyar Dam and its adjacent reservoir, Vellayani Lake, and Akkulam Lake. These backwater areas offer visitors a tranquil escape where they may bask in the beauty of nature and take in the area's abundant biodiversity.

d. **Cultural and Artistic Offerings:** Traditional art forms and a vibrant cultural environment are trademarks of Trivandrum. The city hosts various concerts and festivals each year, making it a center for classical music, dance, and theatre. Each year, the Swathi Sangeethotsavam and Soorya Dance and Music Festival draw visitors from all over the world who are interested in the arts.

e. **Architectural Wonders:** Trivandrum is home to several amazing structures that exhibit the impact of numerous dynasties and colonial forces. Exquisite craftsmanship may be seen at the Napier Museum, Kuthira Malika (Puthen Malika) Palace, and Kanakakunnu Palace, which provide a window into the richness of the past. Another architectural treasure nearby in the Kanyakumari district is the Padmanabhapuram Palace.

f. **Ecotourism and Wildlife Sanctuaries:** The district of Trivandrum is home to a number of nature reserves and wildlife sanctuaries. Wildlife enthusiasts and nature lovers have access to the Neyyar Wildlife Sanctuary, Peppara Wildlife Sanctuary, and Agasthyamalai Biosphere Reserve to learn more about the Western Ghats' rich flora and fauna. For those looking for an outdoor adventure in the midst of nature, there are trekking trails, bird-watching opportunities, and camping opportunities.

g. **Ayurveda and wellness:** The Trivandrum district provides real Ayurvedic therapies and health retreats. Rejuvenating treatments, massages, and wellness programs are offered to guests at renowned Ayurveda centers and resorts. Wellness seekers from all over the world

are drawn to the area by its peaceful atmosphere and the holistic therapeutic methods of Ayurveda.

h. **Infrastructure and Connectivity:** Tourists may easily access Trivandrum because of its well-developed transportation infrastructure, which includes an international airport and a well-connected rail system. To meet the various demands of tourists, the area has a variety of lodging alternatives, from opulent hotels to affordable homestays and resorts.

Kerala's Trivandrum district offers a beautiful synthesis of natural beauty, wellness opportunities, history, and culture. The region, which is a must-visit area of Kerala's tourism landscape because of its alluring attractions and warm hospitality, is still a well-liked vacation spot that provides visitors with a good impression.

Satisfaction level of tourists from different places regarding tourism-related facilities

The following table shows the level of satisfaction of tourists from various tourist destinations regarding tourism-related facilities in Thiruvananthapuram district.

Table 1.1

Satisfaction Level of Tourists

Tourism-Related Facilities	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Accommodation and Hospitality	65%	28%	2%	3%	2%	100%
Transportation	34%	40%	3%	18%	5%	100%
Safety	38%	42%	0%	18%	2%	100%
Communication	67%	23%	1%	8%	1%	100%
Entertainment	23%	32%	0%	30%	15%	100%
Hygiene	27%	39%	1%	21%	12%	100%

Source: Primary data

Table 1.1 shows the level of satisfaction of tourists from various tourist destinations regarding tourism-related facilities in Thiruvananthapuram district. The researcher considered six variables (facilities) for the study. The researcher applied Likert's five-point scale for measuring the satisfaction level of tourists. For analyzing the primary data researcher has used the percentage analysis method. The study find that the majority (65 percent) of the respondents of the study are highly satisfied with 'Accommodation and Hospitality' facilities in Thiruvananthapuram. Most (40 percent) of the respondents are satisfied with 'Transportation' facilities. 42 percent of the respondents are satisfied with 'Safety'. The majority (67 percent) of the respondents are highly satisfied with the 'Communication' facilities. 32 percent of respondents are satisfied with 'Entertainment' facilities and most (39 percent) of the respondents are satisfied with 'Hygiene'.

Trends in Domestic & Foreign Tourist Arrivals into Kerala

The following table shows trends in domestic and foreign tourist arrivals in Kerala.

Table No. 2

Trends in Domestic & Foreign Tourist Arrivals into Kerala

Cal Year	Domestic Tourists	% Variation	Foreign Tourists	% Variation
2012	10076854	7.41	793696	8.28
2013	10857811	7.75	858143	8.12
2014	11695411	7.71	923366	7.60
2015	12465571	6.59	977479	5.86
2016	13172535	5.67	1038419	6.23
2017	14673520	11.39	1091870	5.15
2018	15604661	6.35	1096407	0.42
2019	18384233	17.81	1189771	8.52
2020	4988972	-72.86	340755	-71.36
2021	7537617	51.09	60487	-82.25

(Source: Kerala Tourism Statistics 2021)

Table No. 2 shows the Trends in Domestic & Foreign Tourist Arrivals into Kerala. Here the trend of tourists from 2012-2021 is given in two sessions, the first is about domestic tourists and year-on-year changes, and the second session is about foreign tourists and changes. This table shows that domestic and foreign tourist arrival in Kerala is increasing every year except

for 2020 and 2021. Covid-19 is the main reason for the decrease in the arrival of tourists in 2020 and 2021.

Earnings from Tourism in Kerala

The following table shows earnings from tourism in Kerala

Table No. 2
Earnings from Tourism in Kerala

Cal Year	Foreign Exchange Earnings (Rs. In Crores)	% variation	Total revenue generated from Tourism (Direct & Indirect) Rs. In Crores	% variation
2012	4571.69	8.28	20430.00	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	8.54
2015	6949.88	8.61	26689.63	7.25
2016	7749.51	11.51	29658.56	11.12
2017	8392.11	8.29	33383.68	12.56
2018	8764.46	4.44	36258.01	8.61
2019	10271.06	17.19	45010.69	24.14
2020	2799.85	-72.74	11335.96	-74.82
2021	461.5	-83.52	12285.91	8.38

(Source: Kerala Tourism Statistics 2021)

Table No. 3 shows the revenue Kerala gets from tourism. Here the income from tourism from 2012-2021 is given in two sessions, the first is foreign exchange earnings and its year-on-year changes and the second session is total revenue generated from tourism and its changes. This table shows that foreign exchange in the tourism sector of Kerala is increasing every year except for 2020 and 2021. Similarly, it can be seen that the total revenue generated by the tourism sector is increasing in all the years except 2020. Covid-19 is the main reason for the decrease in revenue from tourism in 2020 and 2021. It can be seen in this table that Covid-19 has adversely affected the tourism sector.

CONCLUSION

Tourism is an important sector for every country. It creates more employment opportunities and foreign exchange. The present study evaluates the level of tourist satisfaction in the

Trivandrum district regarding tourism-related facilities and the growth of the tourism industry in Kerala. It found that the tourists are highly satisfied with the 'Accommodation and Hospitality and Communication' facilities and tourists are satisfied with the 'Transportation, Safety, Entertainment, and Hygiene' facilities in different tourist destinations in Thiruvananthapuram district. Also, the study found that domestic and foreign tourist arrival in Kerala is increasing every year and the total revenue generated by the tourism sector is increasing in all the years.

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