

# INTERACTIONS BETWEEN TOURISM AND HOSPITALITY INDUSTRY IN KANYAKUMARI- A STUDY

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## Abstract

*Tourism industry is one of the quickest developing areas as far as exchange and economy. The development in this area is far higher than the pace of development in other assistance areas, for example, monetary, development and business administrations. The travel industry assumes an imperative part on monetary advancement like unfamiliar trade income, paying unfamiliar variables of creation, absolving obligations or expenses for abroad or offering monetary motivating force to snatch the speculation openings. Also, different regions like socio social and natural effects are exceptionally generous. As there is a huge effect of the travel industry here it is important to feature the significant effect on inn industry on the grounds that there is importance connection among the tourism industry and hospitality industry through its reliance on the connection between kinds of explorer and the sort of inn. The income age is the primary effect of the tourism industry on hospitality industry followed by business age. The tourism industry advancement produces many positions like essential or direct work in housing, cafés, attractions, transportation and touring. Backhanded work in development, assembling and agribusiness regions are more work concentrated than different ventures. Significant development of the travel industry prompts advancement of attractive infrastructural offices in the country. Hence this exploration paper will illuminate significant effect of the tourism industry on hospitality industry in wording infrastructural advancement and business age in Kanniyakumari.*

Key words: Hotel industry, Tourism industry, customers, tourist, rooms, service, restaurant.

## Introduction

The tourism industry in India is one of the quickest developing areas as far as exchange and business opportunity. Considering the broad assets and incredible financial worth this industry fills in as an endurance for the basically administration based economy. The Tourism business is developing at an exceptional rate and the pace of improvement is obviously superior to the next help areas like medical services, money and business. To adjust the travel industry area the lodging business is likewise developing in accordance with the travel industry. However, the development in both the enterprises is influenced by financial cycle, conversion scale vacillations, expansion, and climatic condition, etc. However there was a decrease in development of the travel industry area in the year 2016 because of financial downturn, there is immense undiscovered potential in this area. As these two businesses are laced, one contributing the development of other, examining both the enterprises and ones sway on the other is of incredible pertinence to the current occasions. Thus the current review centers around the current situation of the tourism industry in Kanniyakumari, factors affecting the tourism industry and hospitality industry, sway on one another and idea of certain procedures to understand the capability of these enterprises.

## Review of literature

It is felt that the justification of the present study can be clarified by reviewing the available literature on the subject to find out gaps in research before finally selecting the topic for the study. This section presents a review of literature on tourism industry in Kanniyakumari and interactions between Tourism and Hospitality Industry. Here the researcher compiles few studies which have focused on the tourism industry.

Dr. R. Kartheesan (2010) published work entitled Tourism in Kanyakumari. It gives somany information about tourist attractions in kanyakumari. Dr. A. Seakthampi, (2013) hospitality industry in kayakumari, found maximum number of consumer reviews on hotel room sales and business performance of hotels. This indicates the extent of adoption of internet technology by tourists. Tourists depend on online mode for travel information as revealed by many surveys. Though the International tourist prefers travel magazines and guides, TV channels, Tourism expo, internet is the widely used media for tourism.

There is a close inter linkage between tourism and hotel industry as they impact each other. The success of hotel industry depends on tourist's inflow to the country. Tourists visit for reasons like rest and relaxation, business, attending conferences and seminars, sports and recreation, health and religious reasons and so on. According to Go and Pine (1995) hotel industry is an important cog in the wheel of tourism and hospitality industry and International hotel industry represents a very big share. The hotel and hospitality industries, generally, is a tourist driven industry. Hotel and hospitality industries become competitive if they give importance to tourist's taste and preferences rather than profit. This necessitates that they would have to invest a great deal of money, time and efforts to establish their own image. Hence, it is valuable that hotel and hospitality management have to initiate programmes that will teach their hotel personnel and staff the value of providing quality service at all time since satisfaction of the tourists is usually obtained through quality service which in turn results in consumer and retention of tourists, increased profitability, and enhanced brand image. (Clark, 2001)

## Objective of study:

The primary objective of this research is to study the Interactions between Tourism and Hospitality Industry in Kanyakumari.

- To display the tourist attractions in Kanniyakumari.
- To display the important hotels in Kanniyakumari
- To study the relationship between the Tourism and Hospitality industry.

## Profile of Kanniyakumari

Kanyakumari is the southernmost point of peninsular India and the meeting point of three oceans-the Bay of Bengal, the Arabian Sea and the Indian Ocean. Besides its importance as a Hindu pilgrim center, it is famous for its beautiful views of sunrise and sunset over the waters. The multicolored sand is a unique feature of the beach here. Kanyakumari was once referred to as the Alexandria of the east. This place has been a great center for art, culture, civilization, and pilgrimage for years. It was also a famous center for commerce and trade. During the early part of the eighth century AD Islam entered the southern part of India through the sea route with traders and missionaries. Through St. Thomas, one of the twelve Apostles of Christ, Christianity arrived in this area in AD 52. Islam, Christianity and Jainism have greatly contributed to the architectural wealth and literary heritage of this place. Kanyakumari was also under the control of the Cholas, the Cheras, the Pandyas and the Nayaks who were great rulers of south India. The architectural beauty of the temples is the work of these rulers. During the British Raj, Kanyakumari was bestowed the dry title of Cape Comorin, necessitated perhaps by the Englishmen's inability to pronounce local names. Legend has it that Kanya Devi, an avatar of Goddess Parvati, was to wed Lord Shiva, the destroyer in the Hindu trinity. But he did not turn up at the auspicious time and the wedding never took place. The rice and cereals meant for the marriage remained uncooked. Even today, one can buy stones there that look exactly like rice and cereals. Local folks believe that they are the leftovers of the legendary marriage that could

not be solemnized. As for the princess Kanya Devi, she became a virgin goddess blessing pilgrims and tourists alike.

## **Tourism in Kanniyakumari**

The southernmost tip of Indian mainland, apart from the stunning views has lots to explore. Following are the some of the popular tourist attractions in Kanyakumari.

- Vivekananda Rock Memorial – An iconic monument, the Vivekananda Rock Memorial consists of two main structures. An exciting ferry ride takes the visitors to the small rock island.
- Thiruvalluvar Statue – The beautiful statue is dedicated to the successful poet and philosopher Thiruvalluvar. Perched upon a 38-foot pedestal, the statue is an important landmark in the coastal town.
- Gandhi Mandapam – Built to commemorate Mahatma Gandhi, the Father of the Nation, Gandhi Mandapam is the place where his ashes were kept before immersing them in the water. It is interesting to note that the monument is meticulously designed so that the sun rays on every 2<sup>nd</sup> October falls exactly on the same place where the ashes were kept.
- Kanyakumari Amman Temple – Fondly known as the Bhagvaty Amman Temple, the shrine is one of the 108 Shakti Peeths of the Hindu Goddess. The temple is a must visit if you are looking for many cultural heritage of the Indian people.
- Kanyakumari Beach – An ideal place to spend quality time with family and friends, the Kanyakumari Beach offers amazing views of the sunrise, sunset, Vivekananda Memorial, the lighthouse and confluence of the Bay of Bengal, Indian Ocean and the Arabian Sea.
- Wax Museum – Get clicked with your favorite celebrities and prominent personalities at the Wax Museum.

## **Hotels in Kanniyakumari**

### **1. The Gopinivas Grand**

This Kanyakumari Hotel is located in Main Road locality. Rated 3.9/5 by 1766 guest, this is an ultimate Hotel in Kanyakumari. Service Quality, Location and Amenities are the big factor of this Kanyakumari Hotel. In terms of amenities, 62% guests like the Television, WiFi and Restaurant of this Kanyakumari Hotel. 37% of guest said that the Safety and Hygiene of this Kanyakumari Hotel is good.

### **2. Hotel Ocean Heritage**

This 3 star accommodation is one of the top Hotel in Kanyakumari. Located in Main Road. Hotel is rated 4.3/5 by 1646 guest. This Kanyakumari Hotel offers Laundry Service, Ironing Service and Free Parking. 59% of guest like the Safety and Hygiene of this Kanyakumari Hotel. Bhagavathi Amman Temple is very near to this Kanyakumari Hotel.

### **3. Hotel Sangam**

This Hotel is located in Main Road locality. Rated 4.2/5 by 1157 guest, this is an ultimate Hotel in Kanyakumari. Location, Amenities and Food are the big factor of this Kanyakumari Hotel. In terms of amenities, 81% guests like the Television, Parking and Restaurant of this Kanyakumari Hotel. 58% of guest said that the Safety and Hygiene of this Kanyakumari Hotel is good.

### **4. Hotel Sun Park**

This 3 star accommodation is one of the top Hotel in Kanyakumari. Located in Main Road. Hotel is rated 4.0/5 by 843 guest. This Kanyakumari Hotel offers Laundry Service, Free Parking and Wake-up Call. 58% of guest like the Safety and Hygiene of this Kanyakumari Hotel. Kanniyakumari Railway Station is very near to this Kanyakumari Hotel.

## 5. Hotel Temple Citi

This Hotel is located in Main Road locality. Rated 4.4/5 by 1324 guest, this is an ultimate Hotel in Kanyakumari. Location, Safety & Hygiene and Service Quality are the big factor of this Kanyakumari Hotel. In terms of amenities, 77% guests like the Television, Parking and WiFi of this Kanyakumari Hotel. 95% of guest said that the Safety and Hygiene of this Kanyakumari Hotel is good.

## 6. Sparsa Resorts (Kanyakumari)

This 3 star accommodation is one of the top Resort in Kanyakumari. Located in Beach Road. Resort is rated 4.1/5 by 556 guest. This Kanyakumari Resort offers Laundry Service, Gym and Free Parking. Bhagavathi Amman Temple is very near to this Kanyakumari Resort.

## 7. New Cape Hotel

This Hotel is located in Main Road locality. Rated 3.9/5 by 461 guest, this is an ultimate Hotel in Kanyakumari. Location, Safety & Hygiene and Amenities are the big factor of this Kanyakumari Hotel. In terms of amenities, 64% guests like the Television and WiFi of this Kanyakumari Hotel. 70% of guest said that the Safety and Hygiene of this Kanyakumari Hotel is good.

## 8. Hotel Seaview

This 3 star accommodation is one of the top Hotel in Kanyakumari. Located in Main Road. Hotel is rated 4.2/5 by 566 guest. This Kanyakumari Hotel offers Ironing Service, Bar and Lawn. 59% of guest like the Safety and Hygiene of this Kanyakumari Hotel. Thiruvalluvar statue is very near to this Kanyakumari Hotel.

## 9. Hotel sun World

This 3 star accommodation is one of the top Hotel in Kanyakumari. Located in Main Road. Hotel is rated 3.4/5 by 155 guest. This Kanyakumari Hotel offers Ironing Service, Free Parking and Bar. 66% of guest like the Safety and Hygiene of this Kanyakumari Hotel. Bhagavathi Amman Temple is very near to this Kanyakumari Hotel.

## 10. Tri Sea Hotel

This Hotel is located in Main Road locality. Rated 3.5/5 by 993 guest, this is an ultimate Hotel in Kanyakumari. Location, Service Quality and Safety & Hygiene are the big factor of this Kanyakumari Hotel. In terms of amenities, 55% guests like the Television, Parking and Outdoor Activities of this Kanyakumari Hotel. 64% of guest said that the Safety and Hygiene of this Kanyakumari Hotel is good.

## 11. Hotel Samudra

This accommodation is one of the top Hotel in Kanyakumari. Located in Main Road . Hotel is rated 3.8/5 by 71 guest. This Kanyakumari Hotel offers Laundry Service, Free Parking and Wake-up Call. Bhagavathi Amman Temple is very near to this Kanyakumari Hotel.

## 12. Hotel Seaface

This accommodation is one of the top Hotel in Kanyakumari. Located in Main Road. Hotel is rated 3.7/5 by 764 guest. This Kanyakumari Hotel offers Ironing Service, Free Parking and Laundry Service. Bhagavathi Amman Temple is very near to this Kanyakumari Hotel.

## 13. Hotel Melody Park

This accommodation is one of the top Hotel in Kanyakumari. Located in Main Road. Hotel is rated 3.6/5 by 97 guest. This Kanyakumari Hotel offers Laundry Service, Ironing Service and Free Parking. 70% of guest like the Safety and Hygiene of this Kanyakumari Hotel. Bhagavathi Amman Temple is very near to this Kanyakumari Hotel.

## 14. Hotel Singaar International

This Hotel is located in Main Road locality. Rated 3.2/5 by 530 guest, this is an ultimate Hotel in Kanyakumari. Service Quality, Amenities and Food are the big factor of this Kanyakumari Hotel. In terms of amenities, 65% guests like the Television, Parking and Restaurant of this Kanyakumari Hotel.

## 15. Hotel Sivamurugan

This 3 star accommodation is one of the top Hotel in Kanyakumari. Located in Main Road. Hotel is rated 4.3/5 by 836 guest. This Kanyakumari Hotel offers Laundry Service, Ironing Service and Free Parking. Bhagavathi Amman Temple is very near to this Kanyakumari Hotel.

## Tourism and Hotel industry

Tourism is the largest service sector in India. It contributes 6.23 per cent to the country's GDP and 8.78 per cent to India's total employment. The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. The data indicates the relationship between the type of traveler (adventure traveler, entertainment traveler, rest and recreation traveler, business traveler) and their spending pattern for stay in hotels (1000-2000, 2000-3000, 3000-6000, above 6000). It is found that business traveler constitute a major segment of tourists in Kanyakumari. It also reveals that business traveler spend more than any other category especially in the range of 3000-6000 INR and above for their stay in business hotels.

## Conclusion

The purpose of this study is to reveal the relevance of the tourism, hotel industry. The impact of the tourism industry on the hospitality industry is expressed by the relationship between the type of traveler and the type of hotel. So in this research an attempt was made to understand the relationship between the two. A significant relationship was found to exist between them. Priority Links Adventure traveler prefers deluxe hotel while an entertainer traveler prefers casino hotel. A tourist who is a leisure and leisure traveler wants a resort and spa and a business traveler wants a business hotel. The connection between the tourism and hotel industry is evident in the form of amenities preferred by tourists in Kanyakumari. This research found that there is a significant relationship between the type of business facilities such as internet access, business center, fax, board rooms, banquet halls and the type of traveler such as adventure, entertainment, leisure and entertainment. Business travelers. Tourists have reasons to stay in a particular hotel. From this research there is a significant relationship between hotel type and reason for stay. Deluxe Hotel is preferred for leisure, business hotel for business purposes, conference and conference hotel for holding conference and seminar. For health reasons, tourists prefer to stay at resorts and spas and if their purpose is sports and entertainment they will prefer the casino hotel.

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