

## **A Study on Socio Economic Conditions of Tourist Guides in Kodaikanal Town**

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### **ABSTRACT**

Hill tourism is familiarizing nowadays due to cool climate, better ecosystem and good tourist attractions. Kodaikanal an attractive and emerging tourism destination among hill stations in Tamil Nadu and there is a tremendous scope for tourism development. The cool climate, Parks and Lakes and other viewpoints are popular among travelers and numbers of tourists visiting this place are increasing every year. This destination was developed by English people while they were ruling our country. The main objective of this research is to analyse the tourism elements pertain to the Kodaikanal, to analyse the profile of the tourist visiting this destination and find out the perception of the tourists about tourism facilities, cost of facilities, Opinion about hotel services and cleanliness and hygiene. The various issues and suggestions provide by the tourist are also discussed in this paper

### **1. INTRODUCTION**

India is a tourist paradise and has all unique features of modernity hospitality. Each state has its own cultural glory and historical movements to visit. Andhra Pradesh state is confluence of many a cultural stream. Assam state is resorting normally and is having beautiful areas to visit. West Bengal's contribution to Indian life is unique and unforgettable. Bihar state is with glamorous post and presents prestigious places to visit. Gujarat is an industrially developed state and offers many products to the visitors. Himachal Pradesh state is a beautiful picnic center and offers many attractions. Jammu & Kashmir is a diamond studded with many beautiful gardens and lakes in the crown of Indian and visit to Jammu & Kashmir gives most enjoyable experiences. Kerala is the most densely populated state in India and offers many attractions to the visitors Tamilnadu are with ancient temples and with modern Industrial achievements. Madhya Pradesh is the meeting place of Indian freedom and an industrially advanced state having many a splendid picnic spots to visit. Karnataka is the land of sandalwood and is the center for many historical events. Orissa is a state immortalized by art Punjab is both industrially and agriculturally advanced state and spearhead in our history. Rajasthan is a state with deserts promising to bloom and has many great forts, lakes and desert life is so vivid and also a visit to the state is a unique experience. Uttar Pradesh is the valley of Ganga having unique place in Indian politics and offers many interesting holy and picnic places to visit. Thus India offers everything to anybody. But Tourism Development in this country has been started in the early sixties. By that time, all other countries have achieved a remarkable progress in this area and has exploited to a maximum possible extent post independence the country has witnessed by the Tourism development in this country.

## **DISCOVER OF KODAIKANAL**

Here is a story view tenant word, an Englishman, climbed up from Kunnawan village of Vellagari to Kodaikanal in 1832 to survey the area. In 1834, the Madurai collector the hill from Devadanpatti and built a small bungalow at the head of Adukkam pass near shenbaganur. In 1836, one Dr. Wright visited kodaikanal and recorded his observation, which was very useful to botanists later. In 1844, Mr. first two bungalows, “sunny side” and “Shelton”, were built by American missionaries with the help of Mr. Fane. Then, six American families came up the hill and stayed for the first time at kodaikanal. Following this, the British also built houses. The hill station kodaikanal was created to serve the needs of the British and Europeans in India. The 20<sup>th</sup> century saw some Indians entering kodaikanal to enjoy its charm and beauty and to harness its natural wealth for development.

## **PREVIOUS STUDY**

JAGMOHAN NEGI defined as the guide is the one who shows. The way of is tourist guides conductor. It requires to have the knowledge of the places to visited by the tourist in particular and most have the knowledge of the political social and cultural, historical background of the country in general. A tourist guides may be defined as a person who have the knowledge and professional training and is hired by the tourist, to guide them in ‘knowing’ appreciating the place and the object of visit during their tour.

A tourist guides may be defined as a person who have tourist places will come to family car will not be called upon to serve to dry house of all guides. Rather there may be a wider variety of vehicles. Many of them more likely to be leased than owned. It is also projected that the cars in future may be made of heavy duty of tourists.

MOHAMMED ZULFIKER and THANGASAMY MILTON deals with “It is matter of debate whether there exists what we often call the “tourist guides” in a sense of a distinct group or enterprises like tourist places”.

## **2. STATEMENT OF THE PROBLEM**

The influx of tourist of Kodaikanal is peaks in the summer season and declines in the winter season. Hence the income of the tourist guides seasonal, in offseason they struggles for their livelihood. With increasing number of tourists, the number of tourist guides has also increased manifold disproportionately. This has considerably reduced their power to bargain services charge from their customers. Despite their multilingual skills, territorial knowledge those tourist guides are important for the tourism to thrive in this hill resort. There is hardly any measure from the state or other organizations to support in lean periods. Hence it is imperative to study the socio economic condition of the tourist’s guides in Kodaikanal town so as to recommend appropriate remedial action.

## **3. OBJECTIVES**

- To assess the socio-economic conditions of tourist guides in the study area.
- To study the problems faced by tourist guide in the study area and to suggest the remedial measures.

**SAMPLE DESIGN**

The researcher adopts stratified random sampling to select 25 samples from the study. The sample is stratified into different strata base on the union they belong to. A proportionate number of samples have been selected from union depending up on the number of numbers in that union.

**GUIDE INCOME (MONTHLY)**

S.NO.	CATEGORY (RS.)	NO. OF RESPONDENTS	PERCENTAGE
1	Below Rs. 10,000/-	8	32
2	Rs. 10,001 to Rs. 15,000/-	11	44
3	Above Rs. 15,000	6	24
5	Total	25	100

Source: Primary Data

**TABLE NO 1**

Income is a yardstick to measure the human's economic life. It also determines where and how he is living, there it is essential to know above the income level of the tourist guides, who are in poor condition from the tourist guide community 44 percent of the tourist guides income is lies between Rs. 10,000 to Rs. 15,000/- On the other hand 32 percent guides are receiving their income through this job is below Rs. 5,000/- per month only 24 percent are receiving their income through this occupation more than Rs. 15,000/- per month. Similarly all are having (100 percent) secondary income, which is less than Rs. 10,000/- per month nobody can get more than that.

From the above income structure of the guides 76 percent people are living below poverty line, which is a huge level. Another important point should be noted that their income mainly depends up on seasonal fluctuation so they insecurity in their income sources.

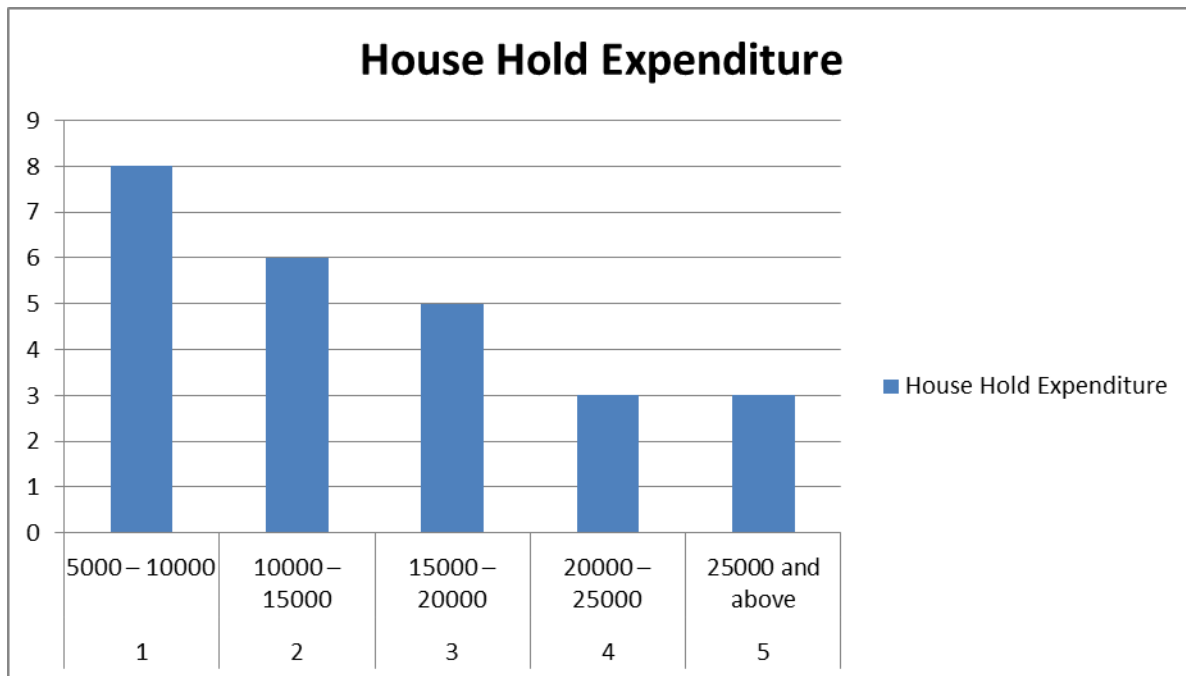
**HOUSE HOLD EXPENDITURE**

S.NO.	CATEGORY (RS.)	NO. OF RESPONDENTS	PERCENTAGE
1	5000 – 10000	8	32%
2	10000 – 15000	6	24%
3	15000 – 20000	5	20%
4	20000 – 25000	3	12%
5	25000 and above	3	12%

Source: Primary Data

**TABLE NO 2**

From the above table the house hold expenditure of tourist guides is as follows. 32 percent of the respondents consumption level Rs. 5000 – 10000 and 24 percent of the respondents consumption level is 10000 – 15000 and 12 percent of the respondents consuming levels are from both 20000 – 25000 and above.



**FIG 1**

#### **4. FINDINGS**

- Nearly 76 percent of the tourist guides are living below poverty line and their income is based on seasonal variations.
- It is very clear that 80 percent of the people are saving below Rs. 5000/- per year, and the remaining percentages are unable to save.
- The means of saving of the tourist guide is through banks and chit funds.
- It is a known fact that 32 percent of the tourist guides have debt less than Rs. 10,000/- with very low rate of interest, and the remaining 62 percent have no debt.

#### **5. SUGGESTIONS**

The following suggestions are giving by the researcher for the improvement of tourist guides in Kodaikanal:

- Social security have to be given to the tourist guides in order to protect them from exploiters.
- Alternative employment may be provided to the tourist guides during the time of slack season.
- Allotting free land, loans construction houses and allocation of 5 percent in the housing colony built by the government.
- Counseling to the tourist guides can be offered to face the problem smoothly.

## **6. CONCLUSION**

The study of socio-economic conditions of tourist guides in Kodaikanal, gives a vivid picture about the problems faced by the tourist guides during the job time. This study will help the governmental and non-governmental organizations to take necessary steps to improve conditions of tourist guides in Kodaikanal.

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