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TOURISM DESTINATION DEFICIENCY: A STUDY WITH REFERENCE TO KANNIYAKUMARI DISTRICT

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ABSTRACT

Though tourism becomes an essential part of human life, it seems to be lucrative for the government as the inflow of foreign exchange has become a good revenue earner. So on the one hand tourism makes a tourist merry, happy, get them eased and get them entertained. But on other hand it strengthens the economy of the nation. Here, comes the necessity for caring tourism which ultimately benefits both the individual and the government. Deficiency literally means the state of being deficient in service. Deficient tourist centres fail to draw sufficient tourists towards it. Hence deficiency has a major role in tourism.

KEYWORDS

destination deficiency, destination competitiveness, destination satisfaction, destination factors.

INTRODUCTION

Deficiency in providing the needed services to the tourists by the service providers causes destination deficiency. Destination deficiency can be studied from two angles. One is from the side of the service providers and the other is from the side of tourists who visit the destination. In the present study destination deficiency is assessed through a personal enquiry with the tourists who visit tourism centres in South Tamil Nadu. The perception on available services in tourism centres as observed through a structured interview schedule by the researcher with the tourists has been used as the base for measuring destination deficiency.

STATEMENT OF THE PROBLEM

When a destination fails to fulfil the expectations or aspirations of the tourists, the tourists feel dissatisfied with the tourism services. So dissatisfaction of tourists over the tourism services, echoes deficiency of services in tourism centres. Destination deficiency is caused by several factors such as destination related factors and personal factors related to the tourists. Destination related factors are those factors which are related to the tourist centre. Personal factors are those factors which are related to perception of the tourists about the tourist centre. Any deficiency in these two categories of factors causes destination deficiency.

REVIEW OF LITERATURE

Destination competitiveness is the preparedness of the tourist centre to attract the tourists to visit. It represents the destination's ability and superiority in its performance with regard to offering quality tourism experience competitively.

In offering tourism services each centre differs from the other. According to Ritchie and Crouch (2000), destination's competitiveness is a country's ability to create added value and thus increase the national wealth by managing assets and processes, attractiveness, aggressiveness and proximity and thereby integrating these relationships within an economic and social model that takes into account a destination's natural capital and its preservation for future generations.

According to Dwyer and Kim (2003), destination competitiveness is the destination's ability to create and provide value-added products and quality experience which are important to tourists while sustaining its resources and maintaining market position relative to competitor. According to d'Hauteserre, A. M. (2000), competitiveness is "the ability of a destination to maintain its market position and share and/or to improve upon them through time".

Dwyer, L., Forsyth, P., & Rao, P. (1999) defined tourism competitiveness is a general concept that encompasses price differentials, coupled with exchange rate movements, productivity levels of various components of the tourist industry and qualitative factors affecting the attractiveness or otherwise of a destination". Dwyer and Kim (2003), proposed that destination competitiveness is "the ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered being important by tourists".

In brief, destination competitiveness shows the perception of the tourists about the destinations ability and superiority in its performance with regard to offering quality tourism experience competitively.

OBJECTIVES OF THE STUDY

The following objectives have been framed for the study:

1. To analyse the Destination Deficiency of tourism destinations in Kanniyakumari District
2. To explore the possibilities of future progress and prospects of tourism developments in Kanniyakumari District.

METHODOLOGY

The study is mainly based on primary and secondary data. Primary data collected from the sample respondents representing domestic and foreign tourists through a structured interview schedule have been used for the study. The secondary data was gathered from various books, journals, newspapers and government publications and websites.

HYPOTHESIS

There is no significant difference in deficiency among different personal background in terms of personal variables of domestic and foreign tourists in South Tamil Nadu.

SAMPLING

All tourist destinations in Kanniyakumari district form part of the universe of the study. In Kanniyakumari district, there are several tourist places. Among them, some seven tourist destinations are covered in this study. Table 1.1 lists the tourist centres covered by the study, which have temples, palaces, sea shore, Dam, waterfalls, sanctuaries and the like that attract the tourists to visit the destinations.

TABLE 1.1: TOURIST CENTRES COVERED BY THE STUDY

Sl.No	Tourist Centre	Importance/Attractions
1	Kanniyakumari	Temple, Sea shore
2	Suchindram	Temple
3	Padmanabhapuram	Palace
4	Petchiparai	Dam
5	Tiruparappu	Water Falls
6	Mathoor Thotti Palam	Hanging bridge
7	Muttom Beach	Beach

In the second stage, 30 domestic and 30 foreign tourists were selected at random by the researcher personally by visiting the center on weekly holidays by employing random sampling method. In this study, for the purpose of collecting primary data 420 tourists were selected on random basis at large. This consummated sample size 420 is derived by taking 60 tourists from each tourist centre.

MEASUREMENT OF DESTINATION DEFICIENCY

Destination deficiency is the difference between destination competitiveness perceived and destination satisfaction observed by the tourists with respect to different variables. Destination competitiveness and Destination satisfaction of different tourist centres in South Tamil Nadu have been measured through different indices, namely DSI (Destination Satisfaction Index) and DCI (Destination Competitiveness Index). The variables included in Destination Satisfaction Index are different from the variables included in Destination competitiveness. Because both of the two indices are different in their measure. Further the numbers of variables included in each of these indices are also different. There are 22 variables included in 'Destination Competitiveness Index'. But the 'Destination Satisfaction Index' comprises of 31 variables.

Hence Destination deficiency for a tourist centre is measured through the following formula

$$DDI = \left\{ \frac{\sum_{i=1}^n DCV_{i,as}}{\sum_{i=1}^n DCV_{i,ms}} - \frac{\sum_{i=1}^n DSV_{i,as}}{\sum_{i=1}^n DSV_{i,ms}} \right\} \times 100$$

Where

- DDI = Destination Deficiency Index of a tourist centre
- DCV_{i,as} = Destination Competitiveness Variable ⁱth Actual Score in a tourist Centre
- DCV_{i,ms} = Destination Competitiveness Variable ⁱth Maximum Score in a Tourist Centre
- DSV_{i,as} = Destination satisfaction variable ⁱth actual score in a tourist centre
- DSV_{i,ms} = Destination Satisfaction Variable ⁱth maximum score in a tourist centre.

The Destination Deficiency Score in the study for each destination can be a maximum of 110.i.e. there are 22 variables measuring destination competitiveness with a score ranging from one to five. These respondents perceiving high destination competitiveness about a tourist centre can award a maximum score of 110 to the tourist centre and the one with low perception on destination competitiveness can award a score of 22. Thus the DSV_{i,as} can range between 22 to 110 for every respondent. The destination competitiveness of each tourist centre is the summed up figures of arrived through.

The $\frac{\sum_{i=1}^n DCV_{i,as}}{\sum_{i=1}^n DCV_{i,ms}}$ for any tourist centre can be 6600 i.e. 60 respondents with 110 scores each.

The Actual Destination Competitiveness Score $\left(\sum_{i=1}^n DCV_{i,as} \right)$ for any tourist centre can range between 1320 i.e. (22 score X 60 respondents) and 6600(110 X 60) respondents.

DSV_{i,as} is the actual destination satisfaction score perceived by a tourist. The $\sum_{i=1}^n DSV_{i,ms}$ in the study for each destination can be a maximum of 155 i.e.,

there are 31 variables measuring destination satisfaction with scores ranging from one to five. The $\sum_{i=1}^n DSV_{i,as}$ for any tourist centre can range between 1860 (31 variables X 60 = Scores) and (31 X 60 tourist X 5 score) 9300.

DSV_{i,ms} of a tourist centre is the maximum destination satisfaction score perceived by tourists in a centre for the ⁱth variable. It could be a maximum of 9300 i.e., 31 variables for 60 tourists at a maximum score of five and the minimum score of 1860.ie 31 variables for 60 tourists at a minimum score of one.

DESTINATION DEFICIENCY IN KANNIYAKUMARI DISTRICT

As the destination competitiveness, each tourist centre has deficiency in one aspect or other. The tourist centre with high deficiency in a few variables lacks tourists. Hence the authorities are very careful in identifying the deficiency with every tourist centre and locating the factors which causes deficiency. Table 1.2 exhibits the destination deficiency of the tourist centres in Kanniyakumari District.

TABLE 1.2: DESTINATION DEFICIENCY IN KANNIYAKUMARI DISTRICT

Sl.No	Tourist Centres	Destination Competitiveness Score	Mean	Destination Satisfaction	Mean	Destination Deficiency	Mean
1	2	3	4	5	6	7 (3-5)	8
1	Kanniyakumari	3320.91	55.35	2754.84	45.91	566.07	9.43
2	Suchindram	2882.58	48.04	3155.45	52.59	272.87	4.55
3	Padmanabhapuram	2954.319	49.24	3106.36	51.77	152.17	2.54
4	Petchiparai	3570.32	59.50	3136.36	52.27	-436.96	-7.28
5	Tiruparappu	3554.84	57.58	3032.73	50.54	-422.11	-7.03
6	Mathoor Thotti Palam	3623.87	60.40	3253.64	54.23	-370.23	-6.17
7	Muttom Beach	3030.72	50.50	3140.91	52.35	110.59	1.84

Analysis of the competitiveness of destinations in Kanniyakumari District reveals that destination competitiveness is high in Mathoor Thotti Palam with a mean score of 60.40 which is followed by Petchiparai with 59.50 mean scores. Kanniyakumari comes fourth in the row with a mean score of 55.35 which is next to Tiruparappu. Suchindram records the least competitiveness with a mean score of 48.04.In satisfaction aspect Mathoor Thotti Palam topped with a mean score of 54.23 which is followed by Suchindram with a mean score of 52.59.Comparing the destinations in Kanniyakumari District, Kanniyakumari registers the lowest

satisfaction with a mean of 45.91. It is clear that Petchiparai, Tiruparappu and Mathoor Thotti Palam registered no deficiency as its score were -7.28,-7.03 and -6.17. But Kanniyakumari files as the highest deficiency destination among all other destinations.

PERCEPTION OF DESTINATION DEFICIENCY

Destination Deficiency depends upon the perception of tourists. Perception of destination deficiency is a psychological variable which depends upon the tastes and preferences and several other issues related to the tourists.

The perception of foreign tourists and domestic tourists also differ from other. Foreigners admire the Hindu temples and Sculptures which are seen common in Tamil Nadu whereas it is not so the case with domestic tourists. Domestic tourists usually wonder only on the things which are of foreign nature. Hence foreign tourists and domestic tourists differ in satisfaction.

FACTORS CAUSING DESTINATION DEFICIENCY

Destination deficiency is caused by several factors such as destination related factors and personal factors related to the tourists. Destination related factors are those factors which are related to the tourist centre. Personal factors are those factors which are related to perception of the tourists about the tourist centre. Any deficiency in these two categories of factors causes destination deficiency. The role of these two categories of factors in destination deficiency is analysed in detail. There are several destination factors which are deficient in different tourist centres which make the tourists dissatisfied. Tourists who feel deficiency in service with regard to any of these destination services in any destination are fed up with the services in the tourism centres and are worried about it. This has been a major issue unresolved in many tourist centres in Kanniyakumari District. Hence the destination factors yielding deficiency have been identified and their levels of influence on deficiency are probed.

FINDINGS AND DISCUSSION

Destination deficiency is measured through Destination Competitive Index. The perception of destination deficiency is identified through an analysis on destination related factors using Artificial Neural Network (ANN) and accuracy of data is predicted. Personal factors are also analysed with Factor Analysis. Confirmatory Factor Analysis has been applied in this chapter to confirm the results of exploratory factor analysis on personal factors causing destination deficiency.

CONCLUSION

Deficiency is caused by several factors in a tourist destination. The factors causing deficiency have differing level of influence in causing deficiency in Kanniyakumari District. This chapter presents the factors responsible for deficiency in tourist places in Kanniyakumari District. In the study 7 variables have been identified as associated with destination factors in Kanniyakumari District and 18 variables have been identified as associated with personal factors of tourists. It has been identified that sanitary problem, water problem, infrastructure problem, security problem and the like induce destination deficiency. The study further reveals that factors like purpose of visit, age, income, marital status, occupation, and amount spent and the like also cause deficiency in the tourist place.

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