

Marketing of Tourism Services and Employment Generation in Madurai Region: A Study

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Abstract

Tourism is a man-power intensive activity and increasingly provides direct and indirect employment both in the skilled and unskilled categories through various marketing services. Ministry of Tourism, Government of India has estimated that every Rs.10 lakhs invested in tourism created 47.5 jobs. The same amount if invested in agriculture and manufacturing sector can create only 44.7 and 12.6 jobs respectively. In Madurai region in all five selected centers, tourism industry has in fact shaped along the lines of production oriented industries, in opening new vistas of employment opportunities to all categories of skilled and under skilled and educated and uneducated men and women. Several government departments are also involved in tourism promotion. Thus, the employment content in tourism industry deserves a careful study.

Keywords: Tourism; Marketing; Employment; Hoteleering; Workers

Introduction

Tourism is a man-power intensive activity and increasingly provides direct and indirect employment both in the skilled and unskilled categories through various marketing services. The tourism industry covers a combination of various economic activities and industries like hospitality, transportation industry, travel arrangements and the like. It provides opportunities of employment to traders, craftsmen, musicians, artists, hoteliers, waiters, porters, and transport and tour operators. Several government departments are also involved in tourism promotion. Thus, the employment content in tourism industry deserves a careful study.

Tourism and employment

Ministry of Tourism, Government of India has estimated that every Rs.10 lakhs invested in tourism created 47.5 jobs. The same amount if invested in agriculture and manufacturing sector can create only 44.7 and 12.6 jobs respectively. Today, the direct employment generated by tourism is estimated to be 164.5 lakhs. Indirect employment is much higher at 223.7 lakhs. A sample survey by the World Tourism Council, which uses a methodology called "Tourism Satellite Account" concludes that jobs generated by tourism could rise from today's 2.4 per cent to 6.8 per cent in ten years which means 80 lakhs new jobs. Similarly, in respect of hotel industry, it is estimated that an investment of Rs.10 lakhs will give direct employment to 12 persons and five rooms in a five star hotel on an average give direct employment to eight persons. The national development council had approved the 10th Five Year (2002-2007) Plan on 21.12.2002, generates employment for five crore persons, obviously, the tourism industry is bound to play a very significant role in the massive task [1].

Period of Study

The field survey was conducted from September 2014 to June, 2015 for the collection primary data. The reference period of survey was 2014-2015.

Employment Potentials

In this paper an attempt is made to study the employment potentials of tourism industry in Madurai region with a total of 200 sample employers drawn from the various sectors of the tourism

industry. The proportionate probability sampling technique has been adopted to select 200 employers from six sectors. This process has been carefully explained in Table 1.

These sample employers could be divided into males and females as shown in Table 2.

It is evident from the above table that among the 200 sample employers 54.50 per cent are males and 45.50 per cent are females. Out of 109 male employers (54.50 per cent) 21 are from the lodging sector, 51 are from the hoteleering sector, 14 are from the fancy stores, 9 are from the handicrafts sector, 10 are from the travel agency sector and 4 are from the telecom service sector. Among the 91 female employers, 42 are from the fancy stores, 35 are from the handicrafts sector, 6 are from the travel agencies sector and 8 are from the telecom service sector. Thus it is clear that the tourism industry provides enormous opportunities for female employers too [2].

Sl.No.	Type of Employment	Number of Employees	Sample Size (in Number)
1.	Lodging	241	22 (11.00)
2.	Hoteleering	567	49 (24.50)
3.	Fancy Stores	631	57 (28.50)
4.	Handicrafts	435	39 (19.50)
5.	Travel Service	232	21 (10.50)
6.	Telecom Service	148	12 (6.00)
	Total	2254	200 (100.00)

Source: Records of Township Office, Madurai.

Note : Figures in brackets denote percentages.

Table 1: Selection of sample size.

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Another interesting thing is that a majority of the employers are married. The following Table 3 shows how there exist simultaneously both married and unmarried employers in the tourism industry.

Table 3 shows the marital status of the employers in the tourism industry in Madurai region. The majority of the employers (59.50 per cent) are married. Only (40.50 per cent) are unmarried.

Among the 119 married employers, 18 are from the lodging sector, 31 are from hoteleering sector, 26 are from fancy stores, 25 from handicrafts sector, 12 are from travel agency sector and 7 are from telecom service sector. Among the 81 employers who are unmarried, 4 are from lodging, 19 are from hoteleering, 35 are from fancy stores, 16 are from handicrafts, 6 are from travel agency and 1 are from telecom service [3].

A study of the age-wise distribution of the selected employers is also possible. It is contained in Table 4.

The age-wise distribution of the selected employers is clearly explained in the Table 4. As it could be seen from the table 138 employers (69.00 per cent) belong to age group of 31-50 years. Among

Sl. No.	Type of Employment	Male	Female	Total
1.	Lodging Sector	21 (10.50)	--	21 (10.50)
2.	Hoteleering Sector	51 (25.50)	--	51 (25.50)
3.	Fancy Stores Sector	14 (7.00)	42 (21.00)	56 (28.00)
4.	Handicrafts Sector	9 (4.50)	35 (17.50)	44 (22.00)
5.	Travel Service Sector	10 (5.00)	6 (3.00)	16 (8.00)
6.	Telecom Service Sector	4 (2.00)	8 (4.00)	11 (6.00)
	Total	109 (55.50)	91 (45.50)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 2: Sex-wise distribution of the selected employers.

Sl.No.	Name of Sectors	Married	Unmarried	Total
1.	Lodging Sector	18 (9.00)	4 (2.00)	22 (11.00)
2.	Hoteleering Sector	31 (15.50)	19 (9.50)	50 (25.00)
3.	Fancy Stores Sector	26 (13.00)	35 (17.50)	61 (30.50)
4.	Handicrafts Sector	25 (12.50)	16 (8.00)	41 (20.50)
5.	Travel Service Sector	12 (6.00)	6 (3.00)	18 (9.00)
6.	Telecom Service Sector	7 (5.88)	1 (1.23)	8 (4.00)
	Total	119 (59.50)	81 (40.50)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 3: Marital status of the selected employers.

Sl. No.	Type of Employment	20-30	31-40	41-50	Above 50	Total
1.	Lodging	5 (2.50)	7 (3.50)	7 (3.50)	3 (1.50)	22 (11.00)
2.	Hoteleering	3 (1.50)	18 (9.00)	22 (11.00)	6 (3.00)	49 (24.50)
3.	Fancy Stores	18 (9.00)	17 (8.50)	17 (8.50)	5 (2.50)	57 (28.50)
4.	Handicrafts	4 (2.00)	12 (6.00)	18 (9.00)	5 (2.50)	39 (19.50)
5.	Travel Service	5 (2.50)	10 (5.00)	2 (1.00)	4 (2.00)	21 (10.50)
6.	Telecom Service	3 (1.50)	5 (2.50)	3 (1.50)	1 (0.50)	12 (6.00)
	Total	38 (19.00)	69 (34.50)	69 (34.50)	24 (12.00)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 4: Age-wise distribution of the selected employers.

them 14 are from the lodging, 40 are from the hoteleering, 34 are from fancy stores, 30 are from the handicrafts, 12 are from the travel agencies and 8 are from the telecom service.

Only 38 employers (19.00 per cent) are coming under the age group of 20-30 years. Among these, 5 from the lodging, 3 from the hoteleering, 18 from the fancy stores, 4 from the handicraft, 5 from the travel agency and 3 from the telecom service [4].

Finally 24 respondents (12.00 per cent) belong to the age group of above 50. Among them 3 is from the lodging, 6 are from the hoteleering, 5 are from the fancy stores, 5 are from the handicrafts, 4 are from the travel agency and one is from telecom service.

Thus, as it has already been pointed out earlier a sizeable percentage of the respondents came under the middle age group of 31-50 years [5].

Table 5 shows the educational status of the selected employers.

Table 5 depicts the educational status of selected employers in Madurai region. As it could be seen from it 72 employers have had only high school education. Among these 72 employers, 11 are from lodging, 23 are from hoteleering, 23 are from the fancy stores, 9 are from the handicrafts, 2 are from the travel agency and 4 are from the telecom services [6].

Only 71 employers (35.50 per cent) belong to higher secondary level. Among them 2 are from the lodging, 14 are from the hoteleering, 20 are from the fancy stores, 23 are from the handicrafts, 9 are from the travel agency and 3 are from the telecom service.

There are employers who belong to middle level as well. They are found to be 34 in number. Among them 9 are from the lodging, 8 are from the hoteleering, 10 are from the fancy stores, 5 are from the handicrafts and 2 is from travel agency [7].

Another significant point is that 16 employers (8.00 per cent) have had collegiate education. Among them one is from the hoteleering, 2 are from the fancy stores, 2 is from the handicrafts, 8 are from the travel agency and 3 are from the telecom service.

There are 7 employers (3.50 per cent) with diplomas. Among such diploma holders, 3 are from the hoteleering, 2 are from the fancy stores and 2 are from the telecom service.

Family sizes of the selected employers are presented in Table 6.

Table 6 shows the size of the family of the selected employers in

Sl. No.	Type of Employment	Up to Middle	High	HSS	Degree	Diploma	Total
1.	Lodging	9 (4.50)	11 (5.50)	2 (1.00)	--	--	22 (11.00)
2.	Hoteleering	8 (4.00)	23 (11.50)	14 (7.00)	1 (0.50)	3 (1.50)	49 (24.50)
3.	Fancy Stores	10 (5.00)	23 (11.50)	20 (10.00)	2 (1.00)	2 (1.00)	57 (28.50)
4.	Handicrafts	5 (2.50)	9 (4.50)	23 (11.50)	2 (1.00)	--	39 (19.50)
5.	Travel Service	2 (1.00)	2 (1.00)	9 (4.50)	8 (4.00)	--	21 (10.50)
6.	Telecom Service	--	4 (2.00)	3 (1.50)	3 (1.50)	2 (1.00)	12 (6.00)
	Total	34 (17.00)	72 (36.00)	71 (35.50)	16 (8.00)	7 (3.50)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 5: Educational status of the selected employers.

Madurai region. The family size of 110 employers (55.00 per cent) is such that it does not exceed 4 members. Under these 18 are from the lodging, 25 are from the hoteleering, 29 are from the fancy stores, 20 are from the handicrafts, 10 are from the travel agency and 8 are from the telecom service.

There are 71 employers (35.50 per cent) with families of 5 to 6 members. Among them 2 are from the lodging, 22 are from the hoteleering, 24 are from the fancy stores, 15 are from the handicrafts, 6 are from the travel agency and 2 from the telecom service.

Finally, only 19 employers (9.50 per cent) belong to family size (6 and above). A sector wise break up of these figures is given in the third column.

The religion-wise distribution of the selected employers is presented in Table 7.

Table 7 shows religions to which the selected employers in Madurai region generally belong. Quite strongly enough only the sample employers 115 (57.50 per cent) are Hindu religion. Among them 10 are from the lodging, 31 are from the hoteleering, 40 from the fancy stores, 18 are from the handicrafts, 10 are from the travel agency and 6 are from the telecom service.

There are 52 employers (26.67 per cent) who belong to the Christian. Among them 6 are from the lodging, 10 are from the hoteleering, 9 are from the fancy stores, 18 are from the handicrafts, 5 are from the travel agency and 4 are from the telecom service [8].

Among the sample employers the Muslim from the minority. They are found to be only 33 in number. Among them 6 are from the lodging, 8 are from the hoteleering, 8 are from the fancy stores, 3 are from the handicrafts, 6 are from the travel agency and 2 is from the telecom service.

Sl.No.	Name of Sectors	Family Size			Total
		Up to 4	5 – 6	6 and Above	
1.	Lodging	18 (9.00)	2 (1.00)	2 (1.00)	22 (11.00)
2.	Hoteleering	25 (12.50)	22 (11.00)	2 (1.00)	49 (24.50)
3.	Fancy Stores	29 (14.50)	24 (12.00)	4 (2.00)	57 (28.50)
4.	Handicrafts	20 (10.00)	15 (7.50)	4 (2.00)	39 (19.50)
5.	Travel Service	10 (5.00)	6 (3.00)	5 (2.50)	21 (10.50)
6.	Telecom Service	8 (4.00)	2 (1.00)	2 (1.00)	12 (5.00)
	Total	110 (55.00)	71 (35.50)	19 (9.50)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 6: Size of the family of the selected employers.

Sl. No.	Name of Sectors	Religion			Total
		Hindu	Christian	Muslim	
1.	Lodging	10 (5.00)	6 (3.00)	6 (3.00)	22 (11.00)
2.	Hoteleering	31 (15.50)	10 (5.00)	8 (4.00)	49 (24.50)
3.	Fancy Stores	40 (20.00)	9 (4.50)	8 (4.00)	57 (28.50)
4.	Handicrafts	18 (9.00)	18 (9.00)	3 (1.50)	39 (19.50)
5.	Travel Service	10 (5.00)	5 (2.50)	6 (3.00)	21 (10.50)
6.	Telecom Service	6 (3.00)	4 (2.00)	2 (0.83)	12 (6.00)
	Total	115 (57.50)	52 (26.00)	33 (16.50)	200 (100.00)

Source: Primary data.

Note : Figures in brackets denote percentages.

Table 7: Religion-wise distribution of the selected employers.

A caste-wise distribution of the selected employers is given in Table 8.

Table 8 shows the caste wise distribution of selected employers in Madurai region. Caste has been classified into three groups, namely Forward Caste (FC), Backward Caste (BC) and Scheduled Caste (SC). The majority of employers 111 (55.50 per cent) belong to backward community. Fifty one employers (25.50 per cent) belong to forward community and only 38 employers (19.00 per cent) belong to scheduled caste. Thus, backward communities play a role of predominant significance in tourism employment in Madurai region.

The family status of the selected employers is given in Table 9.

Table 9 reveals the family status of the selected employers in Madurai region. Families are classified into joint families and nuclear families. A majority of the respondents 119 (59.50 per cent) came under the nuclear family. The remaining 81 respondents (40.50 per cent) belong to joint family.

Average annual income of the employers is given in Table 10.

Table 10 reveals the average annual income of the employers in Madurai region. 85 employers (42.50 per cent) earn a income ranging from Rs.100000 – 150000. Among these 10 from the lodging, 30 from the hoteleering, 26 from the fancy stores, 13 from the handicrafts, 3 from the travel agency and 3 from the telecom service.

76 respondents (38.00 per cent) earn between Rs.50000-100000. Among these 13 from the lodging, 15 from the hoteleering, 25 from the fancy stores, 18 from the handicrafts, 10 from the travel agency and 5 from the telecom service.

Only 19 respondents (9.50 per cent) earn income below Rs.50000. Among these 2 from the lodging, 2 from the hoteleering, 5 from the fancy stores, 5 from the handicrafts, 3 from the travel agency and 2 from the telecom service.

Finally, 20 respondents (10.00 per cent) earn income between

Sl.No.	Name of Sectors	Caste			Total
		FC	BC	SC	
1.	Lodging	4 (2.00)	16 (8.00)	2 (1.00)	22 (11.00)
2.	Hoteleering	9 (4.50)	38 (19.00)	2 (1.00)	49 (24.50)
3.	Fancy Stores	15 (7.50)	32 (16.00)	10 (5.00)	57 (28.50)
4.	Handicrafts	14 (12.00)	15 (7.50)	10 (5.00)	39 (19.50)
5.	Travel Service	6 (3.00)	6 (3.00)	9 (4.50)	21 (10.50)
6.	Telecom Service	3 (1.50)	4 (2.00)	5 (2.50)	12 (6.00)
	Total	51 (25.50)	111 (55.50)	38 (19.00)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 8: Caste-wise distribution of the selected employers.

Sl.No.	Name of Sectors	Joint Family	Nuclear Family	Total
1.	Lodging	2 (1.00)	20 (10.00)	22 (11.00)
2.	Hoteleering	14 (7.00)	35 (17.50)	49 (24.50)
3.	Fancy Stores	20 (10.00)	37 (18.50)	57 (28.50)
4.	Handicrafts	24 (12.00)	15 (7.50)	39 (19.50)
5.	Travel Service	12 (6.00)	9 (4.00)	21 (10.50)
6.	Telecom Service	9 (4.50)	3 (1.50)	12 (6.00)
	Total	81 (40.50)	119 (59.50)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 9: Family status of the selected employers.

Rs.150000-200000. Among these 7 from the lodging, 2 from the hoteleering, one from the fancy stores, 3 from the handicrafts, 5 from the travel agency and 2 from the telecom service.

The details of the initial investment made by the selected employers in the study area are presented in Table 11.

Table 11 depicts the initial investment details of the selected respondents in Madurai region. There are 100 employers (50.00 per cent) having the initial investment between Rs.500000-700000. Among these, 3 from the lodging, 25 from the hoteleering, 32 from the fancy stores, 25 from the handicrafts, 10 from the travel agency and 5 from the telecom service.

There are 62 respondents (31.00 per cent) having the investment between Rs.700000-1000000. Among these 12 respondents from the lodging, 16 respondents from the hoteleering and 15 from the fancy stores, 10 from the handicrafts, 6 from the travel agency and 3 from the telecom services.

Only 26 respondents (13.00 per cent) are having the investment Rs.10 lakhs and above. Among these 5 from the lodging, 6 from the hoteleering, 7 from the fancy stores, 3 from the handicrafts, 3 from travel agency and 2 from the telecom service.

Only 12 respondents (6.00 per cent) are having investment below Rs.500000. Among these 2 from the lodging, 2 from the hoteleering, 3

from fancy stores, one from handicrafts, 2 from travel agencies and 2 from telecom service.

Different problems faced by the employers are depicted in Table 12.

Table 12 depicts the major problems faced by tourism employers in Madurai region. Out of 200 employers, 119 of them are facing the problem of non-uniformity in prices, 53 are faced with problems of inadequate water supply, and remaining 28 employers face both these problems simultaneously.

Workers Employed in Tourism

This section attempts to analyse the nature of employment opportunities available in the various sectors of the tourism industry. For this, 80 workers were randomly selected by adopting proportionate probability sampling technique. This selection process could be better understood from Table 13.

Table 13 reveals that the occupational distribution of workers employed in various sectors of the tourism industry in Madurai region. The table shows that the employers (183) are working in the lodging sectors, 179 are working in the hoteleering sectors, 48 are working in the fancy stores sectors, 39 are working in handicrafts sectors, 22 are working in the travel agency sector and the remaining 19 are working in the telecom service sectors. Thus there are persons are employed in the tourist industry in Madurai region.

Sl. No.	Type of Employment	Below Rs.50000	Rs.50000-100000	Rs.100000-150000	Rs.150000-200000	Total
1.	Lodging	2 (1.00)	3 (1.50)	10 (5.00)	7 (3.50)	22 (11.00)
2.	Hoteleering	2 (1.00)	15 (7.50)	30 (15.00)	2 (1.00)	49 (24.50)
3.	Fancy Stores	5 (2.50)	25 (12.50)	26 (13.50)	1 (0.50)	57 (28.50)
4.	Handicrafts	5 (2.50)	18 (9.00)	13 (6.50)	3 (1.50)	39 (19.50)
5.	Travel Service	3 (1.50)	10 (5.00)	3 (1.50)	5 (2.50)	21 (10.50)
6.	Telecom Service	2 (1.00)	5 (2.50)	3 (1.50)	2 (1.00)	12 (6.00)
	Total	19 (9.50)	76 (38.00)	85 (42.50)	20 (10.00)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 10: Average annual income of the selected employers.

Sl.No.	Type of Employment	Below Rs.500000	Rs.500000-700000	Rs.700000-1000000	Rs.1000000 and above	Total
1.	Lodging	2 (1.00)	3 (1.50)	12 (6.00)	5 (2.50)	22 (11.00)
2.	Hoteleering	2 (1.00)	25 (12.50)	16 (8.00)	6 (3.00)	49 (24.50)
3.	Fancy Stores	3 (1.50)	32 (16.00)	15 (7.50)	7 (3.50)	57 (28.50)
4.	Handicrafts	1 (0.50)	25 (12.50)	10 (5.00)	3 (1.50)	39 (19.50)
5.	Travel Service	2 (1.00)	10 (5.00)	6 (3.00)	3 (1.50)	21 (10.50)
6.	Telecom Service	2 (1.00)	5 (2.50)	3 (1.50)	2 (1.00)	12 (6.00)
	Total	12 (6.00)	100 (50.00)	62 (31.00)	26 (13.00)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 11: Initial investment of the selected employers.

Sl.No.	Type of Employment	Non-Uniformity in Prices	Less Drinking Water Facility	Both	Total
1.	Lodging	11 (5.50)	7 (3.50)	4 (2.00)	22 (11.00)
2.	Hoteleering	31 (15.50)	11 (5.50)	7 (3.50)	49 (24.50)
3.	Fancy Stores	35 (17.50)	13 (6.50)	9 (4.50)	57 (28.50)
4.	Handicrafts	22 (11.50)	13 (6.50)	4 (2.00)	39 (19.50)
5.	Travel Service	11 (5.50)	7 (3.50)	3 (1.50)	21 (10.50)
6.	Telecom Service	9 (4.50)	2 (1.00)	1 (0.50)	12 (6.00)
	Total	119 (59.50)	53 (26.50)	28 (14.00)	200 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 12: The problems encountered by employers in the tourist industry.

Sl.No.	Type of Employment	Number of Employers	Number of Workers Employed	Sample Workers Selected
1.	Lodging	22	183 (37.35)	33 (41.25)
2.	Hoteleering	49	179 (36.53)	26 (32.50)
3.	Fancy Stores	57	48 (9.80)	9 (11.25)
4.	Handicrafts	39	39 (7.96)	6 (7.50)
5.	Travel Service	21	22 (4.49)	4 (5.00)
6.	Telecom Service	12	19 (3.87)	2 (2.50)
	Total	200	490 (100)	80 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 13: The problems encountered by employers in the tourist industry.

Sl.No.	Type of Employment	Below Rs.10000	Rs.10000-20000	Rs.20000-30000	Total
1.	Lodging	13 (16.25)	16 (20.00)	4 (5.00)	33 (41.25)
2.	Hoteleering	14 (17.50)	11 (13.75)	1 (1.25)	26 (32.50)
3.	Fancy Stores	4 (5.00)	3 (3.75)	2 (2.50)	9 (11.25)
4.	Handicrafts	3 (3.75)	2 (2.50)	1 (1.25)	6 (7.50)
5.	Travel Service	2 (2.50)	2 (2.50)	--	4 (5.00)
6.	Telecom Service	1 (1.25)	1 (1.25)	--	2 (2.50)
	Total	37 (46.25)	35 (43.75)	8 (10.00)	80 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 14: Average annual income of workers (in rupees).

Sl.No.	Type of Employment	Savings	No Savings	Total
1.	Lodging	21 (26.25)	12 (15.00)	33 (41.25)
2.	Hoteleering	18 (22.50)	8 (10.00)	26 (32.50)
3.	Fancy Stores	6 (32.50)	3 (3.75)	9 (11.25)
4.	Handicrafts	4 (5.00)	2 (2.50)	6 (7.50)
5.	Travel Service	3 (3.75)	1 (1.25)	4 (5.00)
6.	Telecom Service	1 (1.25)	1 (1.25)	2 (2.50)
	Total	53 (66.25)	27 (33.75)	80 (100.00)

Source: Primary data.

Note: Figures in brackets denote percentages.

Table 15: Saving attitude of workers.

The average annual income of the sample workers are given in Table 14.

Table 14 explains the average annual income of workers employed in various categories of employment in tourism in Madurai region. Out of 80 workers, 37 of them earn an annual income below Rs.10,000. And 35 workers earn an annual income of Rs. 10,000 to Rs.20,000, the remaining 8 workers are getting an annual income of Rs.20,000 to Rs.30,000. Thus the majority of workers (72) earn the income range of below Rs.20,000 through various types of employment in the study area [9].

Table 15 clearly depicts the saving attitude of the workers in various employments in tourism.

Table 15 reveals the saving attitude of workers of different categories of employment in the tourism industry in Madurai region. The investigator could see that among her sample workers 53 inclined towards saving at least a very small portion of their income. Of these 53 workers, the lodging sector covers 21 workers, the hoteleering sector covers 18 workers, fancy stores covers 6, handicrafts covers 4, travel agencies covers 3 and telecom services cover the remaining one worker.

Thus it is clear that the tourism industry while providing opportunities of employment for people in lower income brackets

as well, has significantly paved the way for the growth of the socio-economic conditions of people in the lowest rung of the social ladder.

Summary

As this is the objective of the present investigation, the investigator has collected a huge mass of primary data to show how tourism has been responsible for the growth of micro and macro employers all over the district. From the analysis of such data, it becomes evident that these two categories of employers are centered around the hotel industry, the handicrafts industry, tourist promotion industry, transport industry and telecommunication services. These employers who have registered a mushroom growth over the years have been responsible for generating employment opportunities for both men and women in various age groups as shown. At the close of the present study the investigator contends that in Madurai region in all five selected centres, tourism industry has in fact shaped along the lines of production oriented industries, in opening new vistas of employment opportunities to all categories of skilled and under skilled and educated and uneducated men and women.

Recommendations

The researcher recommends the following programmes for a still greater growth of the tourism industry in the years ahead:

1. Attractive lodges and hotels with eastern architecture and western convenience should come up very fast along sea shores and places of scenic beauty.
2. An environmental study of places of tourist attraction should be held quite systematically as a prelude to bringing into existence more and more places of tourist centers.

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