



## **IMPACT OF COVID-19 ON TOURISM SHOP HOLDERS IN KANNIYAKUMARI DISTRICT**

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### **ABSTRACT**

The main objective of this paper to identified the factors of shop holders problem . Data collection proved to be a more difficult process it became necessary to widen the range of respondents. After the data collection, a sample of respondents was statistically analysed. The major problem faced by the tourism shop holders that Government not supported and goods rate was increased fluctuating prices.. A questionnaire is applied to shop owners and a statistical analysis is performed, presenting and discussing the obtained results. The results evidence that shop owners tend to support the benefits of Tourism, even though they feel some reserves regarding its potentially negative impacts. Some policy directions and possibilities for further research are evidenced through this analysis.

**Keywords:** Tourism, Shop holder, fluctuation price , Government

### **INTRODUCTION**

The "Virgin Princess" (also known as cape comorin) is a town in kanyakumari District in the State of Tamil Nadu in India. Today, tourism is a well-developed industry across the globe, as governments of different countries are challenging each other by enhancing their tourism industry, where not only natural beauty of the country like beaches, snow covered mountains etc. are commoditized, but also tradition, culture, and history of the country become a commodity for attracting tourists. Tourism receives acknowledgement for generating national and regional income. Owing to development in tourism, natural and cultural heritage of a place is maintained and conserved. Tourism has brought people from different nations and religions close together by bridging the gaps among them. It enhances social change at macro and micro level through promotion of material and spiritual development. This will enable people to appreciate values of different cultures, thereby contributing to the reinforcement of world peace. The State -owned poompuhar shipping corporation runs ferry services between the town and the Vivekanda Rock Memorial and Thiruvalluvar Statue, Situated on rocky islets off coast. Shopping tourism generates a significant amount of spending in the destination. Shopping play a crucial role in a regional economy as they provide high visibility for commercial exchanges and these imported dollars often provide the additional revenue needed for local business to remain finish clarity visible.



## **SHOP HOLDERS**

Although, this industry provides many avenues, it may also pose different kinds of threats for the people living nearby. For minimizing threats associated with tourism, different stakeholders must cooperate and collaborate with each other. One such important stakeholder, Local residents, must receive the benefits associate with tourism rather than just bearing its burden. This is because the destination belongs to these communities, so more local participation is needed for equal distribution of costs and benefits. More aptly planned tourism is needed in many countries so that costs and benefits are equally shared. This would develop a more positive attitude towards tourism as local communities would not need to bear the burden of tourism and will also have share in economic benefits.

The number of low-cost air travel has significantly increased, expanding accessibility to a widevariety of destinations and leveraging the rapid development of different types of accommodation such as hotels and short-term apartments, among others. This evolution of the activity has potentiated, on a large scale, the visit of other cities and, currently, a growing share of world tourists opt for short-term travel over long vacations (Dunne et al., 2010), seeking to experience the region's authenticity in those travels (MacCannel, 2013).

Research on urban tourism emerged in the 1990s and, according to Castela (2018), the most recent studies have focused on the cultural tourist center of cities. However, there is little research on the sociocultural impacts on these centers. By assessing the Tourism impacts on the cities and local communities, it is possible to foresee disparities due, for example, to the different interpretation that residents have about their effects. In addition, the inconveniences associated with tourism may lead the population to develop and express negative behaviors and attitudes towards it, being this a stream of research of special interest since this may influence the entire tourist destination environment.

The rest of the paper develops as follows. The second section comprises the literature review, where the different categorizations of factors and the different approaches and models of measurement of the social impacts of Tourism are mentioned. The third section begins with the presentation of the methodology, which briefly summarizes the analyzed territory, including the justification of the measurement instruments used for the collection and analysis of the results and the sample design. In section four we proceed to an analysis and discussion of the results obtained, interconnecting the theoretical to the empirical component. Finally, section five presents the main conclusions obtained, presenting the contributions of the present study in the selected area, as well as its main limitations and suggestions for future studies.

## **REVIEW OF LITERATURE**



Attitudes and reactions to tourism have been studied exhaustively in the literature, with the results showing that the host population is influenced by the perceived impacts of tourism. Luštický and Musil (2016) presented a summary of the findings found by different authors, classifying the impacts of tourism into three categories: (1) economic, (2) physical, and (3) social. At the same time, they also grouped these same impacts into four dimensions: (1) physical/environmental; (2) sociocultural; (3) psychological, and (4) political / administrative. Currently, the use of three basic categories of economic, environmental, and sociocultural factors is consensual (Gursoy et al., 2000; Murphy, 1985). Researchers such as Stylidis et al. (2014) found that it was possible to distinguish the impacts of tourism through three approaches: i) the costbenefit approach - which assumes that there is a direct negative relationship between stakeholder support for the development of tourism and the costs they perceive, and vice versa that there is a positive direct relationship between benefits and support of stakeholders; ii) the approach that relates impact factors and their cost-benefits - this approach takes into account the nature of the impacts (positive / negative and benefit / cost) and the existing factors (economic, environmental and sociocultural), following the same rationale of the cost benefit approach; iii) the non-forced approach - this approach focuses on the relationship between identified impacts and support for tourism development, through direct questions to stakeholders, among which is the collection of their perceptions of the importance of impact ( positive / negative) that Tourism has in the life of the community. This approach assumes the interdependence between the perceptions of impacts by stakeholders and their willingness to support the development of Tourism.

Several researchers analyze different links between impacts and behaviors before tourism, comparing the different levels of participation of each resident (Keogh, 1990; Perdue et al., 1987). Thus, it was possible to identify that, in this dynamic relation, decisive factors are: the connection with the community or the length of residence on the spot (Um & Crompton, 1987); knowledge about the industry (Davis et al., 1988); contact with tourists; the proximity to the commercial zone (Sheldon & Var, 1984); the sociodemographic characteristics (Ritchie, 1988); the type and form of tourism (Murphy 1985; Ritchie 1988), and the economic benefits derived from industry (Ap, 1992)

## **OBJECTIVES OF STUDY**

- To identify the factors influencing the shop holders
- To study the problems faced by tourists
- To sort out the expected relief measures from the Government

## **METHODOLOGY**

The data collected by conducting a sample survey. I collected by conducting a sample from the survey. I collect 80 samples from the shop holders through the interview method and the secondary data were collected from various journals, books and websites. The data were selected with the help of like percentage method and ranking method.

## **ANALYSIS AND INTERPRETATION**



### 1. Expected relief measures from the Government

S.No	Relief measures	No. of Respondents	Percentage
1	Waver of Loans	26	32.5
2.	Exemption from tax	14	17.5
3.	Waver of Rents	16	20
4.	Material thing	10	12.5
5.	Financial aids till pandemic over	14	17.5
6.	Total	80	100

Source: Primary Data

From above table , it explain 32.5 percentage of the respondents of Waver of loan, following 20 percentage respondents are waver of rents., following 17.5 percentage respondents are Exemption from tax and Financial aids till pandemic over, remaining 12.5 percentage of respondents are said that material thing.

### 2. Problems faced by tourists:

S.No	Problems	No. of Respondents	Percentage
1.	Risk and easy infected by virus	18	22.5
2.	Unhygienic disposal masks	14	17.5
3.	No, proper following of COVID protocols like masks, social distancing etc.	10	12.5
4.	Dirty surroundings	22	27.5
5.	Nuisance of Beggars	16	20

Source: Primary Data

From above table, it explain 27.5 percentage of the respondents of said that dirty surroundings, following 22.5 percentage respondents are viewed that the risk and easy infected by virus, following 20 percentage of respondents are nuisance of beggars, following 17.5percentage of respondents said that unhygienic disposal masks, remaining 12.5 percentage respondents viewed that no proper following of COVID protocols like masks, social distancing etc.

### 3. Problem faced by shop Keepers during pandemic

S.No	Problems	No. of Respondents	Percentage
1.	Risk of Inspection	8	10



2.	Lack of Hygienic & satisfaction	17	21.25
3.	Price like of raw materials	10	12.5
4.	Government not Supported	25	31.25
5.	Goods rate was Increased	20	25

Source: Primary Data

From above table , it explain 31.25 percentage of the respondents of problem faced by shop keepers said that Government not supported , following 25 percentage respondents are viewed that the risk and goods rate was increased, following 21.25 percentage of respondents are lack of hygienic and satisfaction, following 12.5percentage of respondents said that , following 12.5 percentage of respondents said that price like of raw materials, remaining 10 **percentage respondents viewed that risk of inspection.**

### FINDINGS

- Majority 32.5 percentage (26) of respondents are feel that expected relief measures to provide waver of loans and 12.5 percentage (10) of respondents are said that materials things to provide .
- Majority 27.5 percentage (22) of respondents are problem faced by tourists said that dirty surroundings and 12.5 percentage (10) of respondents are said that no proper following of COVID protocols like masks, social distancing etc.
- Majority 31.25 percentage (25) of respondents is problem faced by shop holders that the Government not supported and 10 percentage (08) of respondents said that risk of inspection.

### SUGGESTIONS:

- Government should take initiatives to improve tourism in kanyakumari District promptly. Government should make regular inspections and surprise visits to hotels to keep proper check.
- Government should provide loan for the shop holders.
- Women shop holders should be given the necessary facilities.

### CONCLUSION

The main objective of this paper to identify the factors of shop holders problem . Data collection proved to be a more difficult process it became necessary to widen the range of respondents. After the data collection, a sample of respondents was statistically analysed. The major problem faced by the tourism shop holders that Government not supported and goods rate was increased fluctuating prices. The expected relief measures not provide loans, and the Government of Tamil nadu introduced new projects. A survey using questionnaire method was conducted to highlight the perception of tourist on the impacts of tourism shop holders.



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