
IMPACT OF K.T.D.C IN TOURISM INDUSTRY

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INTRODUCTION: -

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups travelling away from home. World Wide Tourism organization defines visitors as “any person travelling to a places other than of his/her usual environment for less than twelve months and whose main purpose of the trips other than the exercise of an activity remunerate from within the place visited”.

The world tourism organization estimated that in the year 1990, there were nearly 415 million international tourist arrivals throughout the world. It estimated that in the year 1991 international tourist arrivals would approach the figure of 450 million or an increase of 5% over 1990. There tourists spends billions of dollars in the countries visited. All thisactivity may be described as tourism. A clear concept and a more precise and scientific definition of tourism is necessary for various purpose. First for the purpose of study in order to describe the tourism phenomenon systematically, it is necessary to describe and define what it covers. Second, for statistical purpose, when the phenomenon is measured, it must also be defined clearly. Finally, for Legislative and Administrative purpose.

❖ PRIME KERALA TOURISM & ITS ATTRACTIONS:-

- Backwater Tourism.
- Hills station Tourism.
- Beach Tourism.
- Wildlife Tourism.
- Medical Tourism.
- Art & Culture Tourism.
- Fairs & Festival Tourism

Kerala Tourism Development Corporation Limited (**KTDC**) Ltd is the largest chain of the hotels in Kerala is a company incorporated under Indian Company's Act 1956. It was incorporated as a Kerala Tourism & Handicraft Development Corporation (P) Limited in 26thDecember 1965. **KTDC** had started its business operation on 1 April 1966 with three hotels AranyaNivas, Lake Palace & Kovalam Complex, which has been handed over by Government as capital. In July 15, 1970 the corporation was renamed "Kerala Tourism Development Corporation".

It has the official slogan "Official Host to God's Own Country".

KTDC corporate office is situated in Trivandrum and has three offices in, Kochi, Trivandrum and Kannur and owns over 60 properties across the state. **KTDC** has membership in prestige international and national organizations like WTO, IATO, TAAI, and FHRAI.

KTDC, the largest hotel chain which includes a range of luxury and economy resorts, hotels, and motels located in the heart of some of Kerala's most acclaimed destinations. The luxury properties of this official host of Kerala include; Mascot Hotel (Thiruvananthapuram City), Samudra (Kovalam), Water Scrapes (Kumarakam), Bolgatty Palace (Kochi), Bolgatty Island Resort (Kochi), Marina House (Kochi), Tea Country (Munnar), AranyaNivas (Thekkady), Lake Palace (Thekkady), Ayur Village (Thanneerinukkom, Alappuzha), which is to be launched soon. All the properties have multinational restaurants, bar/beer parlour and coffee shops & offer exotic experiences.

Chaithram (Trivandrum), Periyar House (Thekkay), Nanadanam (Guruvayoor), Mangalya (Guruvayoor), Garden House (Malappuzha), Pepper Grove (SulathanBathery) are **KTDC'S** budget properties.

The latest addition is the Tamarind **KTDC** easy Hotel brand which offers guests modern facilities at offer rates and its exotic locations. In fact, the conversion of 14 **KTDC** properties, including YATRI NIVAS, into Tamarind East Hotels has been one of **KTDC'S** important projects. The hotels will be no properties assure clean room, clean linen, and clean toilets at exotic locations of Kerala at reasonable tariff.

KTDC also went through a large scale renovation process. The restored heritage block of Mascot Hotel and its adjoining SayahnaGarden Restaurant was refurbished and later the Samudra (Kovalam), Chaiththram (Trivandrum), Tea Country (Munnar), Nanadanam (Guruvayoor) also went through various stages of enhancement.

KTDC is now successfully running a chain of hotels ranging from luxury hotels to YatriNivas, Motels, and beer Parlors etc. with the objectives.

- To be a major player in the development of tourism infrastructure in the state.
- To treat the tourists as our guests (ADHIDHI DEVO BHAVA) and ensure customer delight by providing value for money.
- To provide elegant accommodation and better quality services in **KTDC** Hotels & Restaurants.
- To function as an efficient corporate house with improved productivity levels & profit margin.
- Achieve high level of productivity of its employees by way of better training, motivation & HRD techniques.
- To conserve, preserve the art, culture & heritage of the state.
- To promote new innovation tourism products, lesser-known destinations.
- To promote and market our products at national and international level and there by marking Kerala as a premier global tourism destination.
- To promote sustainable & eco-friendly tourism in the state based on the carrying capacity of the destinations.
- To undertake Pioneering efforts for destination development.
- To provide transport, entertainment, shopping, convention and recreational services.
- To render consultancy and managerial services in the hospitality industry.

STRATEGIC INTENT OF COMPANY: -

- To strengthen the institutional mechanism.
- To ensure the safety and security of tourist.
- Training Division to be established to provide continuous training programs to the permanent and contract Staff of **KTDC**.
- To develop Infrastructure through private sector and private-public partnership, with Government acting as a facilitator and catalyst.
- To conserve and preserve the unique cultural heritage of the State.
- Non-profitable units working in rented buildings to be closed down.

MANAGEMENT AND ADMINISTRATION: -

The affairs of the corporation are governed by the board of directors. The total strength of directors on the board is 7.

PRODUCT PROFILE: -

All the exclusive properties are set in exotic theme locales across the State and all the properties have:

- ❖ HERITAGE HOTELS: -
- ❖ PREMIUM HOTELS: -
- ❖ BUDGET HOTELS: -
- ❖ TAMANIND EASY HOTELS: -
- ❖ MOTELS: -
- ❖ RESTAURANTS: -
- ❖ OTHERS: -
 - Central Reservation Centre - Thiruvananthapuram.
 - Tours & Travels Division - Thiruvananthapuram.
 - Tourist Reception Centre - Thiruvananthapuram.
 - Tourist Reception Centre - Thiruvananthapuram.
 - Tourist Reception Centre - Ernakulam.
 - Tourist Reception Centre - Chennai.
 - Shopping Complex - Ernakulam.
 - Water Sports - Veli.
 - Oak Field Resort - Munnar.

FINDINGS:-

- Tourism is vital for our country due to the income generated by the consumption of goods and services by Tourists.
- Commercial Department is the main department in KTDC. There are two commercial managers. CM1 Control the Decentralized units and CM2 control the centralized units.
- The records relating to financial dealings of KTDC are being maintained by the finance department .The department is headed by the chief Accounts officer.
- Training department is a newly formed department. On the job training is the most common form of training given at KTDC.

- Personnel Department ensures the maximum utilization of the available human resources to achieve the organizational objectives.
- Marketing department of KTDC deals with selling, advertisement, printing and distribution, public relation, hospitality and conducting international tour fest. They have agents throughout India.
- The systems department makes the work easier as well as efficient fir the organization and also with minimal errors.
- KTDC has two supporting divisions. Regional division is headed by the commercial manager² of the commercial department of the corporate office. Vigilance division is headed by the vigilance officer.

SUGGESTIONS: -

- Proper promotion efforts should be made to attract different categories of tourists.
- The corporation should take immediate steps to reduce employee grievances.
- The government should be take necessary steps to avoid the disturbance of unethical traders. Tourism registration act must be strictly enforced which will add sense of responsibility among the tourists, especially for foreigners.
- Political interference in the affairs of the organization should be minimized.
- Innovation is a must in hotel industry to attract more and more customers.
- Create a body of experts for the implementation of sustainability tourism, which must include academicians, environmentalist, industry representatives, government representatives, technology experts, local body representatives and voluntary organization representatives.
- Ensure safety in various tourists attractive places through providing advanced safety EQUIPMENTS.
- With scientific planning of tourism industry, atmosphere pollution can be minimized.
- The printing system has to be made liberal to the economic class of the society.
- Development of people by advancing education and training facilities enriching their professional excellence by understanding an ongoing training Program.
- In order to fully realize Kerala's tourism potential it is necessary that the investment from the government and private sectors is to be increased, tourism products should be made better and human resources must be developed more efficiently.

CONCLUSION: -

The Kerala Tourism Development Corporation is having a very good atmosphere to grow and flourish in the tourism sector. The Corporation offers many packages and services for tourists, which will enable to out complete the competitors in the market. KTDC has entered the 90's with a new found prosperity for development. From 1991-1992 onwards the numbers of units went up and the turnover has increased substantially. By 1993-94 the company, which as on loss finally turned, round the corner? In the financial year 2008-09, the corporation's sales turnover was Rs.64 Cr and profit Rs.5 Cr. It contributed Rs.9 Cr as taxes to the exchequer. At Present Corporation is faced with absence of sufficient trends for meeting its requirements and for undertaking new projects. This leads to the delay in the execution of new and existing projects. Absence of proper and innovative tour packages, employees, grievances about concentration of authority, lack of participatory management, weak and inefficient privatization etc. now affects the corporation very much. Irrespective of these drawbacks, KTDC is having a very good infrastructure, strong goodwill in its services, sufficient managerial experience market leadership in Kerala etc. If proper attention is made immediately to solve these drawbacksthe KTDC can come back to its glorious past.

References

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