



## TOURISM INDUSTRY IN INDIA & TAMILNADU

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### ABSTRACT :

*Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit. It has been a major social phenomenon of the societies all along.*

**KEYWORDS :** Dalit literature , postcolonial nativistic , product of politicisation.

### INTRODUCTION:

Tourism has become one of the major players in international commerce, at the same time; it represents one of the main income sources for many developing countries. Tourism is one of the largest industries with faster expansion in its range and dimension. It involves no erection of factories and earns large sum of foreign exchange without in anyway exporting any tangible product.

### MEANING OF TOURISM

Tourism is a major socio-economic phenomenon of the modern society with enormous economic consequences. The word "tour" is originated from the Latin word "torn us," which was later changed into tours, standing for lathe or turner's wheel. As the full turn of the wheel or lathe forms a circle or circuit, the word "torn us or tour" also means a round journey in which one returns to starting point. The word tour was first used for a journey in which one travelled and visited a number of places in circuit or sequence, thus meaning a circuitous or circular journey. This meaning changed in modern English to represent one's turn.

### DEFINITION:

Tourism is travel for recreational, leisure, business, religious, health and other purposes. The World Tourism Organization defines 'Tourists' as, " People who travel to and stay in places outside their usual environment for more than twenty four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

### CONCEPT OF TOURISM:

Tourism is composed of three basic elements i.e. i) Involvement of travel by non-residents ii) Stay of temporary nature in the area of visited and iii) Stay not connected with any activity involving earnings.



### BASIC COMPONENTS OF TOURISM

The tourism industry comprises hospitality (related to accommodation and dining), travel (transportation services through different modes), and various other businesses which offer services and products to tourists.

Tourism does not exist in isolation. It is made up of various components. The important basic components are transport, accommodation and locale.

**Transport:**

A tourist, in order to reach his destination, has to travel and therefore, some mode of transport becomes necessary. This mode of transport may be a motorcar, a coach, a train, an aero plane, a ship, etc.

**Accommodation:**

Provision of accommodation is very basic to any tourist destination; the term is used to cover board and lodging. To a great extent, tourism depends upon the types, quantity and quality of accommodation available at tourist centres. Accommodation is the matrix of tourism and thus plays a distinctive role in the development of this expanding industry.

**Locale:**

Locale means destination or resort, which forms the basis for tourism. The destination, may offer natural attraction like sunshine, scenic beauty, sporting facilities etc. The important attractions of tourist destination are pleasing weather, scenic attractions, historical and cultural factors, accessibility and amenities.

**Types of Tourism**

Types of Tourism There are many types of tourism. Namely, natural tourism, pilgrimage tourism, highway tourism, cultural tourism, adventure tourism and eco-tourism.

**Natural Tourism:**

Tourists are attracted to the greenery landscape and climate of the tourist spots. The scenic attraction is a major motivating factor in the nature tourism.

**Pilgrimage Tourism:**

Under pilgrimage tourism the tourists are attracted by many pilgrim centres in the world. The pilgrimage tourism is more popular in India than any other country in the world.

**Highway Tourism:**

Highways in the states/country are mostly used in this type of tourism. Under the highways tourism, the man made attractions are carried out in highways or nearby highways. Many attractive spots are also linked with the highways to motivate the tourists to have a comfortable and speedy visit.

**Cultural Tourism:**

Tourism development revives and rejuvenates the silent aspects of local culture. The tourists are interested in attending some cultural festivals at the tourist spots. This type of tourism is also familiar in India.

**Adventure Tourism:**

The terrain and geographical condition of the states make a place for the propagation and development of adventure tourism. The types of adventure tourism, which can be propagated and developed are river rafting, snow skiing, water skiing, boating and sailing, trekking and paragliding or hand gliding. These adventure sports have great potential for their development.

**Eco-Tourism:**

Development of tourism based on natural resources of the place is known as Eco-Tourism. This alternative tourism takes into account the natural ecological attractions of a place and their conservation and development. There is a great scope for development of eco-tourism in the state because of the scenic beauty it offers and the human potential it has got for generating employment.

**Types of Tourist**

From a socio-historical point of view, there are three types of tourists' who can be differentiated, namely industrial tourist, hedonistic tourist and modern age tourist.

**Industrial Tourist:**

The industrial tourists are those to whom work is the Centre of existence. The motivations to them for travelling can be summed up as rest and freedom from responsibilities. This type of tourist is gradually decreasing in number.

**Hedonistic Tourist:**

The hedonistic tourists belong to the generation that discovered entertainment and consumerism. They like to go on holiday to experiment, to explore the unknown, enjoy themselves, meet other people and relax in un-spoilt natural surroundings. These are the majority today and will continue to be so.

**Modern Age Tourist:**

The modern age tourist is someone who tends to reduce the polarity between work and play, not just work, but just not fun, either. Their reasons for travelling include broadening their personal horizons and getting back to simple things and nature, with a touch of creativity in the planning of their journey.

**Tourism in India**

India, the second most populous and the seventh largest country in the world, is proud of having the oldest cultural heritage. More than 110 million people with different customs and conventions of life dwell on about 32,782 square kilometers of the Indian soil. With a land frontier of 15,200 kilometer, coastline of about 6,000 kilometer, the beautiful and bewitching scenery, bountiful agriculture, colossal industries, populous cities, vast and beautiful open countryside, sea-shores, various dialects and languages and, finally, its unique quality of unity in diversity attract tourist from every nook and corner of the world.<sup>12</sup> India is a country known for its lavish treatment to all visitors, no matter where they come from.

**The Queen of Hill Stations – “Ooty”**

Ooty, otherwise called 'Ootacamund', precisely in tamil 'Udhagamandalam' is situated in the Nilgris at an altitude of 6500 feet from the sea level, Nilgris, is founded by Mr. John Sullivan in the year 1821. He was the former collector of Coimbatore during the British reign. Bordering on the Karnataka and Kerala States, Ooty is dotted with towering trees of semi-tropical and deciduous types and the plateau is rich in lush green lawns. The summer temperature is within the range from 10°C to 25°C and the winter temperature ranges from 00 to 21°C. The average rainfall is estimated at 90 cms. The main tourist season which starts in March draws to a close by the end of May and the second lean season steps in September. Ooty is well-connected by road and rail. By road, one can reach Ooty from Coimbatore, which is 90kms away from here and, from the north, the 160 km long Mysore Ooty road winds its way through the Mudumalai wild life sanctuary. A broad-gauge line is laid up to Mettupalayam, situated at the foot of the Blue Mountains. It is from here that the unique mountain railway takes a limited complement of passengers to Ooty. Trekking, fishing, horse racing and boating, form some of the entertainments. Mention may be made about clubs, golf clubs and theatres in addition. The annual flower cum fruit shows are conducted here at the Botanical

Garden every year. Doddabetta, which means the big mountain, is the second highest peak with 8640 feet, south of the Vindhyas.

## RESEARCH METHODOLOGY

### Introduction

Tourism has emerged as a dominant economic factor in India horizon. Tourism has now become one of the largest commercial activities not only in India but also on a global scale; it is also considered the 'sunshine' sector all over the world. It is universally accepted that the tourism industry is an infrastructure industry; economic driver, it is an intrinsic part of the development of a region. It is the country's largest employment generator and foreign exchange earner. With its economic and all other advantages, tourism can certainly play a determining role in the development of poorer economies which suffer from an adverse balance of payment situation, a high degree of social backwardness, besides the other environmental problems. However, to achieve success in tourism, India needs to adopt planning and management approach on scientific lines. Tourism promotes physical, economic and socio-cultural status of a society. Therefore, in any society or region or country, tourism development can be a very effective tool to achieve overall development. In spite of possessing a variety of tourist attractions, Tamil Nadu has not been able to accelerate the pace of tourism in comparison to other states. A long list of aims and objectives formulated by the state government still did not come out with positive results.

### Importance of the Study

The Government of India and their agencies, private sector units and individuals take various measures to promote tourism in India. Many development schemes and projects involving large investments are being initiated. Poor and inadequate infrastructure facilities and management, nonavailability of basic facilities in tourist place, lack of domestic and international airport, inadequate transport system, lack of requisite hotel accommodation etc.,

### Statement of the Problem

Previously, people used to tour mainly on pilgrimage. But now, the culture has changed. In our country also, many people plan for their tour as a regular affair may be once in a year. At present this growing tourism sector is plagued by a number of factors and there are lots of problems faced by tourists during their tour due to poor facilities, uncertainties, cleanliness, un-safety, Government's apathy, poor infrastructure, law and order problem, visa problems, poor sanitary conditions and pollution, etc. The uncontrolled hotel development programmers caused many problems in the coastal resorts and damage the sand dunes. Traditional foods are replaced by dishes that foreigners expect and prefer.

### Objectives of the Study

- To study the growth and development of tourism in India and Tamilnadu
- To know the socio economic status and behaviors of tourists arriving Tamilnadu
- To study the attitudes of tourists towards tourism facilities in Tamilnadu
- To analysis the tourists' expectation and perception in terms of satisfaction on the existing tourism facilities and services in the Tamilnadu
- To assess the problems faced by tourists at the tourist spots of Tamilnadu

## SUGGESTIONS

In the context of above findings the researcher gives the following suggestions to improve tourism and overcome the problems involved in the field of tourism in Tamilnadu.

1. Most of the spiritual tourism centres in the Tamilnadu have not gained enough publicity. It is suggested that to attract the visitors from other states, tourism department should take necessary steps to promote and popular a special intensive publicity is to be given.

2. The infrastructural facilities such as transportations, sanitation and drinking water facilities are not enough in tourism centres of the study area.
3. It is found that non-availability of rooms and accommodation in peak seasons is one of the major problems. Accommodation is a key component which influences the destination choice of a traveller.
4. In order to facility to travel from lodging, boarding and accommodation State government should give priority to provide the better transport facilities and good frequency with reasonable rates in the main tourist places

### CONCLUSION

The tourism sector is now playing a major role in the economic development of many countries and it is one sector that has shown consistently high global growth in recent years. India, too, achieved spectacular success in tourism with a constant growth rate. Tourist satisfaction is the important factor for that success. The ever changing customer preferences and shorter breaks make it essential for the tourism industry to constantly innovate its products and services in line with changing trends and customer requirements. The present study measured the satisfaction level of tourists who arrived at tourist centres in Tamilnadu. The study area Tamilnadu, especially its coastal areas are unique and priceless treasure of India with tourism point of view. The rich and vast nature wealth like flora, fauna and water resources almost available in the lakes and beaches from this region must be carefully protected and preserved so that tourism potential of the region may be harnessed and tapped properly and its associated activities may also be developed on large scale in order to provide the livelihood security to local people residing in these areas and to boost the local economy. Most of the domestic tourists visit Tamilnadu number of times. While foreign tourists could hardly think of visiting .

### AREAS FOR FUTURE RESEARCH

The study is not an end in itself. From the experience gained through the present study, it is felt that further research can be undertaken on the following topics.

1. A comparative study of tourism spot in different states in India may be done.
2. Further investigation may be warranted on impact of tourism on the state economy.
3. A study may be undertaken to analysis of District Wise Tourist Arrivals and their satisfaction in Tamilnadu, India.
4. A study may be conduct to analysis Pilgrims' Satisfaction with Special Reference to States of Tamilnadu.