

# Tourism Industry in Tamilnadu -An Overview

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**ABSTRACT-** In modern times, tourism has assumed considerable significance both from the cultural and economic points of view. It has been recognized in both developed and developing countries. Tourism is an important factor of economic development since motivates the development of several sectors of the national economy. Tourism industry in India serves as an important means to increase economic growth, increasing quality of life, create employment and improve overall balance of payment position by helping to offset deficit in other sectors. Hence tourism has become a priority sector in the state particularly in Tamilnadu. Tamilnadu also has greater tourism potential having tourist resorts of different cultural backgrounds. This is a land of splendor, serenity and tranquility, renowned for its hospitality. Tourism can reach the vast majority of population and available to a common man. Tamilnadu has a very rich tourism potential, so it is important to assess the development of tourism in Tamilnadu. The growth and development of tourism in a country depends on the corresponding growth of infrastructural facilities like accommodation, transport, information technology and incentive schemes. Hence the study is intended to analyses the growth of foreign and domestic tourist arrivals in Tamilnadu and to study the infrastructural facilities available for the tourist and the economic impact of tourism industry in Tamilnadu.

**Key words:** Tourism, Marketing, Foreign tourists, Domestic tourists.

## I. INTRODUCTION

Francis Bacon aptly remarked, 'Travel in the young sort is a part of education and in the elder, a part of experience'. Tourism allows people to escape from their normal humdrum lives. It is very difficult to describe tourism. If an industry is defined as a number of firms that produce similar goods and services, in competition with each other, then tourism cannot be conceived as an industry because tourism offers complementary rather than competing goods and services. Hence tourism is emerging trend in the global, national and state level. Tourism promotes national integration and international understanding. It has achieved rapid progress due to its capacity to earn foreign exchange, generate employment opportunities and inculcate a sense of solidarity in the minds of people. Tourism has emerged in this decade as the pivotal point of the service sector of the economy and it can help society respond to global challenges in a unique way and which could be brought about and managed properly with an adequate emphasis on ethical values and on poverty alleviation. The dynamic past and the projected growth of tourism sector its broad direct and indirect impact in all the economies, particularly in developing economies makes it a well-suited developmental tool for the underdeveloped and developing economies.

## II. TOURISM IN THE GLOBAL SCENARIO

Tourism as a global phenomenon is well recognized because of its multifarious gains in terms of economy, social harmony, peace, mutual understanding and education. This has been well accepted throughout the world. People now a days realize that tourism as a way of life rather than a luxury reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Governments all over the world are competing with each other in selling tourism and travel, history and culture to the people around the world. The global market trends in tourism are changing due to change in living conditions, free time for leisure, advancement in transportation, development in information technology and the like.

### TOURISM IN INDIA

Over the past three decades tourism has become a global phenomenon and of late it has acquired a stable and important position in world economy. Being a vast country, India provides a variety of attractions for tourists' interest for both Indian as well as foreigners all over the world. India is a land where the many splendid monuments of time

blend with the beauties of nature and hence considered as one of the important tourist centers in the world.

The economic liberalization, open-sky aviation policy, luxury cruises, improved surface transport, tourist trains, increased business travel and e-booking facilities have created a paradigm change in the tourism sector. From a mere service industry, tourism has transformed into a major revenue generating industry.

**TOURISM IN TAMILNADU**

In recent years, tourism has become a priority sector in the state. This is reflected in higher budget allocations, growing partnership efforts between the public and private sectors, increased tourist arrivals, vibrant and vigorous promotion efforts etc. The emphasis is to make tourism a mass movement and a prime mover for promoting entrepreneurship, poverty reduction and economic development. Among the states Tamilnadu assumes the third position. Tamilnadu also has greater tourism potential having tourist resorts of different cultural backgrounds. The life style of people and economic activities, they themselves provide a beautiful attraction to the tourists to visit the state with increased tourist facilities in terms of different socio-economic and marketing indicators. Tourism can reach the vast majority of population and available to a common man. Tamilnadu has a very rich tourism potential, so it is important to assess the development of tourism in Tamilnadu.

**OBJECTIVES OF THE STUDY**

The study focused on following objectives.

1. To analyze the growth of foreign and domestic tourist arrivals in Tamilnadu during 2001-2015
2. To examine the economic impact of tourism industry in the study area.
3. To know the initiatives taken by the government to promote tourism in Tamilnadu.

**III. METHODOLOGY**

This study is based on secondary data. Data were collected from the journals, periodicals, tourism statistical handbook, government published reports, internet and official records of the department of tourism.

**IV. TOURIST ARRIVALS IN TAMILNADU**

Tamilnadu is a wide open to the achievement of ancient legacies with all its modernity and old charm. Tamilnadu has vast colorful canvas studded with natural, cultural, architectural and historical gems make it one of the most interesting and satisfying tourist regions in the country. Tourism promotes understanding, stimulates trade and equitable development of the country. It has an advantage of well- developed networks of roads and other services.

Thus any investment tourism development in Tamilnadu will get increasing trends. Tamilnadu is ranked first in both domestic and foreign tourist arrivals in 2014 and 2015 consecutively in the country. The following table explains the growth foreign and domestic tourist arrivals in India in the period of 2001-2015.

Table 1 Tourist Arrivals in Tamilnadu

S.No	Domestic tourist arrivals(in lakhs)	Growth rate (%)	Foreign tourist arrivals	Growth rate (%)	Total
2001	238.1	---	7.73	-----	245.83
2002	246.61	3.57	8.05	4.14	254.66
2003	270.59	9.72	9.02	12.05	279.61
2004	300.77	11.15	10.58	17.29	311.35
2005	323.39	7.52	11.79	11.44	335.18
2006	392.14	21.26	13.35	13.23	405.49
2007	506.47	29.16	17.53	31.31	524.00
2008	626.18	23.64	20.40	16.37	656.58
2009	780.39	24.63	23.69	16.13	804.08
2010	1030.10	32.00	28.04	18.36	1058.14
2011	1367.51	32.76	33.08	17.97	1400.59
2012	1841.37	34.65	35.62	7.68	1876.99
2013	2442.32	32.64	39.90	12.02	2482.22
2014	3275.55	34.12	46.58	16.74	3322.13
2015	3334.59	1.80	46.85	0.58	3381.44

Source: Tourism Statistics, Department of Tourism

The above table reveals that the continuous growth of foreign and domestic tourists in Tamilnadu year after year. Aggressive promotional strategies and extension marketing campaign through print and electronic media at the internal and international levels and creation, up gradation of basic amenities and infrastructural facilities at tourist destinations have resulted in the increase of tourist arrivals to Tamilnadu.

Figure:I Domestic tourist arrivals (in lakhs)

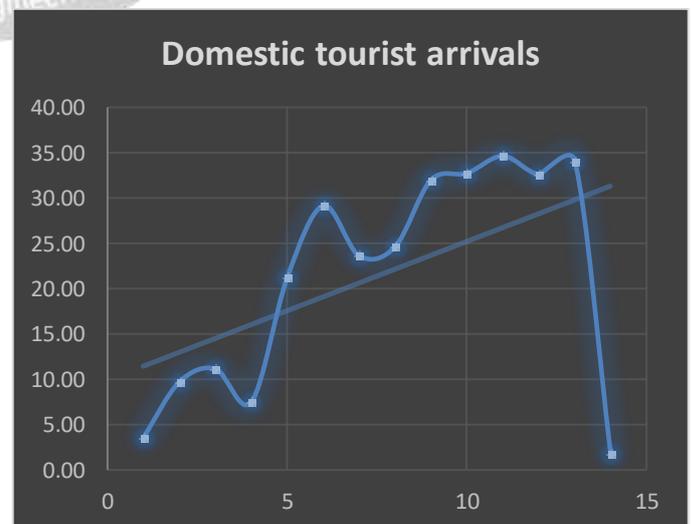
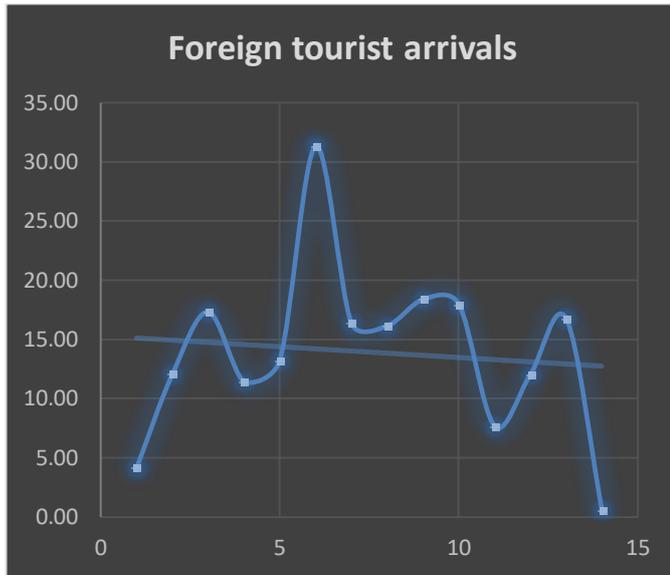


Figure II Foreign tourist arrivals (in lakhs)



### ECONOMIC IMPACT OF TOURISM IN TAMILNADU

The government in its share has also allotted substantial amount for the development of tourism industry. Accordingly, Tamilnadu tourism sector attracts more people every year so as to get maximum foreign exchange earnings. The process of economic reforms introduced at the start of more than a decade has had its own impact. New dimensions have been added to the leisure sector with the emergence of resorts and heritage hotels. The economic impact that would accrue as a result of implementation of the new plan in tourism can be categorized as direct, indirect and incidental.

Tourism plays an important role in economic growth. In Tamilnadu endowed with tradition and western modernity cultural, architectural and natural tourism attractions are abundant. The outstanding economic effect of tourism lies in purchasing power that is generated in the receiving areas through the expenditure of the visitors. The flow of money generated by the tourists by way of their expenditure finds its way into the overall economy through the multiplier effect. Tourism has a number of social and economic benefits such as the promotion of national integration and international understanding, the creation of employment opportunities, the removal of regional imbalances, augmentation of foreign exchange earnings and the like.

### TOURISM MARKETING IN TAMILNADU

Hospitality a South Indian characteristic couples with a rich history and vibrant ecology makes an enchanting combination. With ancient temples, a long coastline, superior infrastructure, Tamilnadu has got its finger on the pulse of what today's tourist want. The state's Tourism Department has chalked out a concrete course of action that is liable to take the tourism potential of Tamilnadu to new heights. Complementing the government encouraging the

inflow of tourist is the host of quality hotels which have sprung up in the state.

The "Vision Tamil Nadu 2023" focused the growth of all the sectors in the economy, especially given more importance to tourism in the form of empowering an efficient and competitive market place. Recently, Tamilnadu tourism brings various marketing strategies to develop and attract foreign, domestic tourists like Marketing Meets, Publicity Campaigns and Exhibitions are conducted at potential regions at domestic and overseas levels. The multifarious tourist attractions, excellent Law and Order, connectivity to destinations, tourist facilities for luxury and budget travel, tourist friendliness are also highlighted in marketing activities.

The state also has tourism friendly with a focus on the development of high-priority tourism infrastructure. It wants to promote environmentally and culturally sustainable and socially inclusive tourism. Another reason the state is famous among tourists' is its active and well-established hospitality sector. The tourism department is also continually working towards increasing the arrival of tourists in the state. Modern technology has facilitated the speed and efficiency with which it is possible to manage and control multi-site operations. In order to make use of the overseas publicity, the application of modern technology has to be promoted in this sector. It is an important mode of tourism promotion. Keeping in view the significance of interest, the Ministry of Tourism has launched a Website which contains all kinds of information related to tourism.

Tamilnadu Tourism Development Corporation (TTDC) was incorporated on 30.6.1971 with the objective of providing infrastructural facilities to all the major tourist destinations in the State. Tamilnadu is the first State to introduce on-line booking of Tours and Hotels in July 2004. This has helped TTDC to improve its revenue significantly through online bookings of Tours and Hotels.

Recently, the Website of TTDC was restructured incorporating several features like Fairs and Festivals, Art and Culture, Medical Tourism, News & Events, etc. Video and Photo Gallery highlighting important Tourist Spots, useful links with other Tourism Websites, Railways, Air Travel, etc. Mobile reservation of TTDC Hotels and Tours also introduced in Tamil Nadu. This has helped the tourists to book TTDC Hotels and Tours through all the mobile networks. The facility of online reservation of TTDC Hotels was earlier provided to only 17 Hotels. It has been extended to cover all the 22 Hotels operated by TTDC.

To boost the sector's prospects, the state is formulating a new tourism policy besides developing Rs500 crore project with the assistance of the Asian Development Bank. A new tourism policy is being formulated, which aims to

attract more high spending tourists and investment in tourism and hospitality related to infrastructure. The policy will also ensure employment for skilled and unskilled persons, besides inclusive development for the local people.

## V. CONCLUSION

In modern times tourism plays an extremely vital role in the economic, social and cultural development of any country. Tourism has emerged as one of the world's largest industries and the fastest growing sector of the economy. Tamil Nadu has diversified tourist attractions like temples, mountains, waterfalls, beaches, monuments, wildlife, hill stations, art, culture, tradition, cuisine and heritage and these attractions have made Tamil Nadu, the "Number One State" in the country. Tamil Nadu is well connected by road, rail and air. Tourist security and tourist friendliness are the factors adding value to the State. Besides that, tourism industry is capable of generating employment opportunities but very small number of people enjoys the employment generation in the field of tourism. Therefore, steps will be taken to train educate and unemployed youth in the tourism related fields and the proposals also include in the schools and college curriculum to create awareness among youth so as to fully prepare and sensitize the coming generation.

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