

# Development of Tourism in Tamil Nadu in the Twenty First Century

Dr. P. Raja  
Assistant Professor  
Department of History  
D.G Govt. Arts College  
Mayiladuthurai, 609 001  
Tamil Nadu.

## Abstract

An attempt has been made to present the profile of tourism development in Tamil Nadu. The tourism industry is now one of the largest sectors earning foreign exchange. Tamil Nadu has a diversity of attractions to offer to the tourists. The Tamil Nadu Tourism Development Corporation was incorporated on 01.07.1971 with the main objective of promoting tourism in Tamil Nadu. The Government of Tamil Nadu is continuously contemplating plans to provide the infrastructural facilities for the development of tourism industry.

**Keywords** – Tourism Potentials, Foreign Exchange, Human Development, Statistical Report, Promotion and Marketing.

## Introduction

The twenty first century has welcomed the tourism industry with a mixed bag containing shocks, uncertainties and a promising future. The tourism industry is now one of the largest sectors earning foreign exchange for the exchequer. In the face of such benefits many countries have started assigning due weightage to the tourism industry in their national development agenda. Tamil Nadu, one of the state of India is a remarkable blend of the ancient, the modern and the picturesque attraction for the tourists. As a veritable treasure trove of art and culture, Tamil Nadu has a diversity of attractions to offer to the tourists. Realizing the vast potentials of tourism industry for creation of new jobs and providing stimulus to economic growth, tourism is viewed, as an important instrument for sustainable human development. In order to exploit the full potentials of tourism industry, it is necessary to have a well thought out policy for tourism promotion and marketing. In this context, an attempt has been made to present the profile of tourism development in Tamil Nadu in order to have a thorough understanding of the existing situation.

This paper consists of Two sections. The first section discourses the growth of tourism industry in Tamil Nadu and the second section portrays the pattern of tourism in Tamil Nadu. The required data for the analyses are collected from secondary sources. The data on tourist arrivals in India has been collected from various issues of Economic Survey of India. The data on tourist arrivals in Tamil Nadu has been collected from Statistics Report, Department of Tourism, Government of Tamil Nadu. The data regarding Tamil Nadu government's receipts and expenditure on revenue account has been collected from the budget speeches of Finance Minister. The period of analysis has been restricted to a period of 11 years from 2007 to 2017. The cross-section analysis of tourist arrivals in Tamil Nadu has been carried out for the year 2017.

## Tourism Growth in Tamil Nadu

Tamil Nadu is a window to the South and it is wide open achieve of ancient legacies with all its modernity and old charm. From the state capital, Chennai to the southern tip Kanyakumari, Tamil Nadu has lot of tourist destinations. It is a land of splendour, serenity and tranquility, renowned for its hospitality. Its vast colourful canvas studded with natural, cultural, architectural and historical gems, makes it one of the most interesting and satisfying tourist regions in the country. The trend in domestic and foreign tourist arrivals in Tamil Nadu is depicted in Table -1.

**Table – 1 Domestic and Foreign Tourist Arrival in Tamil Nadu**

Year	Tourist Arrivals (Jan. – Dec.)				Total
	Domestic		Foreign		
	Number	Percentage	Number	Percentage	
2007	47,44,236	92.7	3,74,537	7.3	51,18,773
2008	56,24,770	94.0	3,56,800	6.0	59,81,570
2009	62,71,385	94.4	3,69,883	5.6	66,41,268
2010	97,58,177	96.9	3,09,451	3.1	1,00,67,628
2011	1,10,41,814	97.1	3,33,877	2.9	1,13,75,691
2012	1,31,09,863	97.0	4,03,424	3.0	1,35,13,287
2013	1,42,11,842	97.0	4,35,473	3.0	1,46,47,315
2014	1,60,25,994	97.0	4,98,121	3.3	1,65,24,115
2015	1,72,14,973	96.7	5,85,751	3.3	1,78,00,724
2016	1,82,02,666	96.7	6,13,982	3.3	1,88,16,648
2017	1,89,28,044	96.7	6,36,642	3.3	1,95,64,686

**Source:** Tamil Nadu: An Economic Appraisal various issues

A glance at Table 1 reveals that there is a fourfold increase in domestic tourist arrivals and 1.9-fold increase in foreign tourist arrivals in Tamil Nadu within a span of 11 years from 2007 to 2017. The percentage of foreign tourist arrivals has declined from 7.3 per cent to 3.3 per cent of total tourist

arrivals. This emphasizes the responsibility of Tamil Nadu Government to frame tourism policies more attractive to foreign tourists.

The same argument is further explored by comparing the compound growth rate of foreign tourist arrivals in Tamil Nadu with that of domestic tourist arrivals in Tamil Nadu and foreign tourist arrivals in India as a whole. For this purpose, the semi log equation is fitted and the compound growth rates are estimated. The compound growth rates are presented in Table – 2.

**Table – 2 Growth in Tourist Arrivals**

SI. No.	Tourist	Compound Growth Rate (per cent)	R <sup>2</sup> Value
1.	TN-total	15.12	0.935
2.	TN-domestic	15.54	0.928
3.	TN-foreign	6.98	0.770
4.	INDIA-foreign	8.08	0.937

In Tamil Nadu, the domestic tourist arrivals have increased at the rate of 15.54 per cent while the foreign tourist arrivals have registered a growth rate of 6.98 per cent only. While comparing with the rate of growth of foreign tourist arrivals in India (8.08 per cent), Tamil Nadu presents a dismal picture. Hence Tamil Nadu Government has to adopt various measures to enhance international tourism in Tamil Nadu.

### **Growth in Tourism Revenue in Tamil Nadu**

The Tamil Nadu Tourism Development Corporation was incorporated on 01.07.1971 with the main objective of promoting tourism in Tamil Nadu. The corporation expanded its activities with the opening of hotels and restaurants and by introducing new tours catering to the growth tourist demand. Tamil Nadu tourist information centres and tourist offices are functioning throughout Tamil Nadu and also at New Delhi, Kolkata and Mumbai. The Government of Tamil Nadu is continuously contemplating plans to provide the infrastructural facilities for the development of tourism industry.

### **Tourism Pattern in Tamil Nadu**

Tamil Nadu has a lot of potential to become one of the best tourist centres in India. Tamil Nadu is endowed with different types of tourist centres such as religious tourist centres, industrial and urban tourist centres, archaeological and historical centres, educational tourist centres. Even though the state has a good number of tourist centres, all of them are not attracting tourists in equal numbers. Chennai is receiving the highest number of tourists every year in the state. Chennai received the maximum of 40,60,630 tourists and Pichavaram received the minimum number of 3,131 tourists in 2007. The tourist centres are ranked according to the total number of visitors and presented in Table 3.

In 2007, 20.75 per cent of total tourists visited Chennai and Pichavaram received only 0.02 per cent of the total tourists. Chennai received maximum number of foreign tourists followed by Mamallapuram, Kodaikanal, Madurai, Udhagamandalam and Kanyakumari. The tourist centres like Connoor, Hogenakkal and Mudumalai which received a meagre percentage of foreign tourists have tourism potential for further development and tourism planning in that direction will be rewarding.

**Table – 3 Centre wise Tourist Arrivals in Tamil Nadu in 2007**

Rank	Name of the Centre	Number of Tourist			Percentage to total
		Domestic	Foreign	Total	
1.	Chennai	37,93,536	2,67,094	40,60,630	20.75
2.	Madurai	20,42,805	45,265	20,88,070	10.67
3.	Kodaikkanal	16,29,462	45,399	16,74,861	8.56
4.	Udhagamandalam	14,54,715	42,199	14,96,914	7.65
5.	Rameswaram	13,61,698	3,338	13,65,036	6.98
6.	Kanyakumari	10,82,744	40,605	11,23,349	5.74
7.	Tiruchendur	10,23,164	6,612	10,29,776	5.26
8.	Palani	9,92,051	3,978	9,96,029	5.09
9.	Mamallapuram	5,98,979	63,881	6,62,860	3.39
10.	Kancheepuram	6,20,255	30,696	6,50,951	3.33
11.	Courtallam	3,92,864	3,047	3,95,911	2.02
12.	Thanzavur	3,48,239	11,467	3,59,706	1.84
13.	Velankanni	2,88,785	1,791	2,90,576	1.49
14.	Kumbakonam	2,29,101	3,270	2,32,371	1.19
15.	Chidambaram	2,25,074	5,376	2,30,450	1.18
16.	Connoor	87,711	1,467	89,178	0.46
17.	Nagoore	60,090	646	60,736	0.31
18.	Hogenakkal	37,665	312	37,977	0.19
19.	Mudumalai	28,913	5,819	34,732	0.18
20.	Poompukar	6,085	372	6,457	0.03

21.	Pichavaram	2,776	355	3,131	0.02
	Total	1,63,06,712	5,82,989	1,68,89,701	

**Source:** Statistical Report, Dept of Tourism, Govt of Tamil Nadu, Chennai 2007

## Conclusion

As a matter of fact, in modern times the tourism plays an extremely vital role in the economic, social and cultural development of any economy. In Tamil Nadu, it has enormous growth potential. God has granted not only attractive tourist places but also given men and women who are living elsewhere, but promoting Tamil Nadu's tourism potential. It is time to redesign many of our tourism packages and undertake an aggressive media policy to promote tourism. If there is no qualitative change in the tourism potential strategy, there will be a loss in tourism traffic.

## References

1. Alagarsamy, S.A. (1996), "Tamil Nadu – Many Attractions for the Tourists", *Yojana*, pp. 79-80.
2. Bhatia, A.K. (2009), *Tourism Development – Principles and Practices*, Sterling Publishers, New Delhi, p.335.
3. Budget Speeches of Finance Minister, Tamil Nadu, 2007-2008.
4. Deivamani, K. and Rajadurai, M. (2003), *A Profile of Tourism Development*, Kanishka Publishers, New Delhi, pp 138 – 144.
5. Economic Survey of India, various issues.
6. Mary and Chung Chow (1996), "Growth in India's Tourism Revenue 1981-1990", In *Profiles of Indian Tourism* ed. By Shalini Singh, A.P.H. Publishing Corporation, New Delhi.
7. Lingappan, A. and Abdul Haneef, N. (2011) "Marketing Strategy of Tourism Industry" in *Kissan world*, pp 55-57.
8. Statistical Report, Dept. of Tourism, Govt. of Tamil Nadu, Chennai, 2007.
9. Tamil Nadu: An Economic Appraisal, various issues.
10. Yadava, J. S. (1999), "Tourism and Role of Media", *Yojana*, pp. 51-53.