

TOURISM INDUSTRY IN TAMILNADU AND INDIA

Dr.D.RAJAKUMARI, Principal
Bharathiyar Arts & Science College (Women)
Deviyakurichi, Attur Taluk
Salem District - 636 112, Tamil Nadu

R.SHANTHI, Ph.D. Research Scholar
Bharathiyar Arts & Science College (Women)
Deviyakurichi, Attur Taluk
Salem District - 636 112, Tamil Nadu

Abstract

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is one of the largest industries with faster expansion in its range and dimension. The tourism industry comprises hospitality, travel, and various other businesses which offer services and products to tourists. The important basic components are: transport, accommodation and locale. 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. 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. Locale means destination or resort, which forms the basis for tourism. The important attractions of tourist destination are pleasing weather, scenic attractions, historical and cultural factors, accessibility and amenities.

Key words: Tourism, tourists, eco-tourism, leisure, recreation, etc.

1. Introduction

Tourism has emerged as a dominant economic factor in India. It has now become one of the largest commercial activities not only in India but also on a global scale. It is considered the 'sunshine' sector all over the world. The tourism industry is an infrastructure industry and economic driver. Tourism 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, a high degree of social backwardness, besides the other environmental problems. 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 country, tourism development can be a very effective tool to achieve overall development. In spite of possessing a variety of tourist attractions, Tamilnadu has not been able to accelerate the pace of tourism in comparison to other states.

2. Concept of tourism

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. 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 products. Tourism is a major socio-economic phenomenon of the modern society with enormous economic consequences. 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.

3. Basic components of tourism

Tourism industry comprises hospitality, travel, and various other businesses which offer services and products to tourists. Tourism does not exist in isolation. The important 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.

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.

4. 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 natural 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.

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.

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.

5. Types of tourists

There are three types of tourists, namely industrial tourist, hedonistic tourist and modern age tourist.

Industrial tourist: The industrial tourists are those to who work. 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 them, meet other people and relax in un-spoilt natural surroundings.

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.

6. 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 32782 square kilometers of the Indian soil. With a land frontier of 15200 kilometer, coastline of about 6000 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.

7. Statement of the problem

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, non-availability of basic facilities in tourist place, lack of domestic and international airport, inadequate transport system, lack of requisite hotel

accommodation, etc. 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.

8. Objectives of the study

1. To study the growth and development of tourism in Tamilnadu and India.
2. To know the socio-economic status and behaviour of tourists arriving Tamilnadu.
3. To study the attitude of tourists towards tourism facilities in Tamilnadu.
4. To analyze the tourists' expectation and satisfaction on the existing tourism facilities and services in the Tamilnadu.
5. To find out the problems faced by tourists at the tourist spots of Tamilnadu.

9. Findings and suggestions

1. Most of the spiritual tourism centres in the Tamilnadu have not gained enough publicity. Hence, 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.
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 traveler.
4. In order to facilitate to travel from lodging, boarding and accommodation, state government should give priority to provide better transport facilities and good frequency with reasonable rates in the main tourist places.

10. 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. 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 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.

11. Reference

- Dimitrios Buhalis (1985). Relationships in the Distribution Channel of Tourism: Conflicts between Hoteliers and Tour Operators in the Mediterranean Region. *The Haworth Press*, 1 (1), 113-139.
- Padmasree & Bharathi Devi Anchula (1983). The Performance of the Indian Tourism Industry in the Era of Globalization: A Conventional Study. *African Journal of Hospitality, Tourism and Leisure*, 1 (4), 15.
- Ramachandran, A., Karthikeyan, G.B., & Kavitha, N. (2008). A Study on Tourism Awareness and Satisfaction in Tamilnadu with Special Reference to Mamallapuram. *JIMS 8M*, pp.11-20.
- Sheeba Rani (2007). Marketing of Tourism Services: A Case Study on Andhra Pradesh Tourism, Visakhapatnam. *Indian Journal of Marketing*, 18-20.
- Vargheese Antony Jesurajan, S., & Varghees Prabhu, S. (1993). Dimensions of Spiritual Tourism in Tuticorin District of Tamilnadu: A Critical Analysis. *Business Intelligence Journal*, 5 (2), 245-251.
- Vijayanand, S. (2012). Pilgrimage Tourism Management Issues and Challenges with Reference to Tamilnadu. *Asian Journal of Multidimensional Research*, 1 (2), 112-127.