

# Role of Government in the Development of Tourism in Tamil Nadu

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## ABSTRACT

Tourism industry in India is becoming one of the powerful service industries in the new millennium. It is not only a significant contributor to GDP and foreign exchange reserve of the country but also it provides large employment. Tourism in Tamil Nadu has registered significant growth in the recent years. The study covered Tamil Nadu Government who is acting vital role in developing tourism industry and assess the government's role through five year plan and tourism policy, tourists' arrivals and foreign exchange. The study has been conducted only about the government's role in growth and development of tourism industry.

**Keywords :** Tourism Development, Tourist arrivals, Tourism Policy, Five year Plans, Foreign Exchange.

## Introduction

Tourism in Tamil Nadu has registered significant growth in the recent years. It is an accepted fact that Tamil Nadu has tremendous potential for development of tourism. The variety of Tamil Nadu's natural and cultural richness provides the basis of a wide range of tourist products and experience, which hug business, leisure, culture, adventure, spirituality, and many others. Apart from acknowledging the traditionally recognized advantages of developing tourism for the promotion of national integration, international understanding, earning of foreign exchange and vast employment generation, it can play a major role in further the socio-economic objectives of Tamil Nadu. The study has tremendous scope for the growth and development of tourism. Simple statistical tools were applied to analyse the data and accordingly the findings are discussed and furnished.

## Tourism Development throughout Five Year Plans

The tourism planning process involves creating a future that is acceptable to the host community as also to others who would be part of the host community as tourists for a short period of time. The five year plan is a mirror of the country's perception about the direction of social-economic progress.

## Tourism Plan payout

The Plan Schemes of the Ministry of Tourism essentially relate to the Tourism Product/Infrastructure Development, Human Resource Development, Promotion, Marketing and Market Research including Perspective Plan. Since most of the infrastructure components and delivery systems are within the purview of the State Governments or private sector, the infrastructure for tourism is mainly being developed by providing financial assistance to State/UT Governments, and by providing various incentives to private entrepreneurs. Table 1 gives the Plan-wise payout over consecutive five year plans of Ministry of Tourism for the First Five Year Plans (1951-1956) to Twelfth Five Year Plan (2012-2017). Amount sanctioned by Ministry of Tourism to various State/UT Governments during the years and information is also tabulated in the following way;

**Table 1. Plan -Wise payout of Ministry of Tourism for the Five Year Plans (1951-1956 to 2012-2017)**  
(in Crores)

Plan Period		Plan payout	Increase/ Decrease
First Plan	1951-1956	NA	NA
Second Plan	1965-1961	3.36	-
Third Plan	1961-1966	8.00	4.64
Annual Plan	1966-1969	10.00	2.00
Fourth Plan	1969-1974	36.00	26.00
Fifth Plan	1974-1979	75.00	39.00
Annual Plan	1979-1980	28.00	-47.00
Sixth Plan	1980-1985	187.00	159.00
Seventh Plan	1985-1990	394.00	207.00
Annual Plan	1990-1991	149.00	-245.00
Annual Plan	1991-1992	176.00	27.00
Eighth Plan	1992-1997	806.00	630.00
Ninth Plan	1997-2002	2481.00	1675.00
Tenth Plan	2002-2007	2900.00	419.00
Eleventh Plan	2007-2012	5156.00	2256.00
Twelfth Plan	2012-2017	15189.73	10033.73

**Source :** Government of India, Marker Research Division, India Tourism Statistics, 2017.

The above Table 1 indicates the Plan-wise payout over during the five year plans of Ministry of Tourism for the First Five Year Plan 1951-1956 to Twelfth Five Year Plan 2012-2017. There was also no allocation for tourism development during the First Five Year Plan. It was Rs. 3.36 crores in the beginning of the Second Five Year Plan and the same rose to 15189.73 crores by the end of 2012-2017. The plan payout had increased 10033.73 crores in Twelfth Plan period over the Eleventh Plan period. The Plan-wise payout throughout the study period had registered a positive trend except in 1979-1980 and 1990-1991 because of political instability.

## Government Role in Tamil Nadu Tourism Scenario

The Tamil Nadu Tourism Development Corporation (TTDC) was incorporated in 1971 with the main object of promoting tourism in Tamil Nadu by building up adequate tourism related infrastructure facilities on commercial basis. Besides owning the largest chain of 55 hotels in South India, the TTDC also provides facilities such as youth hostels, restaurants, boat houses and other tourist attractions covering all the major tourist destinations in the State. TTDC operates 37 types of package tours ranging from half a day to 14 days.

The first Tourism Policy for the State was released by the Chief Minister during 1992. The Policy has guided new investments in Tourism and Hospitality sector. Government gave a major fillip to infrastructure development and tourism promotion, which has resulted in Tamil Nadu becoming a leading state in Tourism growth and development of tourist infrastructure. Tamil Nadu State Government has put new policies in place in the last few years with specific targets to increase the tourism revenue and employment in the tourism sector. For instance, as in the Tenth Plan document of the state of Tamil Nadu, one of the main objectives is to make Tamil Nadu the number one tourist attraction centre in the country with the target to double both domestic and foreign tourist arrivals. Consequently, one can see a huge increase in the outlay in the Tenth Plan compared to the Ninth Plan.

In Tamil Nadu, the Ninth Plan 1997-2002 outlay was Rs. 30 crore, the Tenth Plan 2002-2007 outlay by the state government has been increased to Rs. 102 crore with additional investments from the central government and the private sector adding up to Rs.1202 crore. “Enchanting Tamil Nadu - Experience yourself” Campaign was launched by the Chief Minister of Tamil Nadu in October 2003 during the 64th SKAL conference. It represents heritage, history, culture, spirituality and peace which are the core strength of tourism in Tamil Nadu. The emphasis on “Experience” is considered as a powerful message and is in line with modern day tourism. This campaign formed the basis of our marketing efforts during 2004-2005.

Eleventh Plan Outlay during 2007-2012 was Rs.174.95 crore and Twelfth Plan Outlay during 2012-2017 will be Rs.364 crore.<sup>2</sup> The State targets a foreign tourist’s inflow of 15 million by 2023. Efforts are also made to promote medical tourism, eco-tourism, adventure tourism, heritage tourism and pilgrimage tourism. Of 788 places in the world declared by UNESCO as heritage sites, 26 are in India. Tamil Nadu is bestowed with 5 world heritage attractions. This is the highest for any State. Tamil Nadu Government declared 48 Heritage places in the State. All

the important roads leading to the heritage places, high density temples and shrines will become integral part of Cleanliness Drive movement.

The preparation of the 20-year perspective tourism plan for Tamil Nadu has been principally for identifying development aspects of the tourism industry including identification of new tourism product in the state so that a direction and long-term goals can be evolved for a meaningful and growth oriented tourism in the state. The Department of Tourism, Ministry of Tourism, Government of India, invited offers from reputed Consultancy firms for preparing the 20-year perspective tourism plans for different states in India. The preparation of a Perspective Tourism Plan for the state of Tamil Nadu, assigned by the Department of Tourism of Government of India, has been to identify development aspects of the tourism industry in the state for a long term perspective and produce a meaningful plan report covering all facets of the state tourism so that later on a perspective tourism plan at the country level can be prepared.

Now the “Vision Tamil Nadu - 2023” released by the Chief Minister envisages a major role for Tourism in the overall development of the state. To achieve the targets set in the Vision document, a new Tourism Policy is being formulated. The new Tourism Policy aims to attract more high spending tourists and also investments in tourism and hospitality related infrastructure. The Policy will also ensure employment for skilled and unskilled persons, besides inclusive development for the local people. There are three types of tourists visiting the State, International, Inter-State and Intra- State tourists. Separate strategies have to be evolved to attract each category of tourists. Infrastructure for tourism includes development of hotels and resorts, theme parks, entertainment complexes, improvements to heritage and archaeological monuments, development of places of tourist interest and connectivity to places of tourist interest. The state targets a foreign tourist inflow of 15 million by 2023. The estimated total investment in various projects amounts to Rs. 10,000 crore.<sup>3</sup>

### **Tourism and Marketing**

As a measure to attract large number of tourists and to reach out to them, the Department of Tourism has launched the following initiatives:-

### **Cultural Festivals and Fairs**

Tamil Nadu's ancient and rich cultural legacies and heritage and a variety of living traditions and cultures spread over throughout the State have high marketability. It is proposed to identify new festivals and showcase them

throughout the country and also abroad. A calendar of the above programmes prepared and distributed well in advance to all concerned through departmental offices across the country and also the Government of India tourist offices abroad will enable dissemination of the required information to the prospective tourists. One of the competitive advantages of Tamil Nadu is its year-round festivals. Since foreign tourists are attracted by the cultural richness of the state, the government sponsors several of these festivals throughout the state, in order to fulfill tourist aspirations:

- Summer festivals in May and June
- Harvest festivals in January and June
- Cultural fairs in February-March, December-January

The calendar of festivals is released in the form of a brochure, with the aspiration that tourists will prepare their itinerary around festivals of particular interest to them. For instance, and as noted above, 52 percent of international tourists to Tamil Nadu reside in the one of 6 countries: UK, USA, Japan, France, Germany and Sri Lanka.

### **Brand Promotion**

**“Discover Tamil Nadu Campaign”.** As an opening gambit, a special campaign Discover Tamil Nadu 2012-2016 is being rolled out. The Department will arrange for Fairs & Festivals and special events during this period in India. Art & craft will be given fillip by organizing sale-cum-demonstration events making it interesting for the tourists to participate. To promote the cuisine of the State, like Chettinadu, Kongunadu, Madurai and Tirunelveli varieties, to name a few, food festivals will be organized. All these events will be held in the backdrop of important tourist destinations and adequate multi-lingual publicity will be given to attract international as well as domestic tourists.

### **Tourist Information Centres**

In order to disseminate information about tourism in Tamil Nadu, the State Government has opened 19 Tourist Information Centers - 16 at local railway station and airports and 3 in other states. It is very important to make these centers truly available to tourists. Tourist offices should be opened 24 hours - 7 days a week - at airports and possibly railways.

## Domestic Tourist Arrivals in Tamil Nadu

The growth of domestic tourist arrivals in Tamil Nadu over the period under consideration is given in Table

2.

**Table 2. Domestic and Foreign Tourist Arrivals in Tamil Nadu**  
(in lakhs)

Year	Tourist Arrival		Increase/decrease		Growth	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
2002	<b>246.61</b>	8.05	-	-	-	-
2003	<b>270.59</b>	9.02	23.98	<b>0.97</b>	90.72	<b>12.05</b>
2004	<b>300.77</b>	10.58	30.18	<b>1.56</b>	11.15	<b>17.29</b>
2005	<b>323.39</b>	11.79	22.62	<b>1.21</b>	7.52	<b>11.44</b>
2006	<b>392.14</b>	13.35	68.75	<b>1.56</b>	21.26	<b>13.23</b>
2007	<b>506.47</b>	17.53	114.33	<b>4.18</b>	29.16	<b>31.31</b>
2008	<b>626.18</b>	20.4	119.71	<b>2.87</b>	23.64	<b>16.37</b>
2009	<b>780.38</b>	23.69	154.2	<b>3.29</b>	24.63	<b>16.13</b>
2010	<b>1030.1</b>	28.05	249.72	<b>4.36</b>	32.00	<b>18.40</b>
2011	<b>1367.51</b>	33.08	337.41	<b>5.03</b>	32.76	<b>17.93</b>
2012	<b>1841.37</b>	35.62	473.86	<b>2.54</b>	34.65	<b>7.68</b>
<b>Compound Growth Rate</b>					<b>22.65</b>	<b>17.12</b>

**Source :** 20 year Perspective Tourism Plan for the State of Tamil Nadu, Final Report, March 2013, Chapter-4, pp.1-27.

Table 2 shows that the shares of domestic tourists visit in Tamil Nadu, during the years 2002 to 2012. The total number of domestic tourist in the beginning of the 2002 study was 246.61 lakhs and the same rose to 1841.37 lakhs by the end of 2012. The arrival of domestic tourist had increased to 473.86 lakhs in 2012 over 2011 and compared with study period 7.4667 times increasing domestic arrival trend during this period. That the arrival of tourist throughout the study period had registered a positive trend. There has been a continuous increase in domestic tourist visits in Tamil Nadu from 2002 to 2012, with the compound annual growth being 22.65 per cent. It is clear that growth in the arrival of foreign tourists increased regularly. This is because of the policy matters of the respective countries. However, the above table indicates the statistics on foreign tourists' visits to Tamil Nadu during the years between 2002 and 2012. The total number of foreign tourist in the beginning of the 2002 study was 8.05 lakhs and the same rose to 35.62 Lakhs by the end of 2012 and increased 4.425 times compared with study period. The arrival of tourist throughout the study period had registered a positive trend. That there has been a continuous increase in foreign tourist visits from 2002 to 2012, with the compound annual growth rate of foreign tourist visits to Tamil Nadu from 2002 to 2012 being 17.12 per cent.



## Foreign Exchange Earnings from Tourism in Tamil Nadu

The foreign exchange earnings in Tamil Nadu over the period under consideration are given in Table 3.

**Table 3. Foreign Exchange Earnings from Tourism in Tamil Nadu (in lakhs)**

Year	Foreign Exchange Earnings (in lakhs)	Increase/Decrease (in lakhs)	Growth Percentage (in)
2002	1809	-	-
2003	1913	104	05.75
2004	2283	370	19.34
2005	2556	273	11.96
2006	3020	464	18.15
2007	5430	2410	79.80
2008	6236	806	14.84
2009	6796	560	08.98
2010	9889	3093	45.51
2011	10383	494	05.00
2012	11823	1440	13.87
<b>Compound Growth Rate</b>			<b>23.51</b>

**Source :** 20 year Perspective Tourism Plan for the State of Tamil Nadu, Final Report, March 2013, Chapter-4, pp.1-27

The above Table 3 depicts the foreign exchange earnings from tourism in Tamil Nadu from 2002 to 2012.

The beginning of the study 2002 was Rs. 1809 Lakhs and the same rose to Rs.11823 Lakhs by the end of 2012. The foreign exchange earnings had increased Rs.1440 Lakhs in 2012 over 2011. There has been a continuous increase in foreign exchange earnings from 2002 to 2012. It is observed from the above Table 3 with the compound annual growth rate of foreign exchange earnings from 2002 to 2012 being 23.51 per cent.

## Conclusion

This study gives a detailed outlook on the visit of domestic and foreign tourists to the Tamil Nadu. This analysis helps to government to improve tourism. A compilation of data regarding flow of domestic and foreign tourists helps to find out the cluster of tourist visit, in Tamil Nadu. The present study aims at the Role of government in growth and development of tourism. The tourist arrivals in the state of Tamil Nadu would enable forecasting tourist arrivals for better planning and allocation of resources efficiently in order to improve outcomes both in terms of increasing the tourist arrivals as well as generating revenue and increasing employment. The government of Tamil Nadu need to recognize that the economic and job- creation benefits of a strong growing travel and tourism sector can only be fully realized if a favourable and supportive role in the tourism industry. It should ensure that this sector is at the heart of its policy making. Tourism can exist without increasing co-operation between the public and private sectors.

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