

AN ANALYSIS OF TOURISM INDUSTRY IN TAMIL NADU

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Abstract

Tamil Nadu is resplendent with abundant tourist attractions. The multifarious tourist attractions include historical monuments and forts, towering temples and places of worship, green mountain valleys and tea gardens, about 1076 km. long coastline dotted with pristine beaches, flora and fauna etc.. Tamil Nadu offers five UNESCO-World Heritage Attractions – Mamallapuram, Thanjavur, Darasuram, Gangaikonda Cholapuram and Nilgiri Mountain Railway. The State is known for its rich cultural heritage, crafts, silk and cuisine which adds great value to the tourist attractions. The Tourism Sector is being given a major fillip. The world class road connectivity and support facilities are important factors which attract the tourists. Infrastructural development and aggressive marketing have made the brand “**Enchanting Tamil Nadu – Experience Yourself**” very popular. The uniqueness of our State is highlighted in the potential regions. Tamil Nadu could showcase its multifarious tourist attractions in India and abroad through various travel marts and exhibitions to realise its immense tourism potential. “**The Vision Tamil Nadu - 2023**” document envisages a major role for tourism in the socio-economic development of the State besides major private sector investments in Tourism Sector. A target of 150 lakh foreign tourist arrivals is set for the year 2023.

INTRODUCTION

The tourist arrivals increased continuously during last four years. Consequently Tamil Nadu is ranked first in both domestic and foreign tourist arrivals for the year 2014 realising the vision of Hon’ble Chief Minister to make Tamil Nadu the number one State in tourism growth. During 2014, 3275.55 lakh domestic tourists and 46.58 lakh foreign tourist arrivals have visited Tamil Nadu. Tamil Nadu Tourism rededicates itself to sustain

the growth, further improve the performance and make Tourism a core industry in the State. Tamil Nadu tourism acknowledges the support and co-ordination extended by all stakeholders.

**FOREIGN TOURISTS ARRIVALS TO INDIA AND THE PERCENTAGE
SHARE OF TAMIL NADU**

Items	2013	2014	2015
All India	6290319	20731495	19951026
Tamil Nadu	822568	3561740	3990490
% Share	13.1	17.18	20.0

Source : Commissioner of Tourism, Chennai-2

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Tourism Fairs and Festivals:

To attract more tourists to important tourist centres, Tourism Fairs and Festivals were organized to the tune of Rs.1.85 crores during 2014-15. Among this, the Indian Dance Festival was conducted in a big way at World Heritage Centre at Mamallapuram for Rs.50 lakhs which attracts both foreign and domestic repeat tourists every year. Moreover, Government Exhibition was conducted at Madurai, Coimbatore, Tirunelveli, Salem, Thanjavur, Thoothukudi, Thiruchirapalli and Thiruvannamalai. The summer festival was conducted at Ooty, Kodaikanal, Yercaud, Valparai, Elagiri, Kalrayanmalai,

Javvadumalai, Courtallam. Tamil's traditional festival of Pongal Festival and World Tourism Day were celebrated in all the Districts. Apart from this, Tamil Nadu Tourism participated in the Tourism Fairs organized at Jaipur, Panaji, New Delhi, Mumbai and Vijayawada. To publicise the tourism wealth of Tamil Nadu overseas, Tamil Nadu Tourism participated in Pacific Asia Travel Association (PATA) held at China, World Travel Mart (WTM), London and International Tourism Bourse (ITB) held at German.

INDIAN TOURISM INDUSTRY 2014-2015

INDIAN TOURISM	2014	2015
Foreign Tourist arrivals in India (in Million)	6.57	6.97
World Tourist arrivals (in Million)	1035.0 (provisional)	1087.0 (provisional)
Percentage share of India in World Tourist arrivals during the period	0.64	0.64
World Tourism Receipts (Excluding Fare receipts) (US \$ Billion)	1075 (provisional)	1159 (provisional)
Estimated Foreign exchange receipts of India during the period (in US \$ Billion)	17.7	18.4
Percentage share of India in World Tourism receipts	1.65	1.59
Estimates number of Domestic Tourist movement in the country during the period (in million)	\$1045.05	1145.28 (provisional)
Estimated direct employment in Tourism (For every one lakh Rupees)	--	--

Source : \$DTV Figure of 2015 has been revised Source: Commissioner of Tourism, Chennai-2

Tourism Infrastructure:

Tamil Nadu Tourism in association with Asian Development Bank has creating good quality infrastructure facilities at Tourist Centres in Tamil Nadu for Rs.450 crores. Among this, Underground sewage system at Udthagamandalam, Public conveniences at important tourist centres, infrastructure facilities at Mudaliarkuppam Boat House and

Muttukadu Boat House areas. A Butterfly Park at Melanai, Srirangam in Tiruchirappalli District is being created at a cost of Rs.3.37 crores with the Tourism Department funds. In addition to this, infrastructure facilities at Top Station in Theni District for Rs.98 lakhs, a pilgrim rest shed at Arulmigu Prasanna Venkatesa Perumal Temple, Thiruparkadal in Vellore District for Rs.25 lakhs has been constructed. A tourist rest shed at Manalmadha Church in Thoothukudi District at Rs.30 lakhs has also been constructed. Guide Training has been imparted to 60 tourist guides.

A Hot-Air Ballooning show has been conducted at Pollachi in Coimbatore District. Tamil Nadu Tourism has enrolled in the Madras Flying Club as a member which offers sea-plane services and helicopter services whenever required. Initiatives are on to introduce “Helicopter Service” between Madurai – Rameswaram and Madurai – Kanniyakumari sector through M/s. Pawanhans Limited, New Delhi (A Government of India Undertaking) to attract high end tourists. Also, to attract adventure lovers, sea-planes, sailing and surfing arranged as an Adventure Tourism activity. All these activities of the Department helped to achieve the first rank in India in both domestic and foreign tourist arrivals. With the support of various line departments, travel agents, tour operators, hoteliers and related agencies, Tamil Nadu could aggressively promote Tourism in recent times. Tamil Nadu Tourism has spent Rs.103 crores for Tourism Advertisement and Publicity under the title “Discover Tamil Nadu Campaign 2014”.

TAMIL NADU TOURISM DEVELOPMENT CORPORATION (TTDC)

TTDC offers tour packages, hotels with advanced facilities and beautiful boathouses to the foreign and domestic tourists. TTDC introduced tour packages to Guruvayur and Top Slip. Lifts are placed in ten Tamil Nadu Hotels for RS.1.92 crores. Modern kitchen equipments have been introduced at Hotel Tamil Nadu, Udthagamandalam, Yercaud, Rameswaram, Krishnagiri and Kodaikanal for RS.77 lakhs. A conference hall is constructed for RS.40.61 lakhs at Hotel Tamil Nadu, Hosur. 81 new boats were purchased for the boathouses. The new banana boats in Mudhaliarkuppam

appreciated by the tourists. Management training was imparted to the Managers and cooking training to all cooks of all Tamil Nadu Hotels. Five new luxury coaches were purchased for Rs.2 crores. Toll free telephone number (1800 4253 1111) has been introduced for the free access to the tours and hotels of TTDC. This is well appreciated by the tourists. India Tourist and Industrial Fair has been conducted for 70 days with the funds of Rs.75 lakhs of the State Government. 47 Government pavilions were erected in the fair which showcased the welfare schemes of the Government to the general public. This fair was witnessed by 11.60 lakh tourists.

Tamil Nadu remained a leading State in tourist arrivals and the State is a “**Medical Tourism Hub**”. Large number of places of worship like Rameswaram, Madurai, Srirangam, Thiruvannamalai, Kancheepuram, Chidambaram, Arupadai Veedu Temples, Navagraha Temples, Nava Thirupathigal Temples, Nava Kailayam Temples, Velankanni, Nagore etc. attract lakhs of tourists from other States and Overseas. During summer, the hill resorts like Ooty and Kodaikanal are visited by thousands of tourists. The direct train connectivity to major tourist destinations from different parts of the Country helps in the movement of large number of tourists to our tourist centres. The tourist arrivals has increased continuously during last four years.

Consequently Tamil Nadu is ranked first in both domestic and foreign tourist arrivals for the year 2014 realising the vision of Hon’ble Chief Minister to make Tamil Nadu the number one State in tourism growth. During 2014, 3275.55 lakh domestic tourists and 46.58 lakh foreign tourist arrivals have visited Tamil Nadu. Tamil Nadu Tourism rededicates itself to sustain the growth, further improve the performance and make Tourism a core industry in the State. Tamil Nadu tourism acknowledges the support and co-ordination extended by all stakeholders.

TOURIST ARRIVALS IN TAMIL NADU

(in Nos.) Year	Domestic	Foreign	Total
2005	27059002	901504	27960506

2006	30076832	1058012	31134844
2007	32339478	1179319	33518787
2008	39214721	1335661	40550382
2009	50647188	1753103	52400291
2010	62618252	2040419	64658671
2011	78037607	2369050	80406657
2012	103010435	2804504	105814939
2013	136750750	3308438	140059188
2014	184136840	3561740	187698580
2015	244232487	3990490	248222977

Source : Commissioner of Tourism, Chennai-2

Steps to improve the Tourism Sector in Tamil Nadu

□ **Enhance Business travel segment:** Significant efforts should be done to enhance business travelers' experience in Tamil Nadu. This type of travel constitutes a high spending base. Business people tend to spend more in stores and restaurants, because their hotels and plane tickets are often paid by their employers. They also make repeat vacation trips with their families when their traveling experience is good. Thirdly, the business travel is less seasonal and means a larger business travel base can be expected to help ease the boom-bust travel cycles associated with leisure travelers.

□ **In encouraging private sector,** the tourism department will be a facilitator for development without being a partner or investor. Also, encourage participation of Corporate Sector, Oil companies for increasing certain tourist infrastructure facilities like Cruises, Star Hotels, Resorts, Air-Charter tours, Heli-taxi and wayside facilities close to petrol-pumps.

□ **Enhance Human Resource Development** in Tourism and Hospitality sector by conducting management courses at various educational institutions and training programmes for tourist guides, among tourism service providers through capacity building and training.

□ **Improving destination connectivity,** wayside amenities and security will boost word of mouth promotion. Cleanliness and security (in particular for women) in and around the tourist sites is a key concern for foreign tourists, and there is an urgent need to improve them. The recent incidences of assaults on women in India (including foreign tourists) have greatly damaged India's image and consequently tourism prospects.

□ **Standardization of rates and fares** will also help boost foreign tourist confidence vis-à-vis the prevalent feeling of being discriminated against and cheated. Concerted efforts and strict penal actions must also be taken to reduce incidents of tout and harassment of tourists in some places.

Conclusion

Tamil Nadu has vast untapped potential in tourist and its allied sectors and there is a lot of scope for its future development and promotion. It needs a long term plan for this industry with periodic evaluation and revision. A “one size fits all” approach to tertiary activities including tourism, will not help. Tourism’s uniqueness should be clearly understood. The preparedness for new challenges can be tested by growth coupled with qualitative changes. Tamil Nadu was the most visited tourist destination by both Indian and International tourists in 2014 with over 320 million domestic visits and 4.6 million foreign visits. It has places of historical, cultural and architectural significance. Tourism in Tamil Nadu is promoted by Ministry of Tourism by the state government with a logo *enchancing Tamil Nadu*. TTDC promotes tourism in the state by arranging various functions and events. The capital city of Tamil Nadu -Chennai- is the only place in India to be listed in "52 places to go around the world" by "The New York Times". Marina beach in Chennai is the second longest beach in the world and Chennai is home to numerous historic temples and parks. Chennai is also nicknamed as the *Gateway of South India*.

Scope for Future Research

The following titles shall be suitable for further research in the major areas of Tourism.

- A Study on Medical Tourism Initiatives in Tamil Nadu and Dubai.
- Major Problems and Prospects for Eco Tourism in India.
- Issues and challenges for Domestic and Foreign Tourists.
- A study on Travel and Tourism management strategies in India and abroad.

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