CHAPTER – 1
INTRODUCTION

Travel from the earliest times has held a fascination for mankind. The urge to explore new places and seek a change of environment and experience is not new. Rapid development of transport and communication has made the whole world practically one neighbourhood and has made travel an easy affair. This gives rise to movement of a large number of people from one country to another. The force behind this phenomenon is tourism. The tourism phenomenon has attracted almost the entire world.

Tourism is the most widely spoken term in the present day world. The tourism industry has been the fastest growing industry of the world at this juncture. Tourism is an important means of promoting cultural exchange and international cooperation. Tourism is sensitive to world’s economic and political condition also.\(^1\) Tourism industry has been fashionably termed as “recreation industry, ‘leisure industry’ or ‘hospitality industry’”. It is considered to be the second largest industry, next to the oil industry in the world’s economic scenario.

The world has become a global village because of the technological development. It has enabled people to travel rapidly and quickly and utilise the available leisure time to a maximum level.

In India the tourism industry is the third largest foreign exchange earner next to the export industry of gem, jewellery and garment. The tourism industry generates a large amount of foreign exchange with low capital investment when compared to other industries. Tourism also has a tremendous positive impact on the cultural and social aspects of the host countries.

Around the world travel and tourism have an immense economic impact. It is said that "Travel is the fourth dimension of modern economics". Tourism is a highly labour intensive industry and hence it gives a valuable source of employment for the developing countries. It provide a wide range of jobs both direct and indirect. The basic infrastructure of tourism, the construction of transport system as well as accommodation, create jobs for thousands of workers both skilled and unskilled.

Tourism is a manpower intensive activity and increasingly provides direct and indirect employment both in the skilled and unskilled categories. This industry is a highly labour-intensive service industry and hence it gives a valuable source of employment for the developing countries. It provides a wide range of jobs which extend from the unskilled to the highly specialised.

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The basic infrastructure of tourism, the construction of transport system as well as accommodation, create jobs for thousands of workers both skilled and unskilled. Tourism is not only a generator of employment, but also attracts foreign exchange. As it is a fast expanding industry it needs both skilled and unskilled labour. The hotels and restaurants are engaging both skilled and unskilled labour. Indirect employment opportunities generated by this industry are one of the important characteristic features.

Tourism in its full essence is not a single phenomenon. It is a combination of various activities. It includes Transport, Accommodation, Places of historical interest, and other tourism product like traditional dances, festivals, music and handicrafts. The network of Tourism is more wide and is also fast expanding. If any country has to make its economy more fierce and felt in the world market, it is important, that they maintain a good network in this field of tourism.

The tourism industry is termed as the smokeless industry. It is devoid of negative aspects of other industries, which pollute the environment to a greater extent. The tourism industry helps in preserving the flora and fauna of the earth. This industry is an eco-friendly industry. The wildlife sanctuaries, the bird sanctuaries, hill stations and the national parks help in maintaining the Ecological balance. Tourism industry is said to have two tier positive impact.
"First the environment is kept free from the smokes or other industrial hazard and second, the tourist centres directly contribute to ecological balance".\(^3\)

Tourism also has its say in the field of society and culture. When people visit different places, they come into contact with various kinds of people with different habits, traditions, culture and social practics. The tourist might have been influenced by some traits of the strange countries or places they visit.

Tourism industry is an important source of income for many countries, some 150 of them have set up their national tourist organisation to attract foreign tourists to their own country and to encourage their people to travel to other countries. Every country wants to earn more dollars than its neighbours because this money helps them improve the economic conditions of their own people.

Tourism is considered to be the biggest single item in international economic exchange representing 10% of the total. As an industry it has a distinct effective manner of transferring resources from the affluent to the developing societies. The possibilities of economic development in India, induced by tourism are infinite. For it is the industry which uses small foreign exchange investments and generates very large returns in the shortest possible time. The multiplier effect of tourism is equally of great importance to our national economy.

\(^3\) Ibid., p.34.
In India Tourism is claimed to have been the first attempt by the Ministry of Tourism of Government of India to arrive at the ‘National Tourism policy’ in the House of Parliament in 1982. This organisation is called the Department of Tourism which is under the Ministry of Tourism and Civil Aviation. The Indian Government welcomes foreign tourists both for friendship and for the income and jobs they generate. The intention of announcing a national policy on the subject was stated to give a new sense of purpose and direction to its development and promotion to add new value to tourism. India’s first Prime-minister Jawaharlal Nehru who was very keen on promoting tourism once gave a message to the people of India, “Welcome a Tourist and send back a friend”.

The late Indira Gandhi and Rajiv Gandhi too were great supporters of Tourism. So if we happen to meet a foreign visitor we should be warm, and polite to him, for he is our guest in our country. If he goes back happy he will motivate and encourage many of his friends to visit our country. More tourism is generated by the friendliness of the local people than by all the advertisements. This is called publicity by word of mouth, which is very effective. No one wants to visit a country where the people are rude and cold.

The promotion of tourism can be a great encouragement to economic development particularly employment. This industry comprises a complex combination of various economic activities and industries and the travel agencies and tour operations. Tourism is a worldwide trade with international
dimensions, a component of national economics; it contributes to the receipts expenditure and a balance$^4$ of payments of different countries; it is a means for earning foreign exchange and provides employment. Tourism has become the gold mine of 20$^{th}$ Century.$^5$ Tourism is a nation building activity and an effective instrument for national integration. It has a great potential for breaking barriers of caste, creed and language and for promoting international understanding.

Popular interest in cultural identity, ethnic roots, social history and unique local traditions have furthered the protection of historic sites and monuments. As early as 1970s most nations had established national policy and legal and economic tools for the preservation and continued use of historic and artistic patrimonies$^6$. The growing awareness of the value of cultural resources was reinforced by legislation and the preservation of Professionalism in public and private agencies.

Architecture, painting, sculpture and music are the important components of culture tourism. Tourism can also contribute to educational level in which both the visiting and the receiving nation help in securing other benefits. It breaks down provincial conservative barriers, wearing out prejudices, creates better understanding of other areas within the country It exchanges the national integration among the pluralistic society.

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$^6$ G.S. Bhatia, Tourism in the 21$^{st}$ Century, Anmol Publication, Delhi, 1996, p.93.
The International Tourism Policy Forum of the George Washington University held its First International Assembly of Tourism policy Experts in November 1990. Its operational goal was to formulate an assessment framework for international tourism policy analysis. It was felt such a framework would be helpful in assisting Governmental business and international organisations. By the effect of this International Tourism Policy Forum "Resident Responsive Tourism" became the watchword for today.

Tourism is playing a major role in improving international understanding by bringing people of various countries face to face. This creates a close relationship among the people and promotes good will among men; it creates a heightened awareness of the rich cultural heritage of the different nations and a deeper appreciation of their worth thus contributing to world peace. It helps people come closer to each other; it makes them understand the different ways of life and recognise the needs and hopes of others; it thus lays a human foundation for world peace.

Thus tourism considered as a cultural and technological ambassador. It is an industry without smoke, an economic multiplier; as an instrument of social progress; as a promotor of national integration and international understanding of good will and peace. Since tourism is a fast developing industry in which human labour will always be the dominant element, countries with the surplus labour should have an obvious interest in developing the
tourist industry to provide adequate employment for their population.\(^7\)

According to the experts in the Departments of Tourism Government of India. It is said that one tourist gives employment to 3 persons directly and 9 persons indirectly in the field of Transport Accommodation and Travel agency. Being a service industry, it also creates employment opportunities for the local population.

Tourism industry helps in creating goodwill and friendship between the countries of different culture and tradition. The tourism industry can serve as a backbone for world peace\(^8\). Thus tourism industry serves as a harbinger of international peace and understanding. The Indian culture, which is considered to be far superior to the western culture, has a profound influence on the foreign tourists in the field of philosophy, traditional practices, religion, and cultural heritage. No other country has such a continuity of cultural heritage as we Indians have.

Tourism helps to promote exchange of ideas and views and facilitates interaction of people and their culture. It is a potent instrument for achieving national integration better international understanding and it is ultimately a unifying force of countries. It also offers opportunity to the youth of a country for taking up activities of nation building character like sports, adventure and the others. Tourism helps to preserve our culture and national heritage; it helps

\(^7\) Ibid, p.49.
the people of the country to know and understand the customs and tradition of
the country visited, with its distinct characteristics.

Available statistics on tourism jobs, sales output, and investment tax
revenues and other key economic activities than other industries and most often
identified as the engine of national economic development. It is estimated that
the foreign exchange earnings in the year 2000 was 6970.3 crores which
increased to 42.7% in the year 2004 as 11,186 crores. Today tourism is the
largest net earner of foreign exchange.9 Engineering gems and jewellery have
no doubt larger gross earnings of foreign exchange than tourism, but the
investment in foreign exchange on tourism is far less than in gems and
jewellery.10

The Central Tourism Department has proposed to achieve the target of
attracting 50 lakhs international tourists in a year and earn foreign exchange
14000 Crores of Rupees by the end of this century.11 Yet it is the largest single
employer in the world, removing regional imbalances, providing employment,
sustaining many traders like handicrafts involving the optimum use of
manpower. The volume of receipt from international tourism is to be of greater
magnitude than that of merchandise export.

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Dr. N.K. Sengupta said. "Tourism business which yields the maximum net foreign exchange for the country will soon be accorded an industry status. It is only a question of time for completing the formalities so as to give tourism the state of an industry". In a report released by WTD, it is pointed out that South Asia recorded a net improvement in the growth rate of international tourism with an increase of almost 5 per cent in tourist arrivals in 2005, an increase of 6.1 per cent over the previous year. The overall results of South Asia were largely determined by the positive trend of arrivals in India that is 3.8 percent. India represents 52 per cent of total arrivals in South Asia Region.

Tourism business which yields the maximum net foreign exchange for the country was accorded an Industry Status in the year 1988. Tourism as a concept has become a production activity which creates utility by putting things into a useful form which brings about an increase in utility and provides economic value to things which would otherwise be unproductive.

Tourism is the manpower intensive activity and increasingly provides direct and indirect employment both in the skilled and unskilled categories. This industry is a highly labour-intensive service industry and hence it is a valuable source of employment for the developing countries. It provides a

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13 Travel Trade India, Delhi, July'98, p.18.
wide range of jobs which extended from the unskilled to the highly specialized.

Apart from the people involved in Management it requires a large number of specialist personnel to work as accountants, house keepers, waiters, cooks and entertainers, who in turn need large number of semi-skilled workers such as porters, chamber maids, kitchen staff and gardeners. This industry offers employment indirectly to those who are involved in the furnishing and equipment industries, souvenir industry and farming and food supply.

Tourism industry is an important source of income for many countries. This is almost an assured channel of financial flow from richer countries to the developing countries, raising the latter's export earning and rate of economic growth. Income from international in the form of foreign exchange earning adds to the national income. It also helps indirectly to support many other industries which supply goods and services to the tourism industry. It provides various transport facilities and is connected with other important cities and villages by road, train and air.

The human resources coupled with the history of cultural heritage contribute to the richness of the landscape and its economic development; this inspired the researcher to study the culture and economic aspects of tourism with curiosity. This study is an effort to outline such human elements having

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cultural and economic values in Tamil Nadu with a special reference to Cholamandala Region.

**Hypothesis**

Given the religious and cultural resources of heritage, art, architecture and indigenous lifestyle of local people, tourism promotion can definitely stimulate economic aspect of development in the Cholamandalam region of Tamil Nadu. Tourism development has to be research-based, appropriate and technologically sound to integrate with other sectors of regional economy. The contrary can be counter productive and is likely to damage the resources.

Gifted with some of the cultural resources, Cholamandalam can be placed on the world tourist map with sound marketing management techniques which shall develop it into a growth center capable of feeding and rejuvenating the Tamil Nadu region.

**Purpose of Study**

The present study was undertaken with three basic objectives.

1. To position this work amidst the major contributions of tourism scholars specially in the Indian context.

2. To explore the cultural impact of Tourism in the Cholamandalam region of Tamil Nadu.

3. To analyse the economic impact on Cholamandalam as a major destination in Tamil Nadu and to examine the success and feature of
planning and marketing with the economic impact of tourism in this particular region.

Methodology

Physical survey of various tourist centers within Cholamandalam was considered the best method of approach for this work. Much information was collected on the origin and growth of pilgrimage centers; such as the Rock Fort; Srirangam, Thiruvanaikovil, Vayalur, Vekkaliyamman Temple, Thanjavur Prakatheswarar Temple, Kumbakonam, Daraswaram and Pudukottai Bhahathamal temple. The historical importance of Muslim, Christian, Jain and Buddhist Centres was also analysed.

Physical survey of the distinctive attractions as sample areas, in Cholamandalam cities was conducted for a close look into the culture and lifestyle of the city folks. Historical and cultural facts on the cities were collected from a few writings by travellers, surveyors and geographers. These visits also revealed the impact of urban activity on the morphology of the city. Sample surveys were conducted up on tourist population at Hotels, Airports and Tourist centers that is in direct contact with guests.

To study the economic importance of Tourism and its development, questionnaires were supplied to the tourist industries like Hotels, Travel agencies and Transport Departments.
Discussions and interviews were also organized with planners, decision makers and developers with an aim to formulate appropriate development plans and policies for the growth of tourism Industry in Cholamandalam.

Study Organization

This study has been organized under seven chapters.

The introductory chapter discusses the growth of tourism and the various aspects of Tourism with special reference to cultural and economic aspects. India’s historical past, its cultural heritage and its natural endowments are discussed in detail.

The second chapter presents a picture of the study area and the early history of Tamil land. The first half is a geographical account while the later half presents climate and rainfall. The histrio-cultural background of the region highlights the forces that were responsible for making a distinctive cultural identity to Cholamandalam in India.

The Third chapter seeks to build a profile of Cholamandalam as a Tourist destination; its genesis, growth and development has been briefly summarized along with the details of cultural endowments of Trichy, Thanjavur and Pudukottai. This chapter concludes with a discussion on the profile of the city based on the facts collected from visitors and it records the behavioural and other demographic details.
The Fourth chapter explores the physical and cultural potential that can be harnessed for the development of cultural tourism within the region. An attempt has been made to classify the tourist pilgrim centers in Cholamandalam and the different festivals that are celebrated in this region with their unique features.

The Fifth chapter registers the economic impact of tourism in Cholamandalam. The tourism industry comprises a complex combination of various economic activities. Industries like hospitality industry transportation industry, the travel agencies and tour operators all contributing to employment generation. A few sample surveys that had been conducted in some of the industries to understand their extent of the impact on the states economy have been interpreted here.

The Sixth chapter deals with the growth and development of tourism in Cholamandalam, the study area Tamil Nadu Tourism Development Corporation completely takes up the responsibility of the promotion of tourism in Tamil Nadu. including Cholamandalam region. It attempts to bring out the development methodology of Tamil Nadu Tourism Development Corporation and India Tourism Development Corporation, which frames rules and regulations for controlling activities of various components of the travel trade such as hotels, travel agents, guides and tour operators. The importance of the private sector for adequate infrastructure and facilities of tourists is explained in detail.
Based on the interplay between the demand and supply of tourist resources a proper planning and development programme is proposed in the seventh chapter. The need to strengthen the safety and security measures for the tourists is stressed to set up a machinery for the redressal of tourists’ grievances. The project concludes with a recapitulation of the reports along with recommendations and suggestions for further development.