CHAPTER - I

INTRODUCTION AND DESIGN OF THE STUDY

“God’s earth in all its fullness and beauty is for the people.”

- Thomas Cook

1.1 INTRODUCTION

Tourism industry, the so called smokeless industry brings smoke in millions of kitchens in India. Tourism industry which was a few years back the third largest India’s foreign exchange earner, now has become the second largest foreign exchange earner. It will not take any longer time to grab the number one position in India’s foreign exchange earnings.

Our late Prime Minister Mr. Jawaharlal Nehru has made a wonderful statement on tourism. He stated that “we must welcome these friendly visitors from abroad for economic reasons for tourism brings foreign exchange, but even more so because this leads to greater, understanding and mutual appreciation. There is nothing that the world needs today than this mutual understanding”. Yes, he was, he is and he will be ever correct, because right now what do, we do need is understanding between neighbor nations and friendly relationship among all the nations throughout the world. This can be achieved only by tourism.

1.2 TOURISM AND ECONOMIC BENEFITS

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivation for tourism also includes social, religious and business interests. The spread of education has posted a desire to know more about different parts of the globe. The basic human thrust for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progress in air transport and development of tourist facilities has encouraged people to venture out to the foreign lands.

Tourism’s importance as an instrument for economic development and employment generation particularly in remote and backward areas has been well organized by the world
over. It is the largest service industry, globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity objectives which we have set for ourselves.

Tourism has the potential to stimulate other economic sectors through its backward and forward linkages and cross sectoral synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction etc. Expenditure on tourism includes a chain of transactions requiring supply of goods and services from these related sectors. The consumption demand emanating from tourist expenditure also induces more employment and generates a multiplier effect on the economy. As a result additional income and employment opportunities are generated through such linkages. Thus the expansion of the tourism sector can lead to a large scale employment generation and poverty allegation. The economic benefits that flow into the economy through growth of tourism in shape of increased national and state revenue, business receipts, employment, wages and salary income, buoyancy in central, state and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth in the economy.

To justify the information stated above a statistics is given below:

During the year 2011, 98 million people were directly employed by travel and tourism. This is:

- **Six** times more than automotive industry.
- **Five** times more than chemical industry.
- **Four** times more than mining industry.
- **Three** times more than financial services.
- **Two** times more than communication industry.

The tourism industry which was given 269th place in the priority list in the first five year plan during the year 1950-51, has now gone to the second place in the foreign exchange earnings. During the year 2012, the foreign exchange earning was `43720 crores.

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1 ICFAI Study material.
TABLE 1.1
Table showing the Foreign Tourist Arrivals (FTAs) in India, 1997-2012

<table>
<thead>
<tr>
<th>Year</th>
<th>FTAS in India (in millions)</th>
<th>Percentage (%) change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>2.37</td>
<td>3.8</td>
</tr>
<tr>
<td>1998</td>
<td>2.36</td>
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<tr>
<td>1999</td>
<td>2.48</td>
<td>5.2</td>
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<td>2000</td>
<td>2.65</td>
<td>6.7</td>
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<tr>
<td>2001</td>
<td>2.54</td>
<td>-4.2</td>
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<td>14.3</td>
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<tr>
<td>2004</td>
<td>3.46</td>
<td>26.8</td>
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<tr>
<td>2005</td>
<td>3.92</td>
<td>13.3</td>
</tr>
<tr>
<td>2006</td>
<td>4.45</td>
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<td>2007</td>
<td>5.08</td>
<td>14.3</td>
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<tr>
<td>2008</td>
<td>5.28</td>
<td>4.0</td>
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<tr>
<td>2009</td>
<td>5.17</td>
<td>-2.2</td>
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<tr>
<td>2010</td>
<td>5.78</td>
<td>11.8</td>
</tr>
<tr>
<td>2011</td>
<td>6.29</td>
<td>8.9</td>
</tr>
<tr>
<td>2012 (Jan-June) (P)</td>
<td>3.24</td>
<td>7.4@</td>
</tr>
</tbody>
</table>

Source: (i) Bureau of Immigration, Government of India
(ii) Ministry of Tourism, Government of India.
(P) Provisional, @Growth rate over Jan-June2011.
TABLE 1.2
Table showing the Foreign Exchange Earnings (FEEs) in India 1997-2012

<table>
<thead>
<tr>
<th>Year</th>
<th>FEE from India (In ` Crore)</th>
<th>Percentage(%) change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>10511</td>
<td>4.6</td>
</tr>
<tr>
<td>1998</td>
<td>12150</td>
<td>15.6</td>
</tr>
<tr>
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<td>12951</td>
<td>6.6</td>
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<tr>
<td>2000</td>
<td>15626</td>
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<td>43760</td>
<td>24.4@</td>
</tr>
<tr>
<td>(Jan-Jun)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: (i) Reserve Bank of India, for 1997 to 2009.  
(ii) Ministry of Tourism, Government of India, for 2010-2012.  
#Advance Estimates, @ Growth rate over Jan-June2011.

Besides economic benefits to a country by way of earning foreign exchange and employment generation tourism also makes a tremendous contribution to the improvement of social and political understanding. Travel in different countries fosters a better rapport between people of various stokes. Personal and international contacts have always been an important way of spreading ideas about other cultures.

Thus, tourism is an important means of promoting cultural exchanges and international cooperation. The experience gained through travel has a profound effect upon
the life of the individual as well as upon the society as a whole. Travel exercises a very healthy influence on international understanding and appreciation of other people’s life styles.

1.3 GOVERNMENT AND TOURISM

Invariably all the developing countries always have deficit in the balance of payments. The easiest way of correcting this deficit is by encouraging tourism. All the developing and under-developing countries have realized the importance of tourism industry. That is why the Indian Government and the Government of Tamil Nadu has started giving priority to the tourism industry.

The Tamil Nadu Government in its 11\textsuperscript{th} plan\textsuperscript{2} has stated its \textit{goals and the strategies} to be followed; they are

1. To make Tamil Nadu the top destination in India for attracting foreign and domestic tourists.

2. To increase the tourists arrival from 446.05 lakhs in 2007 to 718.36 lakhs at the rate of 10 per cent by the end of the 11\textsuperscript{th} plan.

3. To increase the length of stay of tourists in the state.

4. To increase the average spending by foreign as well as domestic tourists per day.

\textit{Following are the strategies being adopted to achieve the goals and targets:}

a. Conducting publicity campaigns in all major cities in India and abroad and participating in the international travel markets.

b. Developing major destinations to the level of international standards for attracting foreign tourists.

c. Developing less known tourism places, minor waterfalls and dam sites.

d. Publicizing and marketing festivals like Pongal, dance festival in Maamallapuram, Chidambaram Naatiaanjali etc.

\textsuperscript{2} Ministry of Tourism and Culture, Tamil Nadu Government.
e. Developing pilgrims’ centers by providing infrastructural facilities.

f. Developing rural tourism to generate rural employment as well as attracting more foreign tourists.

g. Encouraging medical tourism due to the availability of super specialty hospitals.

h. Opening tourist offices at various state capitals and important cities in India.

i. Developing Tamil Nadu as MICE (Meetings, Incentives, Conferences and Exhibitions) destination to attract international companies to the state.

j. Creating human resource development in tourism and hospitality sectors through management courses at various educational institutions and field training programs as well as training of tourist guides.

k. Encouraging participation of private sectors, corporate sectors, oil companies for increasing tourist infrastructure facilities like, golf, adventure tourism, cruises, heli-taxi etc.

l. Providing new terminal at Chennai airport to make it one of the major aviation hubs of Asia.

m. Having tourism police force in all major tourist centers to ensure tourist safety and security.

n. Encouraging preservation of heritage monuments, arts and crafts to keep the tradition of culture tourism alive.

During the year 2013–2014 the Government of India has allocated a sum of `2,03,672.12 crores for defence sector. The Government itself has declared that 28.9 per cent of the population belongs to below poverty line whereas the same Government has allocated such a sum of money for military. If India has friendly and cordial relationship with her neighboring nations, India need not have spent so much money on military. The money would have been used for productive purposes. This cordial and friendly relationship among countries can be created only through tourism.
“One should have travelled 10,000 miles, should have read 10,000 books before he dies” – A Chinese proverb.

The Chinese strongly believe that travelling and reading alone can make life a complete one. Reading good books opens the mind and travelling broadens the mind. When people travel from one place to another they mingle with other people, interact with people, and understand people, their values and cultures. They start to respect the values and cultures of other people, they get obligation from others and provide obligation to others without any inhibitions. Thus travelling shapes people and helps people to come out of their narrow mind-set. When people become open minded through reading books and broad minded by travelling they will be happy wherever they go and make others happy too irrespective of the boundary, nationality, religion and language.

When Neil Armstrong was asked to describe his visit to the moon, he said that, he saw only an oval shaped globe from the moon, a complete globe without any boundaries. Who did draw the Mc Mohan line and Radcliff line then? The lines of control (LOC) are manmade. They can be taken back when people feel that they all are one. This feeling, this realization can be created only by tourism.

Not only the state of Kerala, but also the entire India is God’s own country. He loves our country so much that is why He has blessed our country with wonderful, fantastic, scintillating and vibrating tourist spots throughout the country. Rishis and Yogis have declared that India is their playground. In spite of these things India receives only 2.6 per cent foreign tourist arrival. Tamil Nadu is also blessed with all types of tourism products, but it has yet to draw the attention of foreign tourists. Even the domestic tourist arrival is not up to the mark. Knowing the cause of the disease is half the treatment. The doctor should understand the reason for the disease, and then alone he can prescribe a right medicine or treatment to his patient. If the doctor doesn’t understand the cause of the disease then disease is not the problem, the doctor is the problem.

Just like this, before recommending anything to improve the tourist arrival to India and Tamil Nadu, one should understand the cause of this poor arrival and the factors which are lacking in bringing the foreign tourists to India and Tamil Nadu. What are the expectations of the foreign and domestic tourists? What do they get, what not? How can they be helped to feel happy with their tour and stay? Can they be impressed to repeat the tour?

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3 Dr. V. Irai Anbu, I.A.S.,
How can they be influenced to recommend their friends and relatives to come to India and Tamil Nadu?

The tourist spot, its accessibility and accommodation are the three tourism products. When these are provided to the tourists and if it is at least satisfactory to them nothing can prevent them from visiting our country and state.

1.4 TOURISM AND FIVE YEAR PLAN

Invariably all the developing countries always have deficit in the balance of payments. The easiest way of correcting this deficit is by encouraging tourism. All the developing and under-developing countries have realized the importance of tourism industry. That is why the Indian Government and the Government of Tamil Nadu has started giving priority to the tourism industry. The Tamil Nadu Government in its 11th plan has stated its goals and the strategies to be followed: they are

Goals and targets for the 11th Five year plan:
1. To make Tamil Nadu the top destination in India for attracting foreign and domestic tourists.
2. To increase the tourists arrival from 446.05 lakhs in 2007 to 718.36 lakhs at the rate of 10 per cent by the end of the 11th plan.
3. To increase the length of stay of tourists in the state.
4. To increase the average spending by foreign as well as domestic tourists per day.

Strategies for 11th Plan
Following are the strategies being adopted to achieve the goals and targets:

a. Conducting publicity campaigns in all major cities in India and abroad and participating in the international travel markets.
b. Developing major destinations to the level of international standards for attracting foreign tourists.
c. Developing less known tourism places, minor waterfalls and dam sites.
d. Publicizing and marketing festivals like, Pongal, dance festival in Mahabalipuram, Chidambaram Naatiaanjali etc.
e. Developing pilgrims’ centers by providing infrastructural facilities.
f. Developing rural tourism to generate rural employment as well as attracting more foreign tourists.
g. Encouraging medical tourism due to the availability of super specialty hospitals.
h. Opening tourist offices at various state capitals and important cities in India.
i. Developing Tamil Nadu as MICE (Meetings, Incentives, Conferences and Exhibitions) destination to attract international companies to the state.
j. Creating human resource development in tourism and hospitality sectors through management courses at various educational institutions and filled training programs as well as training of tourist guides.
k. Encouraging participation of private sectors, corporate sectors, oil companies for increasing tourist infrastructure facilities like, golf, adventure tourism, cruises, heli-taxi etc.
l. Providing new terminal at Chennai airport to make it one of the major aviation hubs of Asia.
m. Having tourism police force in all major tourist centers to ensure tourist safety and security.
n. Encouraging preservation of heritage monuments, arts and crafts to keep the tradition of culture tourism alive.

During the year 2011–2012 the Government of India has allocated a sum of 40.30 billion US Dollars for defence sector. The Government itself has declared that 28.9 per cent of the population belongs to below poverty line where as the same Government has allocated such a sum of money for military. If we have friendly and cordial relationship with our neighbor nations, we need not have spent such money on military. The money would have been used for productive purposes. This cordial and friendly relationship among countries can be created only through tourism.

1.5 FACTORS AFFECTING TOURIST ARRIVAL

1.5.1 The Tourist Destination

The happiness of a tourist depends upon the inter relationship of three basic factors; the tourism attractions, the amenities available and its accessibility.
1.5.2 Attractions

The principal appeal of a destination is the attraction or aggregate of attractions which the destination offers. Cataloguing and analyzing these attractions is no easy matter, especially one recognizes that what appeals to one tourist may actually deter another.

1.5.3 Site and Event Attractions

A site attraction is one in which the destination itself exercises appeal. While an event attraction is one in which tourist are drawn to the destination largely or solely because of what is taking place there. A site attraction may be a country, a geographical region such as the Himalayas or a city, resort or even a specific building. Examples of event attractions include exhibitions and festivals like the Trade Fair conducted at Chennai, sports events such as the Olympics, The Asiad or an International conference. The success of event attraction is multiplied if the site is an attraction in its own right.

1.5.4 Natural and Man-made Attractions

Natural attraction includes Beaches, Mountains, Open countryside, Game Parks, Climate features such as Sunshine and pure air, unusual Flora and Fauna, and spectacles such as Agasa Gangai waterfalls at Kolli Hills. Man-Made attractions include buildings of historical or architectural interests.

1.5.5 Holiday Camps and Theme Parks

Obviously, the success of many tourist destinations will depend upon the combination of Man-Made and Natural attractions which they have to offer. A rural manor house may be as much an attraction because of its setting as its architecture, and of course a holiday camp must be sited in an area which is also attractive for its climate and location. The success of the early spas rested on their ability to combine Man- Made attractions with the supposed medical benefits of the natural springs, and a ski resort requires both the good geographical features of weather and mountain slopes and the construction of adequate ski runs and ski lifts.

Site attractions may be Nodal or Linear in character. A Nodal destination is one in which the attraction of the area are closely grouped geographically. Linear tourism is that in which the attractions are spread over a wide geographical area.
1.5.6 Amenities

Whatever and However attractive a tourist destination may be, its potential for tourism will be limited unless the basic amenities which the tourist require are not provided. Essentially this means accommodation and food, but will include local transport and entertainment at site. Amenities will differ according to the attraction of the site. It should also be recognized that sometimes the amenity itself the principal attraction as in the case when a resort hotel is built to offer every conceivable onsite entertainment in a previously unexplored region. An area famed for its regional food may also attract gourmets to its restaurants, which then become not just amenities but the attractions themselves. Example is, the fabulous fish curry and fish fry available at Hogenakkal, Dharmapuri District.

1.5.7 Accessibility

The third factor which must be present to attract tourist is ease of access to the destination. While the more intrepid explores may be prepared to put them to great inconvenience to see some of the great scenic attractions of the world, a destination will not attract most tourist until it is readily accessible, regardless of the amenities it may have to offer. Readily accessible means having regular and convenient forms of transport in terms of time and distance at a reasonable price. Adequate good railways, roadways, airport and seaport should be available. On the other hand if access becomes too easy, this may result in over demand and congestion making the destination less attractive to tourists.

1.6 STATEMENT OF THE PROBLEM

India is the only country which is blessed with all types of tourism. All types of tourists can be entertained only in India. All other countries have few tourist attractions. ‘Incredible India’ the slogan is not an exaggeration. It is a mere flat statement. The slogan ‘Enchanting Tamil Nadu’ is also not blowing its own trumpet. The tourists get really enchanted in Tamil Nadu. But the problem is India and Tamil Nadu does not get sufficient tourist arrival. Since the study is confined to Salem region, concentration is given on the problems of tourism in the said region.

In Salem district, Yercaud is the only hill station where the tourists can come and enjoy throughout the year. The winter won’t be too chill and the summer won’t be too hot,
yet Yercaud is not in receipt of sufficient foreign tourists. The Tamil Nadu Government also has declared that Yercaud is a less popular tourist place. Why?

In Dharmapuri district, so many monuments and historical places are there. Yet they are not known to the tourists, why so? The only known and popular place in Dharmapuri district is Hogenakkal. Are the tourists coming there happy with the tourism spot, boating, bathing, eating and staying? Can they be made repeat tourists? If not why?

Being nearer to Bangalore, the Krishnagiri district enjoys the chill climate throughout the year. The Vaaniyar Dam is the best choice for the picnic. The Roman Catholic Fatima Church attracts all tourists without any inhibitions. The Fort built by Vijayanagara Empire is an all time attraction to the tourists.

In Namakkal district, Kolli hills give an opportunity of undergoing adventure tourism when the tourists start climbing the ghat road with 70 hairpin bends. This hill still maintains an unpolluted atmosphere. Breath taking waterfalls is also there. In spite of all these features why there is insufficient tourist arrival?

Great pilgrimage centers like Tharamangalam Kailasanathar temple, Sugavaneswaran Temple, Kumaragiri, Oothumalai, Siddhar Kovil, Kandhasramam and Namakkal Hanuman Temple are yet unpopular why?

Breath taking view points, fascinating greeneries, enthralling boating experience, enchanting pilgrim places, scintillating ravines and waterfalls are the tourism specialties of Salem region. Yet these still remain unpopular. How can these are made popular to foreign tourists and domestic tourists.

1.7 SCOPE OF THE STUDY

The study is confined to Salem region that is undivided Salem district. It included Salem, Namakkal, Dharmapuri and Krishnagiri districts. All the four districts have tourism specialties of their own.
Districts included in the undivided Salem District

Popular Tourist places

<table>
<thead>
<tr>
<th>District</th>
<th>Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salem</td>
<td>Yercaud, Mettur Stanley Reservoir Dam and Tharamangalam.</td>
</tr>
<tr>
<td>Namakkal</td>
<td>Kolli Hills, Anjaneya Temple and Arthanaareeswarar temple at Tiruchengode.</td>
</tr>
<tr>
<td>Dharmapuri</td>
<td>Hogenakkal, Theerthamalai Temple and Athiymaan Kottai.</td>
</tr>
<tr>
<td>Krishnagiri</td>
<td>Fort built by Vijayanagara Empire, Krishnagiri reservoir dam and Roman Catholic Fatima Church.</td>
</tr>
</tbody>
</table>

All types of tourists can be entertained here. There is greater scope for adventure tourism, pilgrim tourism, entertainment tourism, Eco tourism and Spa. The TTDC at Yercaud arranges trekking only on request. Boating at the Yercaud Lake, Kolli Hills Lake and Hogenakal River are adventurous. Kolli hills and Yercaud have many view points and parks where the tourists can spend their time pleasantly.

Kolli hills and Yercaud are ideal places for eco tourism. The tourists can buy pure spices at reasonable prices. Perfumes and ayurvedic medicines are also available. At Hogenakal, oil massage is very popular and it is provided by well trained people. To induct and promote responsible tourism Salem region is the ideal place. The Tamil Nadu Government has chalked plans to develop the lesser known tourism spots. Responsible tourism is a new tourism product where the general public that is the local public are involved in receiving the tourists, treating them and maintaining the tourist spots neat and tidy. Keeping in view of the above considerations, there is a need to undertake a study to evaluate the purpose of tourists visit, the facilities available to them and the various problems faced by them in Salem Region.

1.8 OPERATIONAL DEFINITIONS

- **Tourism:** The activities of persons traveling tour and in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

- **Domestic tourism:** Residents of a given country traveling only within that country.
Inbound tourism: In relation to a given country, non-resident traveling to that country.

Outbound tourism: In relation to a given country, residents traveling to another country.

Internal tourism: Domestic and inbound tourism.

National tourism: Domestic and outbound tourism.

International tourism: Inbound and outbound tourism.

Visitors: All types of travelers engaged in tourism are described as visitors.

Tourists: Visitors who stay at least one night in a collective or private accommodation in the country visited.

Same day visitors: Visitors who do not spend a night in a collective or private accommodation in the country visited.


1.9 IMPORTANCE OF THE STUDY

In the international economic and political scenario a country is judged and respected only on the basis of the capacity of the country in receiving the scarce foreign exchange. The enormous reserve of the foreign exchange maintained by the country empowers the country to dictate terms in the economic and political matters. Such a foreign currency can be easily brought in to India only by encouraging and developing tourism. Tourism industry is a smokeless industry. It generates a hell of employment opportunities but without polluting the atmosphere and environment. It is proved that tourism alone can create more employment opportunities than any other industries. It creates 489 employment opportunities; per crore, where as the other industries can create only 217 employment opportunities for the same investment.

Tourism alone can bring international co-operation and understanding. The people should travel from one place to another place, one state to another state, one country to another country, stay there learn, understand and respect the values and cultures of another country. When people understand one another, there comes cooperation. This cooperation can never be achieved through any economic and political summit. India is blessed with all types of tourism but the arrival of foreign tourists is very poor. Tamil Nadu also is not receiving sufficient arrival of foreign tourists. In spite of having wonderful tourist spots, it is lacking in attracting the foreign tourists. Yercaud and Kolli hills are such a hill stations but people from
study state do not come there. It is because lack of awareness, lack of publicity and lack of scientific advertisements.

Salem region provides a greater scope for adventure tourism. In Yercaud and Kolli hills good trek paths are there but used only by NCC students. The awareness about adventure tourism must be created in the minds of the local people first. They only can take the message to all other places. Boating in the Hogenakal River is more than adventure tourism. Climbing up to Kolli hills in the ghat road itself is adventure tourism. The Poolaampatti reservoir is a scenic tourist spot, but the local people themselves one not aware of it. It is the ideal place for water sports. It is a very potential tourist spot but yet unidentified. The Namakkal and Salem districts are having innumerous schools and colleges. The students can be and should be made aware of ECO tourism. Already we started facing the music at global warming. The effects of global warming can be minimized only by educating the younger generation through eco tourism. Not only the students but also the general public must be made aware of eco tourism. The evils of deforestation and the awareness of aforestation should be taught and made to be understood in the minds of the younger generations. ‘Aditi Devo Bhava’ this slogan should not be used for name sake. The local people should give warm welcome to the tourists, treat them friendly and behave with them honestly. The business people and hoteliers also should be honest with the tourists and they should not be exploited. Treating the tourists as one of our members of the family is ‘Aditi Devo Bhava’. This is what responsible tourism is, Salem and Namakkal districts have damn old and powerful temples all around. Namakkal Hanuman temple Sugavaeswaran temple at Salem, Eswaran temple at Thaaramanglam, Kandhasramam, Kumaragiri, Oothukkaadu, Siddhar Koil are the best examples for pilgrim tourism. But unfortunately these are not popular. They are yet to be popularized. Hence, with these potentialities for adventure tourism, Eco tourism, pilgrim tourism and responsible tourism a study on the problems and prospects of tourism in Salem region is unavoidable.

1.10 OBJECTIVES OF THE STUDY

The following are the objectives of this research work -

- To study the purpose of the tourists visiting India, Tamil Nadu and Salem region.
- To understand the various types of tourism available in Tamil Nadu and Salem region.
- To evaluate the facilities available to the tourists and Salem region.
➢ To examine the extent of tourists satisfaction regarding certain selective facilities.
➢ To understand the tourism development measures taken by the Government of Tamil Nadu.
➢ To identify the problems faced by the tourists and advance suggestions to the authority concerned to make the study result oriented.

1.1 HYPOTHESES

The following are some important hypotheses framed and tested by the researcher.

➢ There is no close association between the tourist place and problems faced by tourists.
➢ The mode of transport and duration of stay are independent.
➢ There is no association between the shopping preferences and tourist place.
➢ There is no close association between the tourist place and problems faced by tourists.

1.12 METHODOLOGY

The sample for the present study consists of the tourists visiting erstwhile Salem district. The process of selecting the sample involves multi style in nature. At the first stage, four representative tourist places in erstwhile Salem district namely, Salem, Namakkal, Dharmapuri and Krishnagiri have been considered, taking with account the enormous tourist places in these four places. In the second stage, the optimum sample size has been arrived based on the number of domestic and foreign tourists visited the Salem region during 2009-10 with 95% confidence allowing 5% margin of error by the below given formula:

**Formula for arriving 600 samples:**

\[ n = \frac{\chi^2 \times N \times P \times (1-P)}{e^2 \times (N-1) \times \chi^2 \times P \times (1-P)} \]

1.12.1 Sample Size

The optimum sample size from the population of 1388109 domestic tourists during 2009 with 95 % confidence allowing 5% margin of errors obtained by using the formula Proposed by National Education Association of USA:
\[ n = \frac{2^2 N P (1-P)}{e^2 (N-1) P (1-P)} \]

Here \( \chi^2 = \chi^2 \) table value for 1 d f at 95% confidence level.

\[ P = \text{Population proportion} \]
\[ e = \text{Margin of error} \]

\[ N = 1388109 \]
\[ \chi^2 = 3.814 \]
\[ P = 0.5 \]

\[ n = \frac{3.84 \times 0.5 \times 0.5 \times 1388109}{(0.04)^2 (1388109-1) + 3.84 \times 0.5 \times 0.5} \]
\[ = 599.74 = 600 \]

Similarly using the same formula, the optimum sample size from the population of 5397 foreign tourists is;

\[ n = \frac{3.84 \times 5397 \times 0.5 \times 0.5}{(0.4)^2 (5397-1) + 3.84 \times 0.5 \times 0.5} \]
\[ = 600 \]

At the third stage while adopting the quota sampling, samples of 600 tourists at the rate of 150 tourists from each district have been chosen from the selected places. The researcher in his observation came to know that, only a very few foreign tourists are visiting these places, as they are very much concerned with leisure, entertainment, climate and hygiene etc. To collect data a schedule and a questionnaire were prepared and administered to tourists. In order to explore and tap the hidden neglected potentials of tourism, tourist guides, tour operators, social workers and influential personalities of the areas have also been contacted for opinion survey. More valuable information are gathered through observations.

### 1.12.2 Tools Used

Consistent with objectives of the study, difference statistical techniques have been used to analyze the data. In case of certain hypotheses advanced statistical tools like chi-square test t-test / f-test have also been used. Interpretations of data based on vigorous exercise of the tools are used to arrive at the objectives of the study.
1.13 PERIOD OF THE STUDY

The period of study covers ten years from 2002 to 2011. And the reference period is two years i.e. 2013 and 2014.

1.14 LIMITATIONS OF THE STUDY

The response given by the tourists to the questionnaire completely depends upon their then state of mind on the particular day the researcher met them. Though the researcher tried his level best to meet the foreign tourists in the study area (Geographical area) their arrival was very poor. So the findings of the research from the foreign tourist cannot be generalized as the views of the total foreign tourists. The researcher has visited almost all the tourist places in the Salem region. Yet there may be some places where the researcher would not have visited. The findings of the study would not construe the opinions of the tourists who visited there.

1.15 ORGANIZATION OF THE STUDY

*The thesis is organized into seven chapters.*

*Chapter-I* deals with the introduction of tourism, statement of the problem, scope of the study, objectives and limitations etc.

*Chapter-II* explains the review of literature of yester years.

*Chapter-III* gives a bird’s eye view of all the tourist places in India, Tamil Nadu and the study area.

*Chapter-IV* is concerned with the genesis of tourism and extended up to the new born tourism like responsible tourism and space tourism.

*Chapter-V* explains the measures taken by the Government of Tamil Nadu to flourish tourism industry.

*Chapter-VI* is concerned with the data collection, analysis and interpretation.

*Chapter-VII* is concerned with summary of findings, suggestions and conclusion. The findings arrived through the research, the views and recommendations of the people who are interested in tourism, and the suggestions of the people with whom the researcher interacted are given in this chapter.