CHAPTER - VI

SUMMARY OF FINDINGS, SUGGESTIONS, FUTURE

DIRECTION OF RESEARCH AND CONCLUSION

There is no doubt that tourism can blossom as a most prosperous smokeless and silent industry in the 21st century. Hopefully while protecting ecology, it will also generate high income especially in the form of foreign exchange. It is notable that some countries like U.K., U.S.A., and Switzerland have taken special care to develop tourism on the sound basis of hotel management principles so that their consumers are fully satisfied. For that purpose, the tourism administrators in these countries have sought the help of their specialists in history, geography sociology, psychology and economic science. These specialists have helped them to evolve a perspective plan of tourism in these countries. In the of case India, the government’s approach has been basically ad-hoc in nature. India has to compete fiercely with other countries of the world in the field of tourism. There is, therefore, a need for developing a sound policy of tourism based on scientific principles of hotel management both at the National and State levels. The present state of affairs in the field of tourism is also not very heartening but still India earns more than Rs. 1,780 crore (1995-91) in terms of foreign currency.
International bodies like the World Bank and the United Nations Economic Social and Cultural Organisation (UNESCO) etc. are leaving no stones unturned to develop the prospects of tourism in the Third world countries.

The major and important tourist developed places of Tamil Nadu

The issue of tourism development and its promotion is very significant as far as the Tamil Nadu state is concerned. In the changing economic global scenario, the Govt. of India and state govt. have understood the importance and significance of tourism industry. In case of the state, tourism has developed more easily like other already developed states [Kerala, Andhra Pradesh, Karnataka, U.P., Goa, Rajasthan and H.P.]. Being the strategic location of the state, surrounded by the Bay of Bengal, Arabian Sea and Indian Ocean and Southernmost state of Indian peninsular.

Keeping in view the area of largest coastline with full of beautiful beaches and spectacular ancient temples, waterfalls, hill station and rarest picturesque hills, the tourist are now choosing Tamil Nadu as their best choice of tourist destination. The region has also become now the major tourist hub of not only India but almost all foreign tourists. These all beautiful beaches and splendour Hence, it has become the first choice for hill stations of the state offer peace and millions of tourists over the years being well connected to air, train, and road
including ports to all the major cities of the country as well as important cities of
world that is why maximum tourists are choosing Tamil Nadu as their best choice
of tourist destination. Secondly, the whole state has the distinction to consist of
the vast coastline and possessing large number of tourist centres particularly
pilgrim’s oriented tourist centres in India.

**District-wise (centre-wise) foreign and domestic tourist inflow**

- The total number of foreign tourist arrival was mere 4,35,473 during 1998
  which rose to 1,35,661 in 2011. So, as a whole, the state has witnessed the
  remarkable increase with regard to tourist’s arrival in the study region and
  its various districts including tourist centres.

- The district-wise data analysis reflects that the Chennai, Mamallapuram,
  Udhagamandalam, Madurai, Trichy, Kodai kanal, Kanchipuram followed
  by Kanya kumari, Thanjavur and Coimbatore were noticed the 10 best
  choice of tourist destinations (centres) of foreign tourists in the year 2011.

- Similarly, with regard to domestic tourist arrivals the state has registered
  1,42,11,900 in the year 1998 which further touched the highest figures of
during these last 14 years and i.e. 3,92,14,721 (392.1 million) during 2011
  (Table 5). However, certain fluctuations have also been observed during
  the same period both in case of domestic & foreign tourists arrivals. As a
whole, an appreciable number of tourists including both foreign and domestic have also been recorded in 2011 and the enthusiastic statistical figure of tourist arrival were recorded 4, 05, 50,382 (405.5 million) in the same year, 2011.

- The district-wise data analysis reflects that the Chennai, Madhurai, Thiruvannamalai, Udhagamandalam, Kodai kanal, Rameshwaram, Trichy, Trichendur, Kanyakumari, and Coimbatore were noticed the 10 best choice of tourist destinations (centres) of domestic tourists in the year 2011.

- The study region is one of the most attractive & pertinent states of India having immense potential for the development of different kinds of tourism. The entire region which is geographically very vast, offers a wide range of tropical beaches with silver and golden sands.

- The state has not exploited the potential of its beaches to the fullest.

- However, there are many unexploited tourist places, beaches, historical monuments and places, temples, eco-tourism areas, wild-life and bird sanctuaries, Botanical and Horticultural gardens, zoological and national parks, lakes, waterfalls including hill stations and pilgrimage centers etc which have high potential to develop them as further destinations for prospective tourism.
To achieve the major objectives and goals of the study region various prestigious schemes of both the State Govt. and Central Govt. which have already been suggested. Apart from them, several relevant schemes of sister departments (Dept. of Forest, Dept. of Rural Development, Dept. of Water, Dept. of Small Scale industries and Dept. of Shipping & Ocean Development) have also been highlighted in the further part of the discussion.

Sincere efforts have also been done to suggest some of other meaningful and important strategies and planning by involving local people to ensure their resources for the further promotion and development of tourist potential places. Relevant suggestions have also been made to boost understanding of requirement for tourism development of the potential areas.

Meaningful efforts have been also made how tourism can be further developed in these already highlighted “lesser known places” or less established locations. If all these potential places may develop as per the suggestions and proposed model (Model 1), may prove good destinations for millions of tourist and generate lot of income and boost the local economy of the concerned areas for their socio-economic development including improving their life style.
So, by implementing all the relevant schemes, programmes, local people, women govt. and NGO’s and individual, the state govt. may prove very successful to developed all these identified places located in different districts of the state into developed and progressive areas so that tourists may pour in such places in maximum number.

To know the people-tourists perception behaviour, Tamil Nadu has been selected for detailed study which is located in the southernmost land area of mainland of India and it is the smallest district out of 32 districts of Tamil Nadu. The district has derived its name from the tourist town of “Kanyakumari” which is located at the southernmost tip of Indian peninsular which faces the Indian Ocean.

The district is well known as “The District of Ponds” or “The Lands End”. The district has the distinction to have the best life in the state and best educated district in the Indian state Tamil Nadu. It is estimated that around 10,000 tourists visit Kanyakumari almost every day and approximately 5,000 during the offseason. The most important places to visit Kanyakumari are mainly Thiruvalluvar Statue, Vivekananda Rock Memorial, Kamarajar Manimandapam, Mahatama Gandhi Memorial and BAY WATCH (Water Theme Amusement Park).
The other important religious tourist interest centres are Suchindrum, Kanyakumari Bagavathamman Temple, St. Xavier Church, Peer Mohammed Durha, Maruthuva Malai including some other tourist attractions spots around Kanyakumari namely Udayagiri Fort, Mathur Hanging Bridge, Padmanabhapuram Palace, Pechiparai Dam, Tirparappu Waterfalls and Vattakottai (Circular Fort). Large numbers of tourists have been visited to Kanyakumari during 2003 to 2012 and the figures are very much impressive and achieved the highest point both in case of domestic and foreign tourists.

On the basis of personal survey, it has found that maximum numbers of people are staying in the Kanyakumari are Hindu (43.3 %) and Christian (43.3%) followed by Muslim (8%) and others 5.3 per cent. It has also been observed that in case of occupational structure, business people percentage is higher in comparison to doctors, engineers, teachers and 8 % businessmen are found followed by teachers i.e. 6.6 %, engineers i.e. 2.66 %, and doctors merely 1.36 %, rest of the people around 36.6 % are engaged in several other occupation. While in case of annual income of people, relatively good results have been analyzed about 26% of the total number of the respondents that their income is more than Rs. 30,000 per month. Similarly, on the basis of people’s perception, the size of family members was noticed 1-5 members of about 81.33 %.
The another landmark result which has been observed and analysed by the primary data is that level of education is very high in Kanyakumari district and the percentage of graduates was noticed very high i.e. 41.3% followed by Post-graduates 15.3%.

Appreciable and enthusiastic results have also been observed and analyzed with respect to Inflow of domestic tourists. It was the people perception that maximum domestic tourist’s arrival is from West Bengal and 42.6% tourists are coming to Tamil Nadu followed by 35.3% from Tamil; 16% from North India and 12% from neighborhood state Karnataka.

While in case of inflow of foreign tourists, maximum come from the European countries (11.33%) mainly from U.K. (45.33%), France (3.33%), Germany (2%), followed by other countries like Australia (2.66%) and U.S.A. (4%). It was the general and common perception of the people that the rate of crime has increased slightly due to arrivals of maximum tourists as well as some of the social evils are also increasing day by day in the Kanyakumari a renowned historic tourist place. Simultaneously, environmental degradation is also taking place due to various factors and it is mainly because of increasing number of tourists (65%) as per the respondents followed by rise in number of vehicles (59%), Rise in number of constructional activities (41%) including rise in local people (29%) and rise in Hotels, restaurants etc (27%).
It has also been found that the tourists who are visiting to Kanyakumari, the main reason of arrival is to see confluence of three seas (Indian Ocean, Bay of Bengal and Arabian sea) and their percentage is recorded highest (112.5 %) followed by those who wants to visit and see religious centres (27%), for pilgrimage or religion purpose 18% including to see the southernmost tip of India 9% only. With regard to their choice of best season to visit Kanyakumari is December and January, the tourist most favorable months have been observed as per the data analysis.

The positive and good impact of tourism was observed on local people. As per the majority of peoples, the impact of tourism on other phenomena like drinking water is not so good. Similar trends have also been noticed in case of livestock, population and air quality. But good impacts have been observed of tourists on the income of local people. So that, in coming years all these following places may come parallel to rest of the major and important tourist destinations of the study region which have already been discussed above.

It is classified in major five groups. Less than 20, 20 to 25, 26 to 40, 40 to 60 and more than 60 years.
In less than 20 years age groups, the provision for budget only 1 respondents agreed for less than 10000 rupees budget, while total 6 persons are making provision for tour like 2 respondents less than 2005 Rs, 2 were for 2005 rupees to 6000 and 2 from 6000 rupees to 10000 rupees, for 21 to 25 age group.

There are total 25 respondents, out of this, 6 were ready for pay less than 2005, 5 were ready for 2005-6000 rupees, 8 were ready for 6000-10000 rupees and 1 was ready for more than 10000.

In age group of 16 to 40, out of 56 respondents, 2 for less than 2005, 18 were for the 2005 – 10000, 18 were more than 10000, 12 for up to 20050 and 7 for more than that budge limit. In age group of 40 to 60 years.

Out of 12 respondents, only 2 respondents were ready for more than 20050 budget provision but for the remaining respondents express their provision as the in each category (one in each categories ) Out of 100 respondents 23 respondents believes that there is no provision for budget for internal transport while 77 were in favour.

Out of 100 respondents 28 expressed their disagreement and 72 agreed the need for budget provision for purchase.
Dr. M.M. Anand has done a pioneering work in this phenomenon of tourism both from managerial and strategic perspectives and dealing with the difficult task of planning and managing the tourism and hotel industry.

This study was conceived and executed in the above mentioned context to prove that a utility-oriented regional empirical study will not only help us to meet the challenges of tourism in Mahabalipuram - Tamil Nadu but also contribute its humble mite to the formation of a national policy of tourism. The present study has been conducted keeping the national context in view. The study has, therefore, dealt at length not only with the governmental structures but also with non-governmental structures of tourism both at the National and State levels. Actually no State Government can develop tourism without active and enthusiastic co-operation from the national tourists structure. The need of the hour is to evolve better co-ordination between the multiple tourist structures prevalent in the country.

The first two chapters of the present study pertain to the rise and growth of tourism both in India and Mahabalipuram. It has been highlighted that credit goes to the Romans for the institutionalization and commercialisation of the notions of leisure and tourism as such. India also did not lag behind. When Alexander, the great, came over to Taxila (India), he found it a prosperous centre of trade, art and crafts.
The present work is not entirely regal, formal or institutional in nature; it is also empirical and behavioural, in its approach. For that purpose, the study incorporates responses of 100 respondents including foreigners and their responses have been analysed in the chapter of this research work. Thus, the efforts are not only normative but also empirical.

The meaning, definition, concept and typology of tourism in the wider context of social science have been dealt with. The divergence of points of view regarding the notion of tourism itself is an indication of its being in an underdeveloped state-Tamil Nadu.

Tourism potentialy in the country with its prospects and problems have been dealt with. It has been stated that this is one of the few states of India which offers many sided attraction to tourists. Its history, cultural wildlife desert, lakes, sea-sorts colorful fairs and festivals have always attracted people from all over the world to pay a visit to Tamil Nadu. Its temples, forts, palaces, wall-paintings, architectural grandeur, art and artisans, music and dances have been instilling an urge in tourists to experience them at least once in a life time. It has been generally felt that the main bottle neck in the growth of tourism in Tamil Nadu is the lack of comprehensive, dynamic and long-term thinking about tourism. Moreover, we must also preserve and develop some fort based human dwellings on the
Williamberg pattern of the U.S.A - it has been built on the lifestyle of the 18th century and is today a popular tourist resort for European visitors. It is notable that this will not need more financial investments either because our people in village already live in the old lifestyles of the 18th and 19th centuries. Until and unless there develops better co-ordination between the various departments of the Government of Tamil Nadu. Department of Forest, Archaeology, Temples and Tourism, Art and cultural etc. there will not be any rapid progress in the growth of this vast land of contrasts and rich cultural heritage.

The empirical in nature. In one category the respondents comprised the tourists both domestic and foreign.

The empirical work was completed in following ways:

The study has revealed that their exists no interdependence between variable as listed under it was found that the variables has not influence the others and these hypothesis are there fore rejected. But it was found that the budget for purchase and family size and behaviour for purchasing and age are inter related hence these hypothesis are accepted. Thus the quantifiable variables may not be the reasons for attracting tourist to Mahabalipuram. Definitely ungratefully factors like historical important, natural beauty cultural aspect like dance, house decoration etc., hospitality and behaviour are the major attraction for the tourist.
In order to procure tourist in Tamil Nadu and specially Mahabalipuram region, sincere efforts should be made to project these aspect to the outside world through tourism development. This could be done through visual presentation of the various historical culture and religious aspect of Mahabalipuram and by cultural activities with participation of the local people of Mahabalipuram. This will go a long way in attracting tourist to Mahabalipuram.
<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Accepted / Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study of various aspect of respondents like; income/ budget and age variable for evaluation of behaviour.</td>
<td>Rejected</td>
</tr>
<tr>
<td>Behaviour for budget decision and income of respondents.</td>
<td>Rejected</td>
</tr>
<tr>
<td>Age group and income group for behaviour.</td>
<td>Rejected</td>
</tr>
<tr>
<td>family size</td>
<td>Accepted</td>
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<tr>
<td>Education of tour days age and budget</td>
<td>Rejected</td>
</tr>
<tr>
<td>Behaviour of respondents for guide and age.</td>
<td>Rejected</td>
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<tr>
<td>Behaviour of budget provision for entertainment and ages.</td>
<td>Rejected</td>
</tr>
<tr>
<td>Behaviour for purchasing and age.</td>
<td>Rejected</td>
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<tr>
<td>Behaviour for internal traveling Age distribution</td>
<td>Rejected</td>
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<tr>
<td>Total financial provision for tour and size of the family</td>
<td>Rejected</td>
</tr>
<tr>
<td>Study of profession and vehicles</td>
<td>accepted</td>
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<tr>
<td>Evaluation of place selection and transport Mode</td>
<td>Rejected</td>
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<tr>
<td>Respondent behaviour for religion and place selection</td>
<td>Rejected</td>
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<tr>
<td>No. of visit to various places of Mahabalipuram</td>
<td>Rejected</td>
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<tr>
<td>Places selection and age</td>
<td>Rejected</td>
</tr>
<tr>
<td>Evaluation of profession, budget and tourist time (season)</td>
<td>accepted</td>
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<td>time (season)</td>
<td>Rejected</td>
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It would be pertinent to refer to the views of the tourists to help conclude the charges of services, the level of satisfaction derived, the range of services and also for considering ways for revamping the structure, to increase the level of contentment of the tourists.

As regards the charges of rooms, meals, soft drinks, a notable feature was that the domestic tourists were critical of them and wished them to be more subsidized / economical, whereas, the foreign tourists were satisfied with the rates. The difference in judgment is obviously based on different criterion of comparison. The domestic tourists compared the rates with the domestic expenditure they incur daily on these items. Naturally, the hotel rates are much higher if so compared. However, for the foreign tourists the rates were satisfactory because they had compared them with the prevailing international rates.

In regards to the services provided like room services, transport services the reaction of both the categories of tourists were a mixed one. We also recognised the need to improve the different type of services to the national and international levels. We also have to agree to some major constraints, which are responsible for the low quality of these services in Mahabalipuram-Tamil Nadu. To quote some reasons:
Lack of finances

Low standard of education

Absence of training institutes leading to shortage of trained staff

Manpower shortage

Lack of other infrastructural facilities

Lack of transport services

Poor maintenance of rooms, buses, buildings etc. were additional points referred for improvements.

Since a majority of tourists come for leisure and pleasure purposes more entertainment facilities should be created at all the resorts of the Tamil Nadu Tourism Department. It also was felt that there is ample scope for the growth of cultural and historical tourism in the state. So it will be in the fitness of things to develop the places of historical, religious and archaeological importance. It is a fact that since tourism is an outcome of the joint enterprise of several departments there should be a close collaboration between the various departments like those of forest, archaeology, temples, museums and of course, Tourism of Art and Cultural. It is also said that hotels are known outside not only because of their cuisine but also on the basis of boarding and lodging and equipped staff ought to be provided to the tourist bungalows, hotel, midways, night resorts run by the
Tamil Nadu tourism Department. There should be regular interaction between governmental and nongovernmental sectors of tourism and there should be some regular institutional arrangement for their meeting. There should be a close liaisons with both national and international tourist’s agencies so that foreign tourists may be tempted to visit the state of Tamil Nadu. Since the state has to depend on the Central Government for external publicity, it must put more pressure on the center to project its image abroad vigorously. It is also felt that there should be close inter relationship between central and state tourism structures so that unnecessary overlapping and duplication may be avoided.

Plan Adoption and Allocation of Responsibilities

After careful review and agreement, the Tamil Nadu Perspective Tourism Plan may be adopted by the state government as its official guide for developing tourism. Through adoption of the plan, the legal basis for its implementation is established. For its effective implementation political commitment is used to develop tourism on a planned basis, and strong leadership exercised in both the public and private sectors of tourism. In the implementation approach, the respective roles of the State Govt., the private sectors and special bodies (such as Department of Tourism, Town and Country Planning Department, State Pollution Control Board, Tamil Nadu Tourism Development Corporation
(TTDC), Travel and Tourism Association of Tamil Nadu, have to be decided at the first instance. With the respective roles decided, a close cooperation and coordination between the state government bodies and private sector on implementation must be maintained.

**Staging and Programming Development**

To achieve the physical development proposals systematically, the first step is to determine the general phasing of development, which has been indicated as immediate phase, short term phase and long-term phase. Within the framework of the recommended phasing, specific projects may be taken up for implementation.

**Implementing the Programs**

The programs recommended in the Perspective Tourism Plan need be implemented. These include the training program for employees in tourism, public awareness program on tourism, local community participation, marketing development and promotion program etc. Environmental awareness and its protection program must also be pursued. National Park, historic conservation and cultural programs must also be carried out.
Monitoring and Management

Monitoring should be considered an integral part of plan implementation, so that, problems are detected in their early stages and remedial measures can be taken. The number and characteristics of tourist arrivals should be monitored to see if the market targets are being maintained. Determining tourist satisfaction levels through special surveys of them is especially important. Monitoring the economic, environmental and socio-cultural impacts of tourism, generally, and for specific projects, is essential. Even though time-based targets are to be established, they should be considered flexible based on changing circumstances.

Phasing the Development

Of late, much has been happening on the travel and tourism front after identification of industry as a high-priority area, it is being termed as the industry of the 21st century. The perspective tourism plan for the state of Tamil Nadu has been prepared for the next 20 years. It has been suggested that the various development activities and the funds required for implementation of these, shall be phased in three stages, two of 5 years each, and the last one of 10 years. Phase I shall be the immediate phase starting with effect from the year 2008 and shall last till 2012. Phase II shall be the next phase, between the years 2008 and 2012. The last Phase III lasts 10 years, from the year 2013 to 2022.
Projects that involve heavy investments in Phase I are top priority (Priority 1) projects; projects involving lesser investments during Phases I and II and second priority (Priority 2) projects; all other projects are Priority 3 projects.

**Institutional Mechanism**

The proposals and schemes contained in the perspective tourism plan have been proposed/ suggested on the basis of their requirement/ demand taking into consideration their feasibility and sustainability. The statutory powers and other delivery systems to support tourism development (infrastructure development), however, rest and are spread over different government departments/ agencies. The transport systems to facilitate tourist movement are organised by the (Central) Ministries of Civil Aviation, Surface Transport, and Railways. The upkeep and management of tourist attractions like monuments are regulated by Home Ministry. Other infrastructure facilities like land, water, sewage, electricity, roads are within the purview of State government departments. Tourism development therefore calls for effective coordination of all concerned departments, which is provided by the Ministry of Tourism.

The implementation of the perspective tourism plan would require a decision making to be integrated at higher level. It would demand participation and interaction of experts and the leaders of tourism trade and industry from the
private sectors. The approach is to be positive to ensure quality and to optimise the gains of the plan. Thus, on the lines of California Tourism Commission, an Tamil Nadu Tourism Commission/ Board is suggested.

**Reasons for Tourism Commission/ Board**

i. Tourism is a major source of jobs, income and revenue in the state and the expansion of this industry is vital, to the overall growth of the state economy;

ii. Tourism and recreational industries are important to the state not only because of the number of people they serve and the vast human, financial and physical sources they employ, but because of the benefits which tourism, recreation and related activities confer on individual and the society as a whole;

iii. Existing state government involvement in tourism and related activities need to be better coordinated at the state level as well as within local governments and private sectors to maximize the economic and the employment benefits of the industry;

iv. The entire state could benefit from promotion of lesser-known and under-utilised destinations within the state and additional state resources may be effectively utilised to assist such localities in order that they can participate and accrue benefits from tourism promotion.
**Marketing Strategy**

Tourism and general travel accounted for 5.7% of world-wide GDP in the year 2001, and is predicted to increase to 11.5% by 2011\(^1\). International tourism, by comparison, is smaller. 7% of the world’s population shall be travelling internationally, even by the year 2020, compared with 3.5% in 2001\(^2\). According to the estimates by WTTC, tourism as a whole employed one in ten workers world wide, making it the world’s largest employer. It is however difficult to assess the impact of tourism on employment for defining and measuring tourism itself is a problem. This is due to the fact that only few services sectors are exclusively devoted to tourism. Tourism industry has been accorded the status of an export houses. Tourism units earning 6 crore in foreign exchange would be recognised as export houses.

**Publicity**

Publicity through mass media, print and electronic media gives new dimension to promotion and marketing of tourism interests. Effective publicity is vital for attracting tourists. Publicity material such as brochures, posters, maps etc. matching an international quality must be prepared and distributed to all tourists/ tourism enthusiasts through tourist offices and tourist information centres. To have a Tag line for publicity campaign “*Treasure Land for culture and Heritage*”. 
Suggestions

In the light of the above discussed facts and figures regarding the tourism promotion and its future fruitful improvement especially the tourists potential areas, the present study has made the following relevant suggestions:-

- In order to promote and develop the tourism in the new potential places, the state govt. should give the priority to create and provide the infrastructure as well as basic amenities at all such places according to the urgent needs and requirement of tourists.

- Good hotels, restaurants and guest houses should also be constructed at all such potential places by providing all sort of facilities like electricity, drinking water, air conditioners, fridge, television, internet, computers and other important items and equipments to update the tourist with all the latest information’s regarding the tourist places.

- Priority should be given in order to provide the better transport facilities with good frequency including lodging, boarding and accommodation with reasonable rates. Apart from it trained guides should be appointed at tourist places for projecting the best image of the country by providing the actual information of the tourist destinations and caring for the safety of tourists including to ensure their pleasant stay.

- Apart from these selected and identified 18 tourists’ potential places focus should also be given on the other tourist destinations which are attracting large numbers of domestic and foreign tourists.
To make more prosperous and developed such areas, the state govt. with the help of central govt. various types of tourism should be established like to construct amusement parks, golf course, rope car and boat houses, keeping in mind, the geographical, socio-economic and environmental conditions of these tourist places.

The Govt. of India and the concerned States Govt. Should provide the maximum additional funds to improve the road connectivity mainly in and around tourist places of importance like National Highways and Airport to heritage sites and important tourist places. In this connection the role of Tamil Nadu State Government is very much appreciable and the Government is providing all sorts of facilities in order to strengthen the road connectivity in and around such places.

To develop and promote tourism in various parts of country, particularly in the tourist’s potential areas of the country, ministry of tourism has identified 128 villages for rural tourism and 22 mega destinations were chosen for holistic development. Special Grants should be allocated for the development of tourist places and to develop new tourist destinations.

Alliances and mutual co-operation agreement should be done with our neighboring countries for the joint promotion of beaches, especially in collaboration with Maldives and Sri Lanka.
For the promotion of tourism in Abroad / Overseas more emphasis should be given to the publicity through media, leading print publications, T.V. Channels, Information Technology and Internet to popularize world heritage sites including tourist centres of India including Tamil Nadu.

A series of publicity campaigns should tourist friendly campaigns like “Virunthinar Potruthaum, Virunthinar Potruthaum” to attract more and more tourists.

A joint Endeavour should be undertaken to promote tourism in Tamil Nadu particularly in remote areas which are identified tourist potential places to boost the local economy.

There should be active participation of local communities including women’s and village leaders and all those who are actively involved in the tourism occupation and its related activities.

The Government has introduced special schemes such as “Bed and Break-fast (Home stay) scheme” and similar types of more schemes should be introduced in order to promote tourism.

Visa on arrival: Such type of facility should be provided to those countries from where maximum tourist comes to India to earn more foreign exchange. The same facilities are given by one of the leading tourist country that is Thailand and it is applicable to around 140 countries.
签证要求应予以废除，以促进印度的旅游业，尤其是来自主要市场的国家，如美国、欧洲联盟和日本，以及一些其他国家。最近，这样的设施已经由毛里求斯向印度公民提供，用于旅游推广。

专家必须参与所有决策机构，以促进酒店管理和旅游业。

泰米尔纳德邦旅游部门必须拥有一个独立的研究、开发和分析部门，以研究泰米尔纳德邦的旅游需求和旅游业结构，从而开发该州的旅游业。

泰米尔纳德邦政府必须在泰米尔纳德邦建立一所酒店管理和旅游指导学院，以提高训练有素的单位，如旅游小屋、酒店、中途夜间度假村等的装备。

泰米尔纳德邦政府必须在新德里开设一个大型旅游信息综合体，以激励并指导外国和国内游客访问泰米尔纳德邦。

所有旅游信息局必须配备足够的人员和设备，以充分履行其职能。

政府必须激励其员工按照中央政府的模式进行旅程，提供优惠。

政府应向中心提出在泰米尔纳德邦发展旅游业的提案，中心应提供必要的援助来完成这些提案。
them. Thus the financial crunch faced by the state government would no longer hamper the development of tourism in Tamil Nadu.

- Tourism should be declared an industry by Tamil Nadu Government without any delay to attract the private entrepreneurs to invest in construction of hotels and other resorts.
- The State government must enact a comprehensive Tourist Act to direct and regulate the activities of the governmental and non–governmental sectors of this trade at the earliest.
- The standard of room services transport services etc. should be improved for customers’ satisfaction.
- The pre-service and in-service training programmes should be started for better results.
- Promotion prospects in Tamil Nadu Tourism Department should be improved to attract the right type of personnel.
- Better liaison should exist between State Tourism Department and ITDC.
- A state level Tourism Planning Board should be set up to do perspective planning to provide the required fillip to the tourism industry in Tamil Nadu.
Future Direction of Research

The present study is only at micro level. In the future, Government bodies and tour operators may jointly undertake research at a macro level to answer the unanswered questions in this field with the help of Tamil Nadu tourism development corporation (TTDC).

The other aspects of the tourism sector, according to some western scholars, who argue that social, cultural and even the ecological cost of tourism is going to be heavy in the long term and therefore, long term perspective planning has to be chalked out and should be taken care off to avoid their adverse impacts. There are complaints that many places of archaeological importance have been losing their pristine glory because of the heavy influx of tourists and the cultural and social attitudes of people in such places have been affected badly.

The economic, physical and social aspects must be considered before embarking on any conceptual framework of tourism. Even in the prevalent uncertainty of location, any factor motivating a visit to a destination it can be argued that there is ample scope for developing cultural tours in our Mahabalipuram -Tamil Nadu in particular because of its rich cultural heritage. For that purpose places of historical and archaeological importance are to be well preserved and kept tidy. But it would be better if there is a conceptual clarity about the notion of cultural tourism before embarking on any ambitious scheme of tourism on these lines. It would be in the fitness of things if the scholars of history and archaeology were also consulted on how best we can market our rich cultural heritage in the realm of world tourism.