CONCLUSION

“Atithi Devo Bhava ( The Guest is God ) ” the tag line used by the Ministry of Tourism, Government of India to improve the treatment of tourists is an important positive move towards attracting the tourists. The rich and vast treasure of India and in particular the various special attraction spots should be given publicity and given special importance. This can be done by systematic public awareness programs at the appropriate national and international arena.

The study region has been significantly successful in its tourism efforts in creating a key platform for both domestic and international traffic. The entire region has vast untapped potential in tourist and its allied sectors and there is a lot of scope for its future development and promotion. If all the existing tourism resources of the study region are fully explored and tapped carefully with active community participation and smooth co-ordination from the government agencies, it will reduce the un-employment problems in those areas. This will also reduce the regional imbalances.

TTDC needs to have focused approach towards research and marketing, bringing in tourism related projects considering the ecology and traditions of the community. Periodical programs on the various traditional festivals and fairs of Tamil Nadu needs to be published in various advertising channels to tap the full
benefits which will be economically beneficial to the society and for the state. The problems which the country is facing presently may be solved up to some extent for instance, poverty, unemployment, regional imbalances followed by industrial recession.

With regards to tourism development, the state has assumed the high status in order to attract the maximum tourists and large number of tourism development activities is rapidly taking place because of the strategic location of its tourist destinations.