CHAPTER I

INTRODUCTION AND RESEARCH DESIGN

This chapter deals with an introduction, statement of the problem, objectives, methodology, sampling technique and tools of analysis.

1.1 INTRODUCTION

Human civilization has been pregnant with a number of activities, inventions and innovations. As the original man started changing and so growing, such aspects of life got strengthened and sophisticated over the decades, Basic inventions like money and the printing press come up, though men worked hard to ensure and excel in a good number of awareness, he had a wonder last too. After hard work, man felt the necessity for some leisure; leisure times have been spent in a variety of ways, modes and musings.

Logically the development of the several types of transport and systems, schemes and attractions influenced travel and tours, In due course, the tourism industry was born.

Tourism is a major growth engine for economic development in terms of providing employment and eradication of poverty. The economic significance of tourism in terms of employment, income, foreign exchange earnings and regional
development is a major driving force to place tourism appropriately in
development.

The economic liberalization, open-sky aviation policy, luxury cruisers, improved surface transport, tourist trains, increased business travel and e-booking facilities have created a paradigm change in the tourism sector. From a mere service industry, tourism has transformed into a major revenue generating industry.

Tourism refreshes the mind, brings happiness, relaxation, enjoyment and gives new experience to the tourists. Tourism ensures an all round growth through economic multiplier effect which percolates to various stake-holding sectors like the airlines, railways, surface transport, cruises, hotels, telecommunication.

From a service sector, tourism has emerged as a leading export industry like the Gems and Jewellery Industry, Information Technology and Engineering Products.¹

¹Government of Tamil Nadu, Tourism and Culture Department, Policy Note 2012-13, p.1-2
1.2 IMPORTANCE OF TOURISM

Tourism is a highly labour intensive industry offering employment to both the semi-skilled and unskilled human beings. It is a major source of income and employment for individuals. This aspect of provision of employment becomes more important in a developing country where the level of unemployment and under-employment tends to be high. In addition to providing employment to a large number of people, tourism can be the instrument of regional development aimed at achieving an equitable balance between major industrial areas and the rest of the country. Tourism enables the wealth earned in one part of the country to be transferred to another part of the country.

Today tourism is a major item for international trade perhaps the biggest international business activity. International tourism is the largest single item in the world foreign trade and for some countries, it is already the most important export industry and earner of foreign exchange. To put in nutshell tourism has its significance for the following reasons:

- Tourism is unique because it involves industry without smoke, education without classroom, integration without legislation and diplomacy without formality

- Tourism is an activity essential to the life of nations because of its direct effects on economic, social, cultural and educational sectors of the society.
Tourism has an educational significance. It has a beneficial effect, which is brought about through contact between people of different races and nationalities.

Tourism involves cultural exchanges and results in cultural enrichment of those who travel. Cultural factors attract tourists to destinations of architecture, historical monuments and birth places of famous men.

Tourism is an excellent instrument for the development of national integration and international understanding, friendship and peace and as a means of education and cultural exchange.

Tourist expenditure increases the income of the destination by an amount greater than itself. The expenditure is amplified and that is known as the multiplier. The multiplier itself is the numerical co-efficient indicating how much income will increase as a result of tourist expenditure.

Tourism is an integral part of modern life. As a force for social change, tourism has had an impact of the same order as the industrial revolution. In the last three decades tourism has transformed the way world looks and works.
1.3 TYPES OF TOURISM

The tourism based on the purpose and areas of visit can be classified into several types. The process of evolution has kept a fast pace with tourism. Consequently, a number of types of tourism came into vogue over the years. The major types of tourism are the following:

1.3.1. International Tourism

This involves visiting the places in foreign countries. People involved in this tourism mainly seek a change and rest. It earns foreign exchange for a country.

1.3.2. Inter – Regional Tourism

This involves visiting the places within a country by its own people.

1.3.3. Cultural Tourism

Its aim is to experience new cultural activities and aspects namely, folklore, art, music. It is undertaken to gain more knowledge about people around and their respective culture. India is known for its rich cultural heritage that is why foreign tourists also come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela. This type of tourism in India has grown and this has boosted the Indian economy.
1.3.4. Historical Tourism / Heritage Tourism

This involves visit to heritage locations, museums, monuments etc. Visiting Agra Fort, Mysore Palace, Thanjavur Art Gallery etc. is an example of this kind.

1.3.5. Ethnic Tourism

This involves contact with unusual or quaint customer in remote areas visiting the family, relatives, friends and country by origin.

1.3.6. Environmental Tourism

The higher income groups in particular are interested in visiting remote environments with scenic beauty, serenity and calmness. In this type of tourism, the tourist mainly seek relaxation and rest.

1.3.7. Adventure Tourism

As a kind of tourism, adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various activities. It is a tourism involving travel to rugged regions, or adventurous sports such as mountaineering and hiking (tramping). The lush greenery of the valleys, splendid sites, the hill tops, blue water, sunny days and starry nights, boating, canoeing, trekking, rock climbing and parasailing are the different branches of adventure.
1.3.8. Medical Tourism / Health Care tourism

Medical tourism is a concept that is attractive to visitors who love combining well being and life style, health care service with the strong desire to travel overseas. With the cost of medical care being about 10 times cheaper in India, health tourism is also emerging as an important segment. Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US$ 2 billion by 2012. The city of Chennai attracts around 45 per cent of medical tourists from foreign countries. The following are grounds in which medical tourism gets its attraction.

- For advanced care that is not available in one’s own country
- In the case that there are long waiting lists in one’s own country
- For use of free or cheap health care organizations

1.3.9. Eco tourism

Eco tourism is a purposeful travel to nature’s lap within a country to understand its nature and natural history. It is the management of ecology in such
a way as to obtain maximum pleasure with an eye on conservation needs. Countries like Kenya, Costa Rica Canada and the United States have made concerted effort to promote eco tourism.

Eco tourism also involves participation of the local community in nature tourism project. Eco systems have to become major eco tourism centres. These include biosphere, reserves, mangroves, coral reefs, deserts, mountains and forests, flora and fauna lakes and rivers and caves, sustainable tourism which has minimal impact on the environment, such as safaris in Kenya Rainforests

1.3.10. Rural Tourism

In a country like India, rural tourism deserves special attention. It signifies the tourist’s interest in the customs of the indigenous and exotic people. Foreign tourists are deeply interested in local customs, festivals, dances, rituals and in fact the very life style of the indigenous people intrigues them. Rural tourism development is community-based. It benefits the local community in more than one way, but cross commercialization. It should help revive local people’s interest and pride in their culture traditions and values and to sustain the environment.
1.3.11. Pilgrimage Tourism / Spiritual Tourism

Pilgrimages have created a variety of tourist opportunities in medieval period and even in today’s modern tourism, they stand as an important stream of tourism. From time immemorial man has been an eye witness to all kinds of religious activities and expeditions to holy shrines and sacred places.

1.3.12. Health Tourism

Health tourism aims usually to escape from cities or relieve stress, perhaps for some ‘fun in the sun’. As a number of doctors have highlighted the benefits of bathing in sea water, even sea bathing has become a part of health tourism. Even though health tourism existed long before, it gained importance during eighteenth century.

1.3.13. Winter Tourism

Winter sports and snows contribute to winter tourism. Many water sports holiday packages are available at places in many countries apart from Ski and Snow festival tours organized annually.

1.3.14. Wildlife Tourism

India has a rich forest cover which has some beautiful and exotic species of wildlife – some of which that are even endangered and very rare. This has boosted wildlife tourism in India.
1.3.15. Others Special forms of tourism

- **Agritourism:** It is farm based tourism, helping to support the local agricultural economy.

- **Armchair tourism and virtual tourism:** It means not travelling physically, but exploring the world through internet, books, TV, etc.

- **Bookstore tourism:** It is a grass root effort to support independent bookstores by promoting them as a travel destination.

- **Dark tourism:** It is the travel to sites associated with death and suffering.

- **Disaster tourism:** It means traveling to a disaster scene not primarily for helping, but because it is interesting to see. It can be a problem if it hinders rescue, relief and repair work.

- **Drug tourism:** It is associated with visit to other countries for using drugs. When it is legally risky, to use or taking home in the home country.

- **Educational tourism:** It may involve traveling to an education institution, a wooded retreat or some other destination in order to take personal-interest classes, such as cooking classes with a famous chef or crafts classes.

- **Gambling tourism:** It is associated with gambling. For example visits to Atlantic City, Las Vegas, Macau or Monte Carlo for the purpose of gambling at the casinos there.
- **Hobby tourism**: It is a tourism associated with the visits to participate in hobby interests, to meet others with similar interests, or to experience something pertinent to the hobby.

- **Inclusive tourism**: Tourism marketed to those with functional limits or disabilities. Referred to as "Tourism for All" in some regions. Destinations often employ Universal Design and Universal Destination Development principles.

- **Perpetual tourism**: It refers to the perpetual regular wealthy individuals who tour always on vacation. Some of them may go for the tour for tax purposes or to avoid being resident in any country.

- **Sports tourism**: It is the tourism associated with sports and game activities. Tourism for spending vacation on the games and tourism associated with National and International matches are the examples for this type.²

1.4 **WORLD TOURISM SCENARIO**

The World Tourism Organization (WTO) plays a vital role in promoting and developing tourism and is responsible in sustainable and universally acceptable tourism and is paying particular attention to the interests of developing countries. People in general now view tourism as a way of life rather than a luxury

reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally in terms of gross revenue as well as foreign exchange earnings.

With rapid developments in the field of transport and communications, the global tourism industry is likely to double in the next decade. The 21st century will see a higher percentage of the total population travelling, especially in developing countries. People, in general, undertake short-distance and long-distance tours during their vacations, subject to their convenience and seasonal conditions. Tourism is the industry of industries and has a great multiplier effect on other industries. Tourism serves as an effective medium for transfer of wealth because here income earned in places of “residence” is spent in places of “visit”.

Tourism industry is the highest generator of employment. Out of every nine persons, one person earns a living from tourism. For every million rupees of investment, 13 jobs are created in manufacturing industries, 45 jobs in agriculture and 89 jobs in hotels and restaurants. Tourism is considered to be an important area for intensive development for all governments. As the fastest growing foreign exchange earner, especially, in developed countries, it is being given priority. The service providers play a vital role in ensuring a safe and comfortable trip for the tourists.³

³Government of Tamil Nadu, Tourism and Culture Department, Policy Note 2012-13, p.1-4.
Travel has always been a fascination for mankind. From the very beginning of his developmental history, man has been traveling from place to place for various reasons – both out of necessity and curiosity. Modern Tourism has emerged as a strong economic force with tremendous impact on the society and culture, both in the host and guest environments.

Tourism has become an integral part of modern life. Its Origin could be traced as early as man attempted to satisfy his basic desire to go out, with or without specific purpose; to see people and places; meet and mingle with the classes and masses, enjoy rest; eat differently and experience the inspiring inputs of nature freely and refreshingly. The supreme benefit of travel tours and tourism has been rejuvenation. It has been rather a process of recharging the body and mind. Even the soul becomes more sublime and otherworldly by tours.

Modern tourism has been a movement, function, nobly and an industry also. As an economic enterprise, tourism has been labour intensive, smokeless, income generating and foreign exchange earner too. There are ‘Three Es’ pertaining to tourism. They are Employment, Entertainment and Entrepreneurship. The vibrating influence of tourism could be felt in its ramifications of change. A small steps of a single man in the remotest past, proved to be a great leap forward today.

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Tourism is the totality of relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of permanent residence and is not connected with a remunerated activity.\(^5\)

Tourism is dynamic factors of social progress and a great vehicle of knowledge and ideas, which fosters goodwill among people around the world and also within the country. Rising disposable incomes, tremendous strides in aviation, surface transportation, communication services and hotel industry have all contributed to a phenomenal growth of tourism as an industry all over the world.\(^6\)

### 1.5 TOURISM INDUSTRY IN INDIA

India has emerged as the fastest-growing market in Asia in terms of international tourist spending. India has incredible Monuments, Forts, Palaces, Temples, Beaches, Water Falls, Wild Life Sanctuaries, Memorials, Music, Dance and Culture. There is vibrancy of the culture, both ancient and modern.

Indian culture is considered to be amongst the world’s oldest, richest and most diverse. Many travellers have come here and been enchanted by its natural beauty, splendour, beliefs, philosophies and practices. India is one country all men

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long to see, and having seen it once, would not give up that glimpse for all the wonders of the world. This results in increase in Foreign Exchange Reserves.

The tourism potential of our country, especially in a global context, remains far from realized. Towards realization of this potential, the Ministry of Tourism envisages a target of 12% growth rate in inbound as well as domestic tourists for the 12th Five year Plan period. It is projected that with this growth rate, the sector will generate 2.5 crore additional jobs.

The Tourism Ministry has launched the “Clean India Campaign” recently. The objective of the Campaign is to ensure an acceptable level of cleanliness and hygiene at various public places. It involves sensitizing all sections of the society on the importance of cleanliness and hygiene in public places. The Campaign will be a blend of persuasion, education, training, demonstration and sensitization of all segments of our society.

The tourism industry in India is substantial and vibrant and the country is fast becoming a major global destination. India’s travel and tourism industry is one of the most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. This is illustrated by the fact that during 2006, four million tourists visited India and spent US $8.9 billion. In 2006, tourism as an industry offered employment to 41.8 million people, and accounted for 5.9 percent of the GDP. Also tourism benefits are conferred on all
classes, sections and regions. The contribution of travel and tourism to gross
domestic product (GDP) is expected to be at 6.0 per cent (US$ 67.3 billion) in
2009 rising to US$ 187.3 billion by 2019. By 2020, Tourism in India could
contribute Rs 8,50,000 crores to the GDP. (Source WTTC).

Tourism provides the second highest net foreign exchange earnings to our
economy.

1.5.1. Foreign Exchange Earnings from Tourism in India

For the FEE’s tourism is the most important sector in the country. As per
the monthly estimates prepared by Ministry of Tourism, FEE from tourism in
India in 2010 were Rs. 64889 crore as compared to Rs. 54960 in 2009 registering
a growth of 18.1 per cent in 2010 over 2009. in US $ term, FEE from tourism in
2010 were US $ 14.19 billion as compared to US $ 11.39 billion in 2009 with a
growth rate of 24.6 per cent. The FEE from tourism in India, in INR terms and US
$ terms, during 1991-2010 are given in Table.
## TABLE 1.1
FOREIGN EXCHANGE EARNINGS FROM TOURISM IN INDIA DURING 1991-2010

<table>
<thead>
<tr>
<th>Year</th>
<th>FEE in ₹ terms</th>
<th>% Change over Previous Year</th>
<th>FEE in US$ terms</th>
<th>% Change over Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>₹ Crore</td>
<td>% Change over Previous Year</td>
<td>US$ Million</td>
<td>% Change over Previous Year</td>
</tr>
<tr>
<td>1991</td>
<td>4318</td>
<td>-</td>
<td>1861</td>
<td>-</td>
</tr>
<tr>
<td>1992</td>
<td>5951</td>
<td>37.8</td>
<td>2126</td>
<td>14.2</td>
</tr>
<tr>
<td>1993</td>
<td>6611</td>
<td>11.1</td>
<td>2124</td>
<td>-0.1</td>
</tr>
<tr>
<td>1994</td>
<td>7129</td>
<td>7.8</td>
<td>2272</td>
<td>7.0</td>
</tr>
<tr>
<td>1995</td>
<td>8430</td>
<td>18.2</td>
<td>2583</td>
<td>13.7</td>
</tr>
<tr>
<td>1996</td>
<td>10046</td>
<td>19.2</td>
<td>2832</td>
<td>9.6</td>
</tr>
<tr>
<td>1997</td>
<td>10511</td>
<td>4.6</td>
<td>2889</td>
<td>2.0</td>
</tr>
<tr>
<td>1998</td>
<td>12150</td>
<td>15.6</td>
<td>2948</td>
<td>2.0</td>
</tr>
<tr>
<td>1999</td>
<td>12951</td>
<td>6.6</td>
<td>3009</td>
<td>2.1</td>
</tr>
<tr>
<td>2000</td>
<td>15626</td>
<td>20.6</td>
<td>3460</td>
<td>15.0</td>
</tr>
<tr>
<td>2001</td>
<td>15083</td>
<td>-3.5</td>
<td>3198</td>
<td>-7.6</td>
</tr>
<tr>
<td>2002</td>
<td>15064</td>
<td>-0.1</td>
<td>3103</td>
<td>-3.0</td>
</tr>
<tr>
<td>2003</td>
<td>20729</td>
<td>37.6</td>
<td>4463</td>
<td>43.8</td>
</tr>
<tr>
<td>2004</td>
<td>27944</td>
<td>34.8</td>
<td>6170</td>
<td>38.2</td>
</tr>
<tr>
<td>2005</td>
<td>33123</td>
<td>18.5</td>
<td>7493</td>
<td>21.4</td>
</tr>
<tr>
<td>2006</td>
<td>39025</td>
<td>17.8</td>
<td>8634</td>
<td>15.2</td>
</tr>
<tr>
<td>2007</td>
<td>44360</td>
<td>13.7</td>
<td>10729</td>
<td>24.3</td>
</tr>
<tr>
<td>2008</td>
<td>51294</td>
<td>15.6</td>
<td>11832</td>
<td>10.3</td>
</tr>
<tr>
<td>2009</td>
<td>54960</td>
<td>7.1</td>
<td>11394</td>
<td>-3.7</td>
</tr>
<tr>
<td>2010</td>
<td>64889</td>
<td>18.1</td>
<td>14193</td>
<td>24.6</td>
</tr>
</tbody>
</table>

**Source:** India Tourism Statistics 2010
The month-wise FEE from tourism and corresponding percentage change over previous years during 2008-2010 in rupee terms are given in Tables.

**TABLE 1.2**

**MONTH-WISE FEE FROM TOURISM (₹ CRORE) IN INDIA DURING 2008-2010**

<table>
<thead>
<tr>
<th>Month</th>
<th>FEE from tourism (in ₹ Crore)</th>
<th>Percentage change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008 2009 2010</td>
<td>2009/08 2010/09</td>
</tr>
<tr>
<td>January</td>
<td>4599 4598 5593</td>
<td>0.0 21.6</td>
</tr>
<tr>
<td>February</td>
<td>5496 4547 6646</td>
<td>-17.3 46.2</td>
</tr>
<tr>
<td>March</td>
<td>4312 4437 5507</td>
<td>2.9 24.1</td>
</tr>
<tr>
<td>April</td>
<td>3740 4061 4518</td>
<td>8.6 11.3</td>
</tr>
<tr>
<td>May</td>
<td>3153 3249 4358</td>
<td>3.0 34.1</td>
</tr>
<tr>
<td>June</td>
<td>3538 3801 4751</td>
<td>7.4 25.0</td>
</tr>
<tr>
<td>July</td>
<td>4553 4983 5444</td>
<td>9.4 9.3</td>
</tr>
<tr>
<td>August</td>
<td>4041 4115 4620</td>
<td>1.8 12.3</td>
</tr>
<tr>
<td>September</td>
<td>3602 3798 4678</td>
<td>5.4 23.2</td>
</tr>
<tr>
<td>October</td>
<td>4234 4806 5219</td>
<td>13.5 8.6</td>
</tr>
<tr>
<td>November</td>
<td>5003 5523 6516</td>
<td>10.4 18.0</td>
</tr>
<tr>
<td>December</td>
<td>5023 7042 7039</td>
<td>40.2 0.0</td>
</tr>
</tbody>
</table>

| Total    | 51294 54960 64889 | 7.1 18.1 |

*Source: India Tourism Statistics 2010*
Tourism in India was seen as a mere service sector for a long time. It has now been recognized as an export industry due to its multiple advantages. Though tourism gained importance belatedly, it has grown at a rapid pace and enhanced its share in international tourist arrivals as well as in foreign exchange earnings. Now, it is one of the largest service industries in India, with a contribution of 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. According to World Travel and Tourism Council, India will be a tourism hot spot from 2009 to 2018 having the highest ten year growth
potential. The Travel and Tourism Competitive Report 2007 ranked tourism in India sixth, in terms of price competitiveness.\(^7\)

Table 1.3 presents the details about the number of foreign and domestic tourists arrival in India.

**TABLE 1.3**

**DOMESTIC & FOREIGN TOURIST VISITS TO INDIA, 1991 - 2010**

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Visits</th>
<th>Annual Growth Rate (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic</td>
<td>Foreign</td>
</tr>
<tr>
<td>1991</td>
<td>66670303</td>
<td>3146652</td>
</tr>
<tr>
<td>1992</td>
<td>81455861</td>
<td>3095160</td>
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<td>1993</td>
<td>105811696</td>
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<tr>
<td>1995</td>
<td>136643600</td>
<td>4641279</td>
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<tr>
<td>1996</td>
<td>140119672</td>
<td>5030342</td>
</tr>
<tr>
<td>1997</td>
<td>159877208</td>
<td>5500419</td>
</tr>
<tr>
<td>1998</td>
<td>168196000</td>
<td>5539704</td>
</tr>
<tr>
<td>1999</td>
<td>190671034</td>
<td>5832015</td>
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<tr>
<td>2002</td>
<td>269598028</td>
<td>5157518</td>
</tr>
<tr>
<td>2003</td>
<td>309038335</td>
<td>6708479</td>
</tr>
<tr>
<td>2004</td>
<td>366267522</td>
<td>8360278</td>
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<tr>
<td>2007</td>
<td>526564478</td>
<td>13256637</td>
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<tr>
<td>2008</td>
<td>563034107</td>
<td>14380633</td>
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<tr>
<td>2009</td>
<td>668800482</td>
<td>14372300</td>
</tr>
<tr>
<td>2010</td>
<td>740214297</td>
<td>17852777</td>
</tr>
</tbody>
</table>

Source: India Tourism Statistics 2010

\(^7\)Government of Tamil Nadu, Tourism and Culture Department, *Tourism Policy Note*, 2010-11, pp.1-2.
Table 1.3 presents the statistics on domestic and foreign tourist visits to India during the years 1991 to 2010. As may be seen from this Table, there has been a continuous increase in domestic tourist visits, with the compound annual growth rate (CAGR) of domestic tourist visits to India from 1991 to 2010 being 13.5 per cent. The foreign tourist visits too have been increasing over the years, though there was a negative growth in the years 1992, 2002 and 2009. The foreign tourist visits to India during 1991 to 2010 witnessed a CAGR of 9.6 per cent. The year 2010 witnessed a growth of 10.7 per cent in domestic tourist visits over the year 2009, which is lower than the growth of 18.8 per cent in the year 2009 over 2008. During 2010, visits by foreign tourists have registered a growth of 24.2 per cent over 2009, as compared to negative growth of 0.1 per cent in 2009 over 2008.

Tourism industry is the largest employment generator of the world. It is estimated that, by 2010, this industry will create 7 million new jobs, may contribute Rs. 1,30,000 crore in capital investment and may have 7% share in GDP. Foreign tourist arrivals are at 2.64 millions during 2000. This is the only industry, which requires less or no investment, yet generates billions of foreign exchange to the country's exchequer. Many small nations viz. Singapore, Sri-lanka, Malaysia, Thailand etc. woo millions of foreign tourists and bag billions of foreign exchange. India, albeit, the country houses rich tourism locations, yet, figured in the bottom
of the rank table in wooing foreign. Apart from foreign tourist, domestic tourist has emerged as a powerful source for the development of tourism

Several reasons are cited for the growth and prosperity of India's travel and tourism industry. The aggressive advertising campaign "Incredible India" by Tourism Ministry has played a major role in changing the image of India from that of the land of snake charmers to a hot and happening place and has sparked renewed interest among foreign travelers. Economic growth has added millions annually to the ranks of India's middle class, a group that is driving domestic tourism growth. Disposable income in India has grown by 10.11% annually from 2001-2006, and much of that is being spent on travel. Thanks in part to its booming, IT and outsourcing industry, a growing number of business trips are made by foreigners to India, who will often add a weekend break or longer holiday to their trip. Foreign tourists spend more in India than almost any other country worldwide. Tourist arrivals are projected to increase by over 22% per year through till 2010, with a 33% increase in foreign exchange earnings recorded in 2004.

A new growth sector in Indian tourism is medical tourism. It is currently growing at around 30% per annum. Medical tourist arrivals are expected to reach one million soon. The country ranks second in medical tourism. In 2007, Indian hospitals treated 450,000 patients from other countries against topper Thailand's 1.2 million. A two-year study by healthcare researchers Deloitte revealed that
there is a significant rise in patients in India from the US, UK and Europe apart from the usual inflow of patients from neighboring countries and West Asia.

India’s tourism sector is projected to grow at 8.8 per cent ahead of China over the next 10 years. According to WTTC, capital investment in the India tourism sector is expected to touch the $21.4 billion mark in 2014. This will be about 7.8 per cent of the total investment received by the country in that year.

Increased tourism in India has created jobs both directly and indirectly in a variety of related sectors. The numbers tell the story: almost 20 million people are now working in the India's tourism industry; India's governmental bodies have also made a significant impact in tourism by requiring that each and every state of India have a corporation to administer support issues related to tourism. Travel and tourism industry is the second highest foreign exchange earner for India, and therefore the government has given travel and tourism organizations export house status.

Aggressive marketing, synergized development of tourist infrastructure, dovetailing the resources of various departments, motivating stakeholders, inculcating tourist friendly culture, exploring new avenues like medical tourism and adventure tourism in the last four years have helped Indian tourism to achieve more than twenty per cent annual growth.
Tourism industry has the unique advantage of generating employment for skilled, semi-skilled and unskilled persons. It ensures inclusive development for the locals. India has got enormous potential to be tapped. 

1.6 TOURISM IN TAMIL NADU

Tamil Nadu is a State with several distinguished tourism centre. It has cerulean mountains, Silver Falls, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.

Tourism enhances the performance of the tourism sector in an environmentally and culturally sustainable and socially inclusive manner.

Tamil Nadu or "the land of Tamil" a beautiful state nestled in the southern Indian peninsula, on the shores of the Bay of Bengal and the deep blue Indian ocean is known for its cultural heritage and temple architecture. Tamil literature is amongst the oldest in India and in the world. According to history the ancient Tamils had traded more than 2000 years ago with civilizations of East and West Asia who sought its spices, sea wealth, silk and textiles. Tamil Nadu is a land of all kinds of tourism.

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8 www.incredibleindia.org
Tamil Nadu has recognized the importance of tourism long ago and facilitated its development in desired directions. Aggressive marketing, synergized development of tourist infrastructure, dovetailing the resources of various departments, motivating stakeholders, inculcating tourist friendly culture, exploring new avenues like medical tourism and adventure tourism in the last four years have helped Tamil Nadu tourism to achieve most than twenty per cent annual growth.\footnote{Government of Tamil Nadu, Tourism and Culture Department, \textit{Tourism Policy Note}, 2010-11, pp.3-4.}

Table 1.4 furnished the data relating to the number of foreign and domestic tourists arrival in Tamil Nadu during the year 2001-to 2011.
It is illustrated from Table 1.4 that there is an extraordinary increase in the number of foreign and domestic tourists arrival in Tamil Nadu during the period under the study, that is, the number of foreign tourists arrival was 7.73 lakhs in the year 2001 and it increased to 33.08 in the year 2011. Whereas in case of domestic tourists, the arrival of tourists was 238.12 lakhs in the year 2001 and it increased to 1217.56 lakhs in the year 2011. It is inferred from the above analysis that the

### TABLE 1.4

<table>
<thead>
<tr>
<th>S.No</th>
<th>Year</th>
<th>Domestic (in lakhs)</th>
<th>Annual Growth Rate (in %)</th>
<th>Foreign (in lakhs)</th>
<th>Annual Growth Rate (in %)</th>
<th>Total (in lakhs)</th>
<th>Annual Growth Rate (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2001</td>
<td>238.12</td>
<td>3.6</td>
<td>7.73</td>
<td>-1.7</td>
<td>245.85</td>
<td>3.4</td>
</tr>
<tr>
<td>2</td>
<td>2002</td>
<td>246.61</td>
<td>3.6</td>
<td>8.05</td>
<td>4.1</td>
<td>254.66</td>
<td>3.6</td>
</tr>
<tr>
<td>3</td>
<td>2003</td>
<td>270.59</td>
<td>9.7</td>
<td>9.02</td>
<td>12</td>
<td>279.61</td>
<td>9.8</td>
</tr>
<tr>
<td>4</td>
<td>2004</td>
<td>300.77</td>
<td>11.2</td>
<td>10.58</td>
<td>17.3</td>
<td>311.35</td>
<td>11.4</td>
</tr>
<tr>
<td>5</td>
<td>2005</td>
<td>323.39</td>
<td>7.5</td>
<td>11.79</td>
<td>11.4</td>
<td>335.18</td>
<td>7.7</td>
</tr>
<tr>
<td>6</td>
<td>2006</td>
<td>392.14</td>
<td>21.3</td>
<td>13.35</td>
<td>13.2</td>
<td>405.50</td>
<td>21.0</td>
</tr>
<tr>
<td>7</td>
<td>2007</td>
<td>506.47</td>
<td>29.2</td>
<td>17.53</td>
<td>31.3</td>
<td>524.00</td>
<td>29.2</td>
</tr>
<tr>
<td>8</td>
<td>2008</td>
<td>626.18</td>
<td>23.6</td>
<td>20.40</td>
<td>16.4</td>
<td>646.58</td>
<td>23.4</td>
</tr>
<tr>
<td>9</td>
<td>2009</td>
<td>780.38</td>
<td>24.6</td>
<td>23.69</td>
<td>16.1</td>
<td>804.07</td>
<td>24.4</td>
</tr>
<tr>
<td>10</td>
<td>2010</td>
<td>976.37</td>
<td>25.1</td>
<td>28.05</td>
<td>18.4</td>
<td>1004.42</td>
<td>24.9</td>
</tr>
<tr>
<td>11</td>
<td>2011</td>
<td>1217.56</td>
<td>24.7</td>
<td>33.08</td>
<td>17.9</td>
<td>1250.64</td>
<td>24.5</td>
</tr>
</tbody>
</table>

Source: Tourism Statistical Handbook, Tamil Nadu, 2011
highest percentage increase of number of foreign tourists arrival was found in the year 2007 from the previous year which constitutes 31.3 per cent whereas in case of domestic tourist arrival the highest percentage was found in the year 2007 which constitute 29.2.

1.7 SCENARIO IN TAMIL NADU

Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Yelagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanic Gardens in Ooty, Kodaikanal and Coimbatore.

It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and three Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvanmiyur, Tiruchendur, Rameswaram and Kanniyakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with
different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour.

As Tamil Nadu has its unique culture and abundant tourism potential, domestic tourists and tourist from abroad throng the tourist spots throughout the year. The spots get overcrowded during the seasons. To facilitate the tourists, Tamil Nadu Tourism Development Corporation has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking, creation of parks, boat house development and illumination for the benefit of tourists.

1.8 STRATEGIES FOR DEVELOPMENT OF TOURISM

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

- Developing less known tourism places, waterfalls and dam sites to attract both domestic and foreign tourists.

- Developing pilgrim centres by providing infrastructure facilities.

- Developing Rural Tourism to generate rural employment and provide alternative tourist attractions.

- Encouraging Medical Tourism by providing quality medical services at affordable cost in the Super Specialty Hospitals.
• Developing Tamil Nadu as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination to attract group tourists.

• Publicizing the festivals like Pongal, Indian Dance Festival, Chithirai festival, Heritage festival etc.

• To promote Arts, Crafts, Folklore, Rural Cuisine through Tourism.

• Conducting Publicity campaigns in all major cities in India and abroad and participating in the International Travel Marts.

• Encouraging participation of Corporate Sector, Oil companies for increasing certain tourist infrastructure facilities like Adventure Tourism, Cruises, Star Hotels, Resorts, Air-Charter tours, Heli-taxi and wayside facilities close to petrol-pumps.

• Human Resource Development in Tourism and Hospitality sector by conducting management courses at various educational institutions and training programmes for tourist guides.

1.9 TAMIL NADU TOURISM DEVELOPMENT CORPORATION (TNTDC)

The Tamil Nadu Tourism comprises of the organizational structure of the Department of Tourism and a Directorate of Tourism. The Department formulates policies and implements programmes for the development of tourism
sector in the State. Tamil Nadu Tourism Development Corporation is a state owned public sector undertaking to initiate novel ventures and innovate new schemes for providing demonstration effect to the private sector. In performing this role, Tamil Nadu Tourism coordinates the activities of various Government Departments and agencies and the private sector for the development of tourism.

Tamil Nadu Tourism Development Corporation (TTDC) has been operating Hotels, Youth Hostels, Restaurants, Boat houses, Telescope houses as a forerunner for the private sector to emulate as new area of business proposition.10

1.10 RESEARCH DESIGN

This part presents the design of the study. Methodology plays a crucial role fact finding exercises. The process of analyze and interpretations along with inferences and evolution, data and variables is much influenced by the effective nature of tools employed

Selection of proper research method is a very crucial problem. If a wrong methodology has been adopted for completing a piece of research, the results are bound to be vague, implausible and unscientific.11

10 www.tamilnadutourism.com

This part of the research design outlines the entire research plan. It describes what must be done, how it will be done, what data will be needed, what data gathering devices will be employed, how sources of data will be needed and how the data will be analyzed and conclusion researched.\textsuperscript{12}

1.11 STATEMENT OF THE PROBLEM

Tourism as a fast growing sector and has been endowed with vast and inexhaustible potentials to enhance national income, foreign exchange and employment opportunities. The system and style of travel and tours have duly attracted the attention of both developed and developing economies of the world.

The main reason for such an emphasis has been the vast benefits made available by this sector. There is a strong complementary inter-linking between the endowments.

The World Tourism Organization (WTO) – (1998) has recognized the potentials of the tourism sector for the purpose of poverty alleviation, and employment generation. So almost all the countries in the world moped up the resources to give a big push to tourism industry.

Tourism has emerged as a major socio-economic factor in the world and is the second largest industry in the world next only to oil.

\textsuperscript{12}John W. Best, \textit{Research in Education}, Prentice Hall, New Delhi, 1977, p.28.
Tourism has been identified as one of the world’s largest industries having an annual growth of 5 per cent and more during the past two decades.

Tirunelveli District, the southern district of Tamil Nadu is described as a microcosm of the State. The district has diverse geographical and physical features such as lofty mountains and low plains, rivers and cascades, seacoast and inland forests, sandy soils and fertile lands, a variety of flora and fauna and protected wildlife.

The glory of Tirunelveli district is the pride of the Tamils. The crawling clouds on the Western Ghats, picturesque Pothigai hills and the Courtallam waterfalls are the special features which make Tirunelveli unique. The Western Ghats are the origin of a number of rivers having their course in southern Tamil Nadu and they are Thamirabarani, Kundaru, Pachaiaru, Nabiyaru and Manimuthar. As a result of these rivers, the district is fertile and prosperous. Across these rivers several dams have been constructed for irrigation purpose. A tea estate is also situated on the top of Western Ghats called Mancholai. It has a number of summer resorts. A few temples are also situated there. The district consists of all the five geographical divisions referred to in Tamil literature. The western ghats from the Kurinji (mountainous) region; the Kalakkadu and Mundanthurai forests from the Mullai (forest) region; the lands watered by the Thamirabarani river and other rivers fall under Marudham (fertile agricultural fields); the Radhapuram sea coast is its Neithal land (coastal) and the Teri land
forms the Palai (desert) region. The district is dotted with centers of natural beauty, pilgrimage, architectural eminence and memorials of great warriors of Indian independence. Thus Tirunelveli has a great potential for tourism development.

Tirunelveli is famous for its historical places like Kalakkadu, Nerkattum Sevval and Palayamkottai. Courtallam is the most famous tourist spot. It attracts a number of tourists for its scenic beauty and excellent ecological features. This district has a colorful history, cultural heritage, age old traditional arts and crafts of Tamil Nadu which offer great scope for the development of tourism both domestic and foreign. The government of Tamil Nadu during the post-independence era has been taking effective steps to improve the tourist centres. Tirunelveli has great potentials for the development of tourism. Historical tourism, Eco-tourism, Religious tourism, Medical tourism and Pleasure tourism are some of the types of tourism development takes place in this district.

Many factors hamper the development of tourism industry in Tirunelveli District. Tourism in this district has not been paid due attention by the government. The avenues for the various kinds of tourism in this district are not fully explored and deficiencies and problems are not much assessed. An in-depth study on the demographic profile of tourists, various tourism avenues, tourism amenities and facilities and tourism related issues and problems in this district will help promote tourism.
This study makes an attempt to analyse the pace and pattern of inflow of tourists into Tirunelveli District in Tamil Nadu and to estimate the growth and development of tourism industry in the study area during the study period. As the problem is commercially significant and the researcher belongs to the study area, this study has been undertaken for investigation and exploration.

The study is about the Development of Tourism Industry in Tirunelveli District. Tourism is one of the growing industries, and it’s the second largest industry in the world. There are many factors which promote the tourism industry. Climate is one of them. The regions of higher altitude are always preferred by the people to escape from stress and strains. The flow of tourists to these places also contributes to the tourism industry of Tamil Nadu. But tourism does not confine itself in hills or mountains only. The scenario has been changed now. Anything which attracts or entertain people can be considered for tourism. In the case of Tirunelveli, it is a unique centre in the tourist map of Tamil Nadu. The place is blessed with plenty of tourism potentials like pilgrim centers, reservoirs, dense green forests and tea plantation. They are also places of historical importance. Wildlife and nature are also the assets of the area. Most importantly Courtallam is a famous waterfall in the district. The water has medicinal properties as the water runs through forests of herbs. People come here not only to enjoy the beauty of the waterfalls, but also to have a bath there. The place is a unique combination of medical tourism and eco tourism. The District can be noted as a vast
developing tourist spot in the State. It has more potentials to develop to a great extent. The present study is intended to have an understanding of Development of Tourism Industry in Tirunelveli District. So the researcher finds the study highly relevant and informative and will be useful to people who are interested in multipurpose tourism.

1.12 OBJECTIVES OF THE STUDY

The following are the specific objectives of the study:

1. To highlight the types, trends and attractions of Tourism in Tirunelveli District

2. To find out the demographic features of tourist visiting the study area.

3. To examine the factors and facilities which influence the development of tourism in Tirunelveli District.

4. To calculate the trend and compound growth rates of tourism development in Tirunelveli District.

5. To study the views, opinions and levels of satisfaction and also the problems faced by tourists.

6. To make a few suggestions to further promote tourism in the study area.
1.13 HYPOTHESES

The following hypotheses were adopted

a. The attraction of foreign tourists is influenced by the water falls in Tirunelveli District and

b. The attraction of domestic tourists is influenced by the pilgrim centres in Tirunelveli District.

1.14 SCOPE OF THE STUDY

This explorative investigation covers the revenue district of Tirunelveli in Tamil Nadu. All the 11 revenue taluks are included in this research work.

1.15 STUDY PERIOD

The study period adopted for this work has been 10 years from 2001-02 to 2010-11.

1.16 SAMPLING METHOD

Tourists visiting Tirunelveli District are the population for this study. In this research study convenient random sampling has been followed. Accordingly a total of 400 tourists visiting to this district have been selected as total sample size. Out of which 200 were domestic tourists and 200 were foreign tourists. Information were elicited from all 400 sample tourists.
1.17 SOURCES OF DATA

This research study is based on empirical evidence. Necessary primary and secondary data were collected systematically. To collect the relevant primary data, well structured and pre-tested schedules were duly employed. In addition, a few personal discussions and conversations were conducted to fish out the facts and processed them promptly. The primary data pertain to the infrastructure facilities such as attraction, accessibility, accommodation and amenities were collected from the sample tourists through pre-structured interview schedule carefully designed after a pilot study made by the researcher.

Secondary data were collected from newspapers, journals, periodicals, published statistical report on tourism by Government of Tamil Nadu and Government of India. Booklets, brochures and other materials circulated by the Department of Tourism were also considered for the gathering of pertinent data. Internet is yet another major source of second hand information for this study.

1.18 TOOLS OF ANALYSIS

A few statistical tools have been used to analyze the collected data to enable a meaningful interpretation of the results. Special care was taken to ensure transparency and objectivity in data analysis. Deliberate efforts were also taken to see that no personal bias has influenced at any stage of analysis or interpretation. For the analysis of data the questions were coded and entered in the Statistical
Package for Social Sciences (SPSS) for further statistical treatment of the data. The following statistical tools have been used for analyzing the data:

The appropriate statistical tools describe the data along with this simple percentage analysis.

1. Linear and Semi-log Trend Models
2. Likert’s Scaling Technique.
3. Garrett’s Ranking Technique and
4. Factor Analysis.

1.18.1 Compound Growth Rate

Economists, businesspeople, as also the Governments are often interested in finding out the rates of growth for a number of variables, such as foreign and domestic tourists arrivals and their growth rates, foreign exchange earning from Tamil Nadu tourism and Indian Tourism.

To find out the rate of growth of any variable the following formula was used.

\[ Y_t = Y_0 (1+r)^t \]

where ‘r’ is the compound rate of growth of Y

Taking the natural logarithm

\[ \ln Y_t = \ln Y_0 + t \ln (1+r). \]

Now letting

\[ \beta_0 = \ln Y_0 \]
\[ \beta_1 = \ln(1+r) \]

To write as

\[ \ln Y_t = \beta_1 + \beta_2 t \]

Adding the disturbance term to the previous equation,

\[ \ln Y_t = \beta_0 + \beta_1 t \]

This model is like any other linear regression model in that the parameters \( \beta_1 \) and \( \beta_2 \) are linear. The only difference is the regression and is the logarithm of \( Y \) and the regressor is the ‘time’ which will take the values of 1, 2, 3, etc.,

This model has been used to find out the growth rates of foreign and domestic tourist arrivals, foreign exchange earning from tourism in India and Tamil Nadu.

1.18.2 Likert’s Scale

Likert’s five-point rating scaling technique was used to measure the facilities available for the tourists. The major variables, which come under for the analysis.

\[
\text{Actual Score} = \frac{\text{Total weighted score}}{\text{Maximum score}} \times 100
\]
The scores for the statements are Highly Satisfied, -5, Satisfied –4, Average-3, Dissatisfied-2, Highly Dissatisfied-1, by using this scale the score intensity value was calculated for each statement.

1.18.3 Garrett’s Ranking

Garrett’s Ranking was used in the opinion about the respondents to select the tourists places under the ranking technique. This technique was used for knowing about the priorities given by the respondents for the various places. The following formula was to convert the order of the opinions in to rank.

\[
\text{Per cent Position} = \frac{100 \times (R_{ij} - 0.5)}{N_j}
\]

\( R_{ij} \) = Rank given by the \( i^{th} \) factor

\( N_j \) = Number of factors ranked by the \( j^{th} \) individual

Thus the per cent position of each rank was obtained and it was converted into scores using Garrett’s ranking Table. After that, the scores of the individual respondents for each of the factors were added and then divided by the total number of respondents who had responded. The mean scores for all the reasons were analysed in the descending order. Ranks were assigned and the important reasons were identified.
1.18.4 Factor Analysis

Mathematically, factor analysis\textsuperscript{13} is somewhat similar to multiple regression analysis. Each variable is expressed as a linear combination of underlying factors. The amount of variance, a variable shares with all other variables included in the analysis is referred to as communality. The co-variation among the variables is described in terms of a small number of common factors plus a unique factor for each variable. These factors are not observed. If the variables are standardized, the factor model may be represented as:

\[
X_i = A_{i1} F_1 + A_{i2} F_2 + A_{i3} F_3 + \ldots + A_{im} F_m + V_i U_i
\]

Where,

\[X_i\] = \text{\textit{i}th standardized variable},
\[A_{ij}\] = Standardized multiple regression coefficient of variable \textit{i} on common factor \textit{j}
\[F\] = Common factor,
\[V_i\] = Standardized regression coefficient of variable \textit{i} on unique factor \textit{i}
\[U_i\] = The unique factor for variable \textit{i}
\[m\] = Number of common factors

The unique factors are uncorrelated with each other and with the common factors. The common factors themselves can be expressed as linear combinations of the observed variables.

\[ F_i = W_{i1} X_1 + W_{i2} X_2 + W_{i3} X_3 + \ldots + W_{ik} X_k \]

Where,

- \( F_i \) = Estimate of \( i^{\text{th}} \) factor
- \( W_i \) = Weight or factor score coefficient
- \( K \) = Number of variables.

It is possible to select weights or factor score coefficients so that the first factor explains the largest portion of the total variance. Then a second set of weights can be selected, so that the second factor, which accounts for most of the residual variance subject to being uncorrelated with the first factor. The same principle could be applied to selecting additional weights for the additional factors. Thus, the factors can be estimated so that their factor scores, unlike the value of the original variables, are not correlated. Furthermore, the first factor accounts for the highest variance in the data, the second factor the second highest, and so on.

Factor Analysis is used to identify and analyze the influencing factors on the level of attraction of tourism in the study area.
1.19 OPERATIONAL DEFINITIONS

1.19.1 Tourism Conceptual Exposition

Tourism denotes the temporary, short-term movement of people to destination outside the place where they normally live and work their activities during their stay at these destinations.

“Tourism is a pleasure activity in which money earned in one’s normal domicile is spent in the places visited”.

1.19.2 Definition of Tourism

The United Nations Conference on International Travel and Tourism (UNCITT) explained the origin of the term ‘tourist’. Tourism has been derived from the Latin word ‘tour’. The Latin ‘tornus’ served to be the mother. The essence of tourism is the travel of persons from one place to another with short and long stays with none or family members or friends or both.

The UNCITT came out with the definitions for tourism and excursion

Tourist

A tourist is any person who visits another place and stays there for at least 24 hours without any specific business ventures.

The World Tourism Organisation defines tourists as “people who travel to and stay in places outside their usual environment for more than twenty four hours
and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

**Excursionist**

An excursionist is any person who visits another place but stays less than 24 hours there without any specific business venture.

They are accepted by UNCITT and by all others. Concerned with tourism globally.

**Tourist - the Concept**

The origin of the word ‘Tourist’ dates back to 1292 A.D. It has come from the word ‘tour’ a derivation of the Latin word tornus meaning a tool for describing a circle or a turner’s wheel. A number of experts have defined the term.

“Tourists are voluntary temporary travellers, travelling in the expectations of pleasure from the novelty and change experienced on a relatively and non-recurrent round-trip.

“19th Century dictionary defines tourist as a person who travels for pleasure of travelling out of curiosity and because he has nothing better to do”.
“Dictionnaire Universal says tourist a person who makes a journey for the sake of curiosity for the fun of travelling, or just to tell others that he has travelled.

“The league committee finds tourist any person visiting a country other than that in which he usually resides, for a period of less than 24 hours.

1.19.3 On the Basis of the Region

Domestic Tourism

The domestic tourism is meant for the tourists belonging to their normal domicile or to the areas in their own country and don’t need any documentation for level.

World Tourism

Such type of tourism is for travelling to countries other than their own with a different economic and political system and requires documents to cross the frontiers.

1.19.4 On the basis of number

Individual Tourism

In the individual tourism, the tourists move individually. The programme is finalised by an individual depending upon his/her means and requirements.
Group Tourism:

In such category of tourism, the tourist travel as a member of group and so. We do not find any separate programming.

1.19.5 On the Basis of Arrangement:

Independent: In the independent tourism, the tourists make transportation, accommodation or other arrangements independently or the tourists are assisted by the travel agents.

Inclusive: In the inclusive tours, the package tours are arranged as member of the inclusive group and the tourists buy a trip.

1.19.6 Others:

Social Tourism:

Social tourism is a type of tourism practiced by low income groups and which is rendered possible and facilitated by entirely separate and therefore easily recognizable services”. Another expert M. Andre Poplimont says, “Social tourism is the type of tourism practised by those who would not be able to meet the cost without social intervention. ie. without the assistance of an association to which individual belongs”.

Domestic Tourist

A domestic tourist is one who travels outside his / her normal domicile to certain other areas within his / her own country for spending his leisure. A domestic tourist is one who travels more than 50 miles away from home and spends at least a night in a hotel or someplace where he has to pay.

Foreign Tourist

A foreign tourist is a person who visits a country on a foreign passport and stays at least for twenty-four hours in that country for spending his / her leisure. The League of Nations with the concurrence of member countries defined the term 'foreign tourist' as: "Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours".

Tourism Product

Tourism Product denotes sum of physical or psychological satisfactions a tourist spot provides to the buyers. Tourism ‘product’ cannot be transported to the ‘customer’. It is the customer who comes to the product to consume it. There are more than hundred tourism products in the world.

Tourist Centre

A tourist centre is a village or town with a definite concentration of tourist resource, material, and infrastructure of tourism development.
Transportation

Tourist requires transport in order to visit the different locals throughout the country. It is a primary service needed by tourists in order to reach the destination. The passenger transport may be categorized as public or private, inland and international; air and surface etc.,

Tourism Facilities

Facilities which include accommodation, like hotels, boarding houses, guesthouses and youth hostels. They also include recreational and sports facilities of wide variety and also all the necessary information like transportation, banks and some other utilities.

Travel Agent

A person or firm or co-operative society qualified to render services relating to tours, transportation, hotel accommodation, food and all other travel arrangements to the public.

Pilgrimage

Pilgrimage is a journey of persons visiting holy places.

Pilgrim

A Pilgrim is a person who visits a holy place and is an act of religious devotion.
1.20 SIGNIFICANCE AND JUSTIFICATIONS OF THE STUDY

This is an empirical study with considerable significance because the Tourism Industry has been rewarding and with escalated potentials for further strides. Since the study area is the native district of the researcher, he has good understanding of the desiderate and distinctions of the problem.

It is possible to assess the contribution made and the conflicts, if any, confronted by similar exercises. It is a sure road to rectification and revitalization. So, the present study has become resoundingly relevant and surpassingly significant, to be modest.

Again this research work on the development of tourism industry in Tirunelveli District; enjoys necessary theoretical validity, analytical feasibility and practical utility, It is capable of adding to the original and creative types of knowledge and does not confine to the formative and reproductive types alone. Above all, this problem has its modern and innovative claims. Hence, the topic gets justified.

1.21 CHAPTER SCHEME

This research report is presented in seven chapters

Chapter I  Introduction and Research Design presents an introduction with meaning, definitions, and types of tourism, tourist attractions, tourism
infrastructure, world tourism day, tourism in India and tourism in Tamil Nadu. The methodological inputs like statement of the problem, objectives of the study, tentative hypothesis, scope of the study, study period, methodology, database, sample size, tools of analyze, key concepts, constraint faced, significance and justification of the study are also presented in this chapter.

Chapter II Review of Literature presents a quick review of the past studies relating to the subject. The Research gap also is added.

Chapter III Profile of Tirunelveli District carries the several natural demographic and sectoral aspects of Tirunelveli District to facilitate easy understanding of the study area. A map also is provided.

Chapter IV Places of Tourism Importance in Tirunelveli District provides the leading tourism oriented attractive places and spots available and factors and facilitates favourable for tourism in Tirunelveli District. Works of nature shall be highlighted in this chapter.

Chapter V Trend and Growth Rates of Tourism in Tirunelveli District - This chapter is devoted for calculating the trend rate and compound growth rate of the tourism industry in Tirunelveli District. Necessary, interpretation and inferences will be presented.

Chapter VI Socio-Economic Profile of Tourists and their Views, Opportunities and the Problems Faced - This chapter makes an analysis the
views and opinions of the visitors and also the problems faced by them in Tirunelveli District.

**Chapter VII Summary of Findings and Suggestions** - This final chapter presents a summary of the leading findings, a few suggestions and the scope for further research in this study area.