CHAPTER - IV

CONCEPTUAL FRAMEWORK OF THE STUDY

4.1 INTRODUCTION

Tourism plays a major role in the economic development of countries like China, England, Germany, Hong Kong, Thailand and United States. It is because of the tourist attractions in the country they are able to attract more tourists towards them and generate huge revenue as foreign exchange. In the past, the scope for tourism in any country was very much limited because of the non-availability of facilities like transport and communication. But in the present day, development of science and technology especially the infrastructure development had brought in many new inventions. Hence, the tourism sector started to give tremendous contribution towards the improvement in social and cultural life of the people in any country.

Tourism in India has shot up at lightning speed in recent years. India has succeeded in becoming the most preferred place amongst domestic and overseas travellers. Tourism exposes international travellers to India’s diverse culture. Tourism has emerged as an industry in the recent past and in developing as the biggest industry of the world. Now the technical boom is helping tourism to be in the main driving seat of many countries. The globalization and open economy helped tourism to emerge as one of the biggest foreign exchange earners for India. It brings the opportunity of infrastructure development.

The overall development of any country depends especially on the improvement of road, vehicles, communication, water supply, airports and railway stations. Economic progress and industry development depend on the overall
development of country. Tourism plays a major role in this overall infrastructural advancement. Tourism helps agriculture and other industries directly and indirectly.

4.2 TOURISM-MEANING

Tourism dates back to early history. Even before long years, in the history there are evidences for ancient tourism. In Sanskrit literature ‘Trithatana’ means going out and visiting places of religious merit, Paryatana means going out for pleasure and knowledge, Deshatana means going out of the country primarily for economic gains.

Tourism is an act of travel for the purposes of leisure, pleasure or business and the provision of services for this act. There are two important components that make up tourism.

(i) The practice of travelling for pleasure

(ii) The business of providing tours and services for persons travelling

The origin of the word ‘tourist’ dates back to the year 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. In the first half of the seventeenth century, the term tourist was first used for travelling from place to place as a journey or an excursion, a circuitous journey touching the principal parts of a country or region.

The Oxford Advanced Learners Dictionary of English defines ‘tourist’ as a ‘person making a tour for pleasure’. According to the Dictionnaire Universal the ‘tourist’ is 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 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. Based on the above definition, the following persons were considered as tourists:

i) Persons travelling for pleasure, for domestic reasons and for health.

ii) Persons travelling to meetings, or is a representative of any kind like scientific, administrative, diplomatic, religious and athletic.

iii) Persons travelling for business purposes.

iv) Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours.

The following persons are not considered as tourists:

i) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.

ii) Persons coming to establish a residence in the country.

iii) Students and young persons in boarding establishments or schools.

iv) Residents in a border of a country and persons dwelling in one country and working in the neighbouring country.

v) Travellers passing through a country without stopping, even if the journey takes more than 24 hours.

The United Nations confirmed the above definition in the year 1945 and it was stated that the ‘tourist’ was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose.
World Travel Organisation defined Tourism as, “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Mathieson and Wall (1982) defined tourism as, “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”

According to Macintosh and Goeldner (1986) tourism is “the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these and other visitor.”

4.3 CHARACTERISTICS OF TOURISM

The following five main characteristics of tourism have been identified from the definition given by World Travel Organization:

i) Tourism arises from the movement of people to and their stay in various destinations.

ii) There are two elements in all tourism, the journey to the destination and the stay including activities at the destination.

iii) The journey and the stay take place outside the usual place of residence and work, so that tourism gives rise to activities which are distinct from those of the resident and the working population of the places, through which the tourists travel and in which they stay.
iv) The movement to destination is of temporary, short term character, with the intension of returning to the usual environment within a few days, weeks or months.

v) Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

4.4 PRODUCT-MEANING

According to Philip Kotler a product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.

4.4.1 LEVEL OF PRODUCTS

Core Benefit: This is the fundamental service or benefit or being bought by the customer.

Generic Product: When the marketer converts the core benefit into a basic version of the product it is termed as generic product.

Expected Product: The customers generally expect a set of attributes and conditions while making a purchase and if the marketer meets these expectations it is termed as expected product.

Augmented Product: When a product is developed with such additional services or benefits which makes it distinctive from other products. It is made distinctive from other product. It is termed as an augmented product.

Potential Product: This indicates the possible evolution of the augmented product in future. This is where organizations search for new ideas and ways to customers and at the same time make their product something unique or different.
To understand the product from the tourist, Medlik and Middleton have observed that as far as the tourist is concerned, the product covers the complete experience from the time he leaves home to the returns to it.

Middleton has noted that researching targeted customers’ perceptions of product benefits and utilities, and designing or adopting products to match their expectations, lay of course at the heart of marketing theory.

### 4.4.2 PRODUCT DESIGN IN TOURISM:

**Product Orientation:** This lays stress on the products and services of tourism supply rather than taking into account the tourists’ requirements. The success of this approach can be if the demand exceeds supply or in a monopoly situation.

**Market Orientation:** This approach emphasizes on the requirements of the target market segments. However, this approach ignores the local population and local natural resources, customs and culture etc. and runs of not only alienating the host population but generating anti – tourism sentiments.

**Societal Orientation:** This in fact is an approach which considers the interest of the host population and attempts to minimize the negative impacts on the society, environment, culture, etc.

### 4.4.3 TOURISM PRODUCTS

Tourism products are often confused with services and entertainment. In layman language, it can be said that tourism products are the basic attraction that causes a person to travel to a particular destination which offers to the intangible monuments, forts, and places.
A tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling enroute to the destination. The tourist product focuses on facilities and services designed to meet the need of the tourist.

4.5 CHARACTERISTICS OF TOURISM PRODUCT:

1. **Intangible**

   The product or services in the tourism cannot be seen or experienced or inspected before its purchase. Instead, certain facilities, installations, items of equipment are made available for a specified time and for a specified use. For example, flying in a jet can be only after the purchase of tickets.

2. **Mobility**

   Unlike the commodity products, for a tourism product, a consumer (Tourist) has to move towards the product. While in case of commodity product customer may get it at his door.

3. **Psychological**

   A large component of tourism product is the satisfaction the consumer derives from its use. A tourist acquires experiences while interacting with the new environment and his experiences help to attract and motivate potential customers.

4. **Highly perishable**

   A travel agent or tour operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost i.e. if tourists do not visit a particular place, the
opportunity at that time is lost. It is due to this reason that heavy discount is offered by hotels and transport generating organizations during off season.

5. Composite product

Unlike a manufactured product, the tourist product cannot be provided by a single enterprise. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to this experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.

6. Unstable demand

Seasonality factors can be seen in the tourism industry. Besides, there are so many factors like economic political and others such factors that influence tourism industry. There are certain times of the year which see a greater demand than others. At these time there is a greater strain on services like hotel booking, employment, the transport system, etc.

7. Fixed supply in the short run

The tourism product unlike a manufactured product cannot be brought to the consumer; the consumer must go to the product. This requires an in-depth study of users’ behaviour, taste preference, likes and dislikes so that expectations and realities coincide for the maximum satisfaction of the consumer. The supply of a tourism product is fixed in the short run and can be only be increased in the long run following increased demand patterns.
8. **Non transferable ownership**

In commodity products ownership is transferred while this is not so in the case of tourism. For example purchasing of a TV set authorize the person to do anything with it as ownership has been transferred to the purchaser and he can even donate the TV to any other person and even he can break the TV set. While purchasing of ticket of Taj Mahal or airlines does not allow any person to damage it in any way. All this is because ownership is not transferred in the case of tourism Product.

9. **Heterogeneous**

Unlike any commodity product Tourism is not a homogeneous product, because it tends to vary in standard and quality over time. Any monument like Taj Mahal may fascinate any individual while some one may be fascinated by the Agra Fort or Fatehpur Sikri.

A package tour also or even a flight on an aircraft can’t be consistent at all times. The reason is that this product is a service and services are people based. Due to this, there is variability in this product. Thus, services cannot be standardized as individual performance also varies from person to person and from time to time.

10. **Risky**

Tourism is highly sensitive industry and lot of risk is involved at various stages. A risk involved in the use of a tourism product is heightened since it has to be purchased before its consumption. An element of chance is always present in its consumption. For example a dance festival of Khajuraho may be flop because of heavy rains.
11. Marketable

Tourism product is marketed by the concerning government and authority in large interest of the economy of the state in form of various taxes and by the local players or industrialists.

4.6 NATURAL TOURISM PRODUCTS

- Countryside
- Climate- temperature, rains, snowfall, day of sunshine
- Natural Beauty – landforms, hills, rocks, gorges, terrain
- Water- lake, ponds, rivers, waterfalls, springs
- Flora and Fauna
- Wildlife
- Beaches
- Islands
- Spas
- Scenic Attractions

4.7 MAN- MADE TOURISM PRODUCTS

1. Cultural

- Site and areas of archaeological interest
- Historical buildings and monuments
- Places of historical significance
- Museums and art galleries
- Political and educational institutions
- Religious institutions
2. Traditions

- Pilgrimages
- Fairs and festivals
- Arts and handicrafts
- Dance
- Music
- Folklore
- Native life and customs

3. Entertainment

- Amusement and recreation parks
- Sporting events
- Zoos and Oceanariums
- Cinemas and theatre
- Night life
- Cuisine

4.8 MAIN TERMS OF TOURISM PRODUCTS

- Attractions
- Facilities
- Accessibility

Of the three basic components of a tourist products, “attractions” are very important. Unless these are there, the tourists will not be motivated to go to a particular place. Attractions are those elements in the tourist product which determine the tourist to visit one particular destination rather than another. The attractions could be cultural like sites and areas of scenic like flora and fauna, beach resorts, mountains, national
parks or events like trade faire, exhibitions, arts and music festivals, games, etc. Facilities are those elements in the tourist product which are a necessary aid to the tourist centre. The facilities complement the attractions. These include accommodations, various types of entertainments, picnic sites, recreation and so on. These are indeed important for every tourist centre. “Accessibility” is a means by which tourist attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. If the tourist attractions are located at places where no means of transport can reach, or where there are inadequate transport facilities, these become of little value. The tourist attractions which are located near to the tourist generating markets and are linked by a network of efficient transport, receive the maximum number of tourists.

4.9 TOURISM PRODUCTS

4.9.1 TRAVEL AGENCY

A travel agency is a business that sells travel related products and services, particularly package tours to end-user Customers on behalf of third party travel suppliers, such as airlines, hotels, tour companies, and cruise lines. In addition to dealing with ordinary tourists, most travel agents have a special department devoted to travel arrangements for business travellers, while some agencies specialize in commercial and business travellers.

4.9.2 TRANSPORT

Transport contributes significantly to our socio-economic needs. Transport industry has acquired a fundamental place in the global network system by facilitating mobility of persons and goods from one place to another through various modes of
transportation. The development of tourism depends on the transport industry. A tourist always thinks of safe, comfortable and convenient mode of transport. And of course, costs and time are also important considerations while deciding on the mode of travel. Here lies the challenge before the transport industry to attract the tourist by offering suitable means of travel as per their requirements.

This unit starts with a brief discussion on the development of various means of transport in their historical setting. It goes on to explain the major modes of transport available in India and their relevance. The role of transport in tourism and the need for national transport policy have also been discussed.

4.9.3 HOTEL

The accommodation is made convenient by generous parking provision and informality. Originally ‘tourist courts’, groups of small individual cabins providing simple ‘stopover’ accommodation, their expansion was fuelled by the development of the interstate franchised units targeting the business traveller.

Various categories of accommodation:

4.9.3.1 Five Star Deluxe Hotels

These are usually to be found in the metropolitan city areas and have anywhere between 200 to 800 rooms. Some hotels in this category have a thousand rooms in their inventory. They are categorized by certain international standards which include a given number of restaurants, a particular size of lobby, business center facilities, a swimming pool etc., including, of course, very strict standards of quality control. These hotels are usually used primarily by the business executive
(often 90 per cent of the customers are business men and Women) and the very upscale tourists.

There are also other star categories like three star, one star etc. However, categorization into stars is not mandatory in India. Hotels offer themselves for categorization which is based on certain criteria and inspection by officials.

4.9.3.2 First Class Hotels

These are a step down from the above category, but contain most of the facilities that are provided in the “Five Star Deluxe” hotels. These are also located usually in the large metropolitan cities and some mid-sized cities as well. These hotels are used by a combination of business executives and tourists.

4.9.3.3 Non-Star Hotels

At every tourist destination you may come across many small hotels which don’t come under classified categories. Yet many tourists stay there as per their budget adjustments. For example at Kovalam beach there is the ITDC Ashoka group hotel. But many tourists cannot afford it and they stay in small staying places near the beach. Such examples are abundant at every destination be it a hill station or a pilgrimage centre.

4.9.3.4 Resorts and Lodges

These are meant almost exclusively for the tourists and more often are found in so-called “off the beaten track” destinations. In some countries, where the economic dependence on tourism is very great, such accommodation can also be found in the cities or just outside the cities. Thus, in Kenya for example, one can find
very elaborate lodges even in Nairobi, the capital city where most tourists enter the country.

The Resort and Lodges usually have certain features such as elaborate swimming pools, a balcony overlooking each room and entertainment facilities.

In India we have Beach resorts, Hill resorts and Wild Life resorts. These resorts hotels commonly cater to tourists of different tastes and budgets. Whether luxury or low budget resorts they primarily offer a stay in the natural surroundings. These resorts are generally seasonal.

4.9.3.5 Tented Camps

While most of the types of accommodation discussed so far involve solid structures. A type that is fast gaining popularity around the world is the tented camp variety. These involve relatively low investment. These are ecologically very friendly. They do not threaten to spoil the landscape too much and can be set up seasonally to reduce expenditure by not having to spend too much on the upkeep of the place when the tourist season is over.

Tented camps are usually set up in very remote places such as near a game park or reserve (some countries allow such camps even within the game reserve) and they have anywhere formed 10 to 80 rooms. These are attached or set separately, depending on the level of luxury that is intended to be provide. In addition to game parks, which are associated with wildlife viewing and safaris, tour operators have set up tented camp in conjunction with other activities such as fishing tours, white-water rafting tours and canoeing.
4.9.3.6 Heritage hotels

Tourists visiting a historical city are very fond of historical palaces. Often they dream of staying in the same way and style as that of Rajas. Keeping in view this tourist interest the Government of India’s Tourism Department started encouraging Heritage hotels. By providing financial incentives to the owner of forts, palaces and havelis the Tourism Department encourages the owners to convert their properties into Heritage Hotels. Responding to this scheme Heritage Hotels have come up in many areas.

4.9.3.7 Guest Houses

The guest house is to be found in cities, towns and even remote destinations. Usually those who use these facilities are individuals who travel on their own, spend relatively longer periods of time in a particular destination, wish to get to know the host culture intimately and want their expenditure to be modest. Therefore, they may have only one or two meals a day and spend the rest of the time outside the guest house. More often than not, the guest house is run by a family and although they may do so in a very efficient manner, the operations are not what might be called “professionally” managed and the tourist is often living, literally, as a “guest” of a family. The House Boat accommodation is a unique example of this category.

Recently in different tourist places the system of paying guest accommodation is gaining much popularity. This has two purposes:

- Firstly tourists coming from outside India or various regions of India are generally fond of local etiquette, household, culture and home made food. Compared to staying in hotels which provide typical hotel culture, more or
less same everywhere. Staying with a local family at tourist places is both economical and informative for knowing the local people and their culture.

- Secondly, paying guest accommodation provides the local people with a source of earning without any investment as well as the opportunity to learn different cultures.

4.9.3.8 Alternative Accommodation

While the above are some of the broad categories into which the type of accommodation are divided, there are a whole range of other type of accommodation such as the small boarding houses while are converted into so-called “guest house”, the YMCA and YWCA facilities, lodges managed by tourism departments and “tourist camps.” Some of these could also be termed the unorganized sector of the hospitality industry and should be kept in mind when a professional in the tourism industry is informing his or her potential customer of the options available for accommodation purposes. One can also recommend for short or overnight stay the rest rooms of the railways or dharmashalas.

4.9.4 MUSEUM

Museums are institutions for the collection, preservation, exhibition and explanation of cultural and natural phenomena. Typically they focus on culturally defined branches of knowledge such as art, history, religion, geography and natural history. These institution overlap with natural cultural and ethnic interpretative centers’ and eco- museums; with places of entertainment such as are museums, Disneyland or Universal Studies; with zoological and horticultural gardens; and with preserved landscapes such as archaeological sites, architectural monuments and natural parks and reserves.
Museum and tourism have much in common both intellectually and historically. In their Western forms (modern Asian tourism stems more directly from pilgrimages), both tourism and museums started as privileges of the nobility and upper classes as post-Renaissance phenomena for knowing the world, in the forms of the Grand Tour for northern Europeans, and cabinets of curiosity where the European elite accumulated, classified and displayed natural and artificial wonders gathered in their expansionist world.

4.9.5 PICNIC

It is a pleasure trip of a small level for a short period, say for a few hours. Generally people carry light refreshments and move to some nearly localities spend the time there leisurely and return on the same day itself.

4.9.6 EXCURSION

It is a visit to places of stay for a short period - say for a period of few days or less than a week and return to the place of origin.

4.9.7 PILGRIMAGE

Visiting sacred places are called pilgrimage. Large number of people every year visit Jerusalem, the birth place of Jesus Christ, Mecca the birth place of Prophet Mohammed, Ayodhya the birth place of Sri Rama, Bodhgaya the birth place of Buddha. In India there are numerous shrines. Some people often go on pilgrimages.

Pilgrimage and tourism are closely related Tourist industry fetches large number of ‘local tourist’ mainly to pilgrim centres. Pilgrimage tourism helps greatly in travel promotion. You will find that ever increasing demand for better travel facilities at pilgrim centers to cater to the large number of pilgrim tourists has
pressurized the state governments and tourism departments to come up with concrete plans.

4.10 ENVIRONMENTAL IMPACT OF TOURISM IN INDIA

The tourism industry in India can have several positive and negative impacts on the environment which are highlighted below.

4.10.1 POSITIVE IMPACTS

i) Direct Financial Contributions

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park entrances fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

ii) Contributions to Government Revenues

The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation of programs and activities, such as Park ranger salaries and park maintenance.

iii) Improved Environmental Management and Planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism
development, damaging and expensive mistakes can be prevented, avoiding the
gradual deterioration of environmental assets significant to tourism. The development
of tourism has moved the Indian government towards this direction leading to
improved environmental management.

iv) Raising Environmental Awareness

Tourism has the potential to increase public appreciation of the environment
and to spread awareness of environmental problems when it brings people into closer
contact with the nature and the environment.

v) Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation
and restoration of biological diversity and sustainable use of natural resources. In
India, new laws and regulations have been enacted to preserve the forest and to
protect native species.

4.10.2 NEGATIVE IMPACTS

I) Depletion of Natural Resources

Tourism development can put pressure on natural resources when it increases
consumption in areas where resources are already scarce.

i) Water Resources

Water, especially fresh water is one of the most critical and natural resources.
The tourism industry generally overuses water resources for hotels, swimming pools,
golf courses and personal use of water by tourists. This can result in water shortages
and degradation of water supplies as well as generating a greater volume of waste
water. In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

**ii) Local Resources**

Tourism can create great pressure on local resources like energy, food and other raw material that may already be in a short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season.

**iii) Land Degradation**

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased constructions of tourism and recreational facilities have increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and non-renewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision and the use of building materials.

**4.11 TOURISM MARKETING IN INDIA**

Traditionally a country welcomes guests. India’s experience with modern tourism is not very old. The government of India decided in the early fifties, to promote tourism because it was considered a good business proposition from the experience of Europe where it helped to re-build the war-torn economies. While starting tourism promotion, the government of India has clear objectives in terms of marketing.
4.11.1 TOURISM AND TOURISM PRODUCTS

An important characteristic of tourism product is that it cannot be brought to the consumer. The consumer, in this case, has to be taken to the product. Yet, another characteristic is that the short term supply of the product is fixed. The number of hotel rooms at a resorts cannot be increased overnight to meet the requirements of the season, whereas the production of Sony TVs can be increased at short notice to meet high demand.

4.12 TYPES OF TOURISM

Travel from the earliest times has held a fascination for mankind. Travel is undertaken for spending holidays, for taking rest, for recreation and relaxation, for research, for cultural contact etc. Travel or tourism can be divided on the basis of nature, utility, time and distance as indicated below:

1. Annual holiday
2. Pleasure
3. Relaxation, Rest and Recreation
4. Health
5. Participation in Sports
6. Curiosity and Culture
7. Ethnic and family
8. Spiritual and Religious
9. Status and Prestige
10. Professional or Business
11. Education
12. Industrial tour
13. Seasonal Tour

14. Social Tour

15. International Tour

16. Association Tour

17. Group Tours.

4.12.1 GOVERNMENT TOURISM OFFICES

These are goodwill offices staffed by informed professionals who provide information on specific destinations where they represent. It behoves the sponsors to be sure that personnel in these offices have a full supply of background information and their knowledge about the destination is updated regularly. This information should be disseminated both to other travel professionals and to prospective tourists. Thus, the location of these facilities in key prospective markets is an important part of a sale programme for an area or country.

4.12.2 TOURISM PRODUCTS AND RISK

Tourism products are important in relation to the type of marketing they require. Tourism has developed rapidly over the past few decades, led by a marketing thrust which has created diversity of supply, focused on important consumer segments and stimulated high levels of demand. Within this development marketing has often concentrated more on improving the product than on outstanding the consumer and the complexity of his or her decision processes.

A major aspect of consumer behaviour, linked to the purchase of tourism products, is the notion of risk. Tourism products involve complex decision making because the purchase is of relatively high risk.
4.12.3 NEW TOURISM PRODUCTS

(i) Eco-Tourism

(ii) Rural Tourism

(iii) Adventure Tourism

(iv) Medical Tourism

i) Eco-Tourism

A separate Eco-Tourism Wing has been established in TTDC to promote sustainable eco-tourism by integrating facilities at the Hill Stations, Waterfalls, Forests, Bird Sanctuaries, Wild Life Sanctuaries and National Parks for the benefit of Tourists. Various packages will be developed to promote Eco-Tourism in the State on sustainable basis without causing damage to environment and wild life.

ii) Rural Tourism

Development of “Rural Tourism” is undertaken with the assistance of Government of India and United Nations Development Programme. Government of India funds hardware (infrastructure) component; United Nations Development Programme funds software (Capacity Building) component and it is implemented with the assistance of local NGOs. 18 Rural Tourism Projects have been funded with a total outlay of Rs.6.21 Crores. Rural Tourism enables exposure of children brought up in urban areas to rural life.

iii) Adventure Tourism

Adventure Tourism is gaining much popularity among tourists. Trekking in low altitude hill areas, paragliding in Yelagiri, Water Sports in Muttukadu and Mudaliarkuppam Boat Houses are some of the innovative sports activities promoted under Adventure Tourism for the benefit of tourists. Adequate safeguards are taken up to ensure safety of the tourists.
iv) Medical Tourism

Tamil Nadu is one of the leading Medical Destinations in India. Well equipped Corporate Hospitals, less waiting time, reasonable cost for treatment and skilled medical professionals are the major advantages to promote Medical Tourism in our State. A ‘Medical Tourism Information Centre’ is attached to Tamil Nadu Tourism Complex and Travel Desks in Corporate and major Hospitals have been set up. A comprehensive database has been established to assist the medical tourists. Training programmes are conducted for CEOs and Front Office Managers of the Hospitals in Chennai and Madurai. A Core Committee has been set up consisting of the Director of Medical Education and experts of leading medical organizations to assist the Tourism Department. The Government of India is permitting a separate category of Medical Visa, which helps in getting visa for a maximum period of one year which includes the medical tourists and their attendants who accompany them. The world class medical facilities and expertise available in Tamil Nadu are highlighted in many domestic and international travel marts, seminars, conferences etc. Now, Tamil Nadu has emerged as a Medical Tourism hub of Asia. The medical tourists, particularly from U.K., U.A.E., Singapore, Malaysia, Mauritius, African countries, Maldives and West Bengal, North-Eastern States avail the medical facilities in Tamil Nadu. Now, the Medical Tourism has further expanded in its scope. Medical Tourism is regarded much as clinical, whereas Wellness Tourism encompasses both clinical and spiritual needs of the tourists to keep them in a right frame of health and mind. There is a great potential to further expand the Wellness Tourism framework in the State. The Naturopathy, Yoga and Meditation can be promoted as Tourism Products.
4.13 TAMILNADU HILL STATIONS

Imagine the lush green cover of grass, cool wind blowing your hair and a misty fog making the entire atmosphere magical. Nothing can match this heaven found only in the southern state of Tamilnadu in India. An ideal destination to escape the usual crowd and heat of the cities, the hill stations in Tamilnadu are surely a welcome treat for every one. To escape the scorching heat, to relax your body and mind, and also to take a long break from usual noisy crowd, the hill stations in Tamil Nadu are the best. The waterfalls cascading from a great height, vast covered green carpets, and a romantic weather will surely make you fall in love with this state.

4.13.1 DISCOVER TREASURES OF TAMILNADU HILL STATIONS

Away from noisy cities, the hill stations of Tamil Nadu are paradise for nature lovers. The scenic beauty of floating clouds, grassy meadows, waterfalls cascading from great height, shimmering water streams, misty valleys and pristine lakes leaves the vacationers mesmerized. Wrapped in lush greenery, Ooty on Niligiri hills and Ooty on the Nilgiri's and Kodaikanal on Palani hills are real summer retreat for the vacationers. Yercaud also referred as 'Ooty of Poor', enchants the visitors for the orange groves and aromatic coffee plantations. Salubrious climate of Coonoor, Yelagiri, Velliangiri hills and Kotagiri makes them other most preferred summer resorts of Tamil Nadu.

4.13.2 RECREATIONAL ACTIVITIES

Plan for Tamil Nadu Hill Stations Tour South India for some experiencing some breath-taking adventure sports. Visitors can take part in trekking, hang gliding, and golf to make their tour to hill stations of Tamil Nadu. The artificial Kodai lake offers a wonderful opportunity for paddle-boating.
4.14 TOURISM IN INDIA

India is one of the beautiful countries in the world and has a glorious civilization in the past, which is more than five thousand years old. It lies in South Asia. Its neighbouring countries are Pakistan, China, Nepal and Bangladesh. The Himalaya mountain chain borders the northern side of India. Further, the southern part of India is bounded by tropical rain forest and sandy beaches. The cultural diversity and the coexistence of religions as well as local traditions is another attractive feature. The temples of south India with their sculptured pillars and towers are associated with crafts and performing arts of the region. Another facet of Indian culture is the colourful tribal lifestyles of the North Eastern states of Nagaland, Mizoram, Tripura and Manipur. In central India, states such as Orissa and Madhya Pradesh have a variety of artistically executed handicrafts. India’s mountains provide mountaineering and trekking. Its beaches provide sun bathing as well as wind sorting and snorkelling and its jungles provide shooting wildlife.

4.14.1 Development programs of tourism in India

The development of tourism is linked with the glorious tradition and rich cultural heritage of India. The monuments in India attract a large numbers of visitors from all over the world. India’s cultural tradition is extends over thousands of years. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages - all of these go to make India a tourist paradise. Therefore, the development of tourism in India is a fascinating subject. In this context, the following are the efforts of the government to promote tourism in India.
4.14.2 The Sergeant Committee

The importance of tourism in India had been recognized even before the Second World War. The first organized effort to promote tourism in India was made in the year 1945, when a committee was set up by the government of India under the chairmanship of Sir John Sergeant, the then Educational Advisor to the Government of India. The main objective of the committee was to survey the potentialities of developing tourist traffic in the country. In October 1946, the Sergeant Committee submitted the interim report. The main recommendations of the committee are,

i) Giving publicity both in India and abroad.

ii) Production and supply of suitable literature such as guide books, folders, posters etc.

iii) Giving training to the guides.

iv) Providing facilities required by tourists including information with regard to industries and commercial matters.

v) Connecting with the travel agencies for providing arrangement for tourists.

vi) Linking with hotels and catering establishments.

vii) Collecting tourists statistics.

viii) Coordinating with air and train service to make journey comfortable in India.

ix) Providing first class hotels of international standard for the convenience and comfort of foreign tourists.
x) Starting publicity bureau in London and New York and in the capitals of other countries as well as from where substantial number of tourists might be forthcoming.

Tourism in India has developed properly only after a Central Tourist Organization formed because of the recommendations of the Sergeant Committee. In 1949, a separate tourist traffic branch was set up in the Ministry of Transport. It had five sections to look at different duties, they are, 1) Tourist Traffic Section, 2) Tourist Administration Section, 3) Tourist Publicity Section, 4) Tourist Distribution Section, and 5) Tourist Information Section.

i) Tourist Traffic Section

The tourist traffic section looks after travel and trade matters like development of both internal and external tourist traffic, legislative matters, travel agencies, hotels and rest houses. It also deals with the related matters of UN, establishment of tourist bodies, development of tourist centers and the training of guides.

ii) Tourist Administration Section

The tourist administration section deals with the administration work relating to tourist offices in India and abroad, opening new tourist offices in India and abroad, by inspection of Tourist Offices and budget.

iii) Tourist Publicity Section

The publicity section of tourist deals with publication of the tourist materials literature such as pamphlets, guidebooks, and posters, issue of advertisement and participation in exhibition and fairs.
iv) Tourist Distribution Section

Tourist distribution section deals with the distribution of tourist literature in India and abroad.

v) Tourist Information Section

Tourist information section takes steps to open tourist offices both in India and abroad and establish regional officers at the important ports of entry.

4.14.3 Ministry of Tourism

The Ministry of Tourism and Civil Aviation was formed in 1967 as a separate ministry. The functions of the Ministry of Tourism and Civil Aviation are:

i) Service given to organizing meteorological system

ii) Provide aerodromes and regulation as well as organization of air traffic

iii) Provide safety aircrafts

iv) Carriage of passengers and goods by air

v) Establish air corporations under the Air Corporation Act, 1953

vi) Establish Railway Inspectorate

vii) Develop the promotion of tourism

viii) Establish youth hostels

ix) Establish close contact with other ministers in respect of promotion of tourism

x) Coordinate various activities through various committees of Parliament and other associations

xi) Negotiations with international and bilateral agencies
xii) Planning and organizing the activities of tourist throughout the country in collaboration with the State Governments and the Planning Commission

xiii) Inquiry and accounts for the purpose of any of the matters

xiv) Implementing treaties and agreements relating to any of the matters related to tourism

4.14.4 Functions of Department of Tourism

The Department of tourism has many divisions. They are Planning and Programming, Publicity and conference, Travel trade and hospitality, Accommodation and Wild Life, Market Research and Administration.

4.14.5 India Tourism Development Corporation (ITDC)

India Tourism Development Corporation (ITDC) is an autonomous body. It was started in 1965. It links the large number of government and non-government bodies like air transport authorities, surface transport authorities, water transport authorities, customs authorities, forest department, archaeological department, handloom as well as handicraft boards, travel agencies, government and private hotels for the development of tourism. The main functions of this corporation are:

i) Constructing and managing hotels, motels, restaurants, tourist bungalows, guesthouses, and beach resorts at various tourist places

ii) Providing transport facilities to tourists

iii) Providing entertainment facilities to tourists

iv) Providing shopping facilities to tourists

v) Providing publicity services to assist tourist destinations
The ITDC has India’s largest accommodation chain with 3,000 hotel rooms and it has a marketing division at its headquarters in New Delhi to assist the travel industry through sales promotion (A.K. Bhatia.1995).

4.14.6 DEVELOPMENT OF TOURISM IN INDIA

4.14.6.1 Early Development

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the chairmanship of Sir John Sergeant, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). Thereafter the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five year plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five year plans. The Sixth plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

Tourism activity gained momentum in 1980’s. The Government took several significant steps. A National policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National strategy for promotion of Tourism was drafted. In 1997, the New Tourism policy recognizes the roles of Central and State governments, Public sector undertakings and the private sector in the development of tourism. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized.
4.14.6.2 Present Situation and Features of Tourism in India

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the World’s attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage sites, both natural and cultural, rich fauna and strong creative industries in the country. India also bagged 37th rank for its air transport network. India Travel and Tourism industry ranked 5th in the long term growth.

4.14.7 TOURISTS ATTRACTIONS IN INDIA

India is a country known for its lavish treatment to all visitors. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism, centres of pilgrimage for spiritual tourism, heritage, trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts and hill stations also attract tourists. The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists.

4.14.8 INITIATIVES FOR PROMOTING TOURISM

Some of the recent initiatives taken by the Government to promote tourism include grant of export house status to the tourism sector and incentives for promoting

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private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

The first-ever Indian Tourism Day was celebrated on January 25, 1998. The year 1999 was celebrated as Explore India Millennium year by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organizing India Tourism Expo in New Delhi and Khajuraho. Moreover, the campaign ‘Visit India year 2009’ was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holidaymakers. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators and offered them a wide range of incentives and bonuses during the period between April and December, 2009.

4.14.9 IMPACT OF TOURISM IN INDIA

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

4.14.9.1 Positive Impacts

(i) Generating Income and Employment

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development.
(ii) Source of Foreign Exchange Earnings

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country.

(iii) Preservation of National Heritage and Environment

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajantha and Ellora temples, etc., have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Tourism also helps in conserving the national habitats of many endangered species.

(iv) Developing Infrastructure

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities and sports centers, in addition to the hotels and high end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

(v) Promoting Peace and Stability

Honey and Gilpin (2009) suggest that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption etc., must be addressed if peace enhancing benefits from this industry are to be realized.
4.14.9.2 Negative Tourism

i) Undesirable Social and Cultural Change

Tourism sometimes led to the destruction of the social fabric of a community. More tourists coming into a place, more perceived risk of that place losing its identity.

ii) Increase Tension and Hostility

Tourism can increase tension, hostility and suspicion between the tourists and the local communities when there is no respect and understanding for each others culture and way of life. This may further lead to violence and other crimes committed against the tourists.

iii) Creating a Sense of Antipathy

Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80 per cent of traveller’s fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

iv) Adverse Effects on Environment and Ecology

One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists
to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated emissions, untreated sewage etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

4.15 CLASSIFICATION OF TOURISM

Tour is meant a travel to distant places for getting pleasure and new experience but the movement patterns of the tourists are not similar. Some of them stay in a place for a long time. Others travel long distance and spend little time in various places. Hence, the types of tourism are determined on the basis of the movement of the tourists. Therefore, it is classified on the basis of the boundary of universe and method of undertaking.

4.15.1 Boundary of universe

According to the boundary of universe, tourism is classified into three types. They are domestic tourism, foreign or international tourism and space tourism.

i) Domestic or Internal Tourism

People undertake travel within the boundary of the country in which they live is called domestic tourism. In domestic tourism, there is no passport or visa required and the currency is used without the media of exchange. In multi-lingual countries like India language barriers make minor obstacles for medium of communication. Domestic tourism can be further classified into picnic and excursion.
ii) Picnic

Picnic is one of the kinds of domestic tour. In this tour, a small or a large group of persons visit a neighbouring area and spend their time for getting pleasure. They start their trip in the morning and spend the daytime in the tourist spot and eat the food they have already brought with them. They won’t stay in hotel and return homes in the evening of the same day.

iii) Excursion

Excursion is another kind of domestic tour. In this tour, people along with their friends or relatives start the trip in the early morning with things needed for the trip like food and water. They visit some tourist spots, and spend time for pleasure without staying in hotels and return homes within the day.

iv) Foreign or International Tourism

People travelling outside the boundaries of a country are called foreign tourism. In this tour, the traveller faces various formalities like passport, visas and other conditions of entry including foreign currencies. Foreign tourism can be further classified into neighbouring country tourism and distant country tourism.

v) Neighbouring country tourism

Undertaking travel in the neighbouring country is called neighbouring country tourism. Neighbouring country tourism is comparatively easier because it involves less expenditure and less risk. Some countries have announced several concessions and abolished certain formalities like passport, visa, currency clearance, income-tax regulations to increase the number of tourists. Based on the above plan the Indian
government announced that the people of Bhutan and Nepal could travel in India
without travel documents.

**vi) Distant Country Tourism**

Undertaking tour in distant countries is called distant country tourism. In this
kind of tourism, travel agencies play an important role in getting permission and
booking vehicle as well as accommodation.

**vii) Space Tourism**

Undertaking tour into the space is called Space tourism. In the age of Science
and Technology, there is a larger scope for space tourism. The year 2001 April 30 was
a remarkable year of space tourism because a retired government servant Dennis
Titto (60) of America went to space by Soyuz TM 32 space vehicle and enjoyed tour
for a day and returned safely. He spent about 20 million dollar for this adventure. The
continuation of Dennis Titto’s first attempt an Indian born American industrialist
woman named Abisherik Ansari (40) went into the space in September 2006 by
TMA-8 Space Vehicle as a tourist. She has now deposited Rs. 35 crore to go to the
moon to enjoy space tour. The Russian space launching station in collaboration with
American NASA has made arrangement for newly married couples to travel in
Russian Soyuz Space Craft to enjoy their honeymoon in Space. For this arrangement
couples are required to have 10 months training and to pay 10 million dollar
(C. Selvaraj, 2008).

**4.15.2 Method of Undertaking**

The method of undertaking tourism is classified into various types. They are
presented below:
1) Adventure Tourism

Adventure Tourism is a developing trend in the world. The spirit of adventure is the basis of the tourism. Therefore, adventure tourism is undertaking tour with an intention to do adventurous events. Basically youths are involved in adventurous activities. India has sufficient potential for adventure activities. Foreign tourists visit here for such activities like trekking, river running, rock climbing, camel safari, gliding ballooning, hunting, fishing, rope climbing, water exploration, paragliding, hi-tech hiking etc. India is one of the countries in the world which has multi-geographical regions like mountains, valleys, river, sea, bay and desert. The practice of going into the hills started with the British. They developed hill stations as summer capitals, cantonments etc. They devised efficient ways to realize their aspiration of living in natural environment. Again they were largely drawn by the climate of certain locations. Hill resorts in India are remarkable. The altitude of the mountains in India is very high on the hill resorts of other country. India has higher altitude of peaks than other countries. The peaks give great importance to hill resorts. Tourists who visit hill stations prefer attractive surrounding and cool climate. India has a number of such hill stations. Eco-travellers generally enjoy nature and experience new activities such as trekking, hiking, Bungee jumping, water sporting, parasailing, scuba-diving, hot air balloon, riding, hand-gliding and dolphin viewings. Many of these activities are neither ecologically nor economically sustainable. Some other adventure activities are ecologically unsustainable in terms of damaging the environment.
2) **Business Tourism**

Tour undertaken in pursuit of business, trade, commercial and professional interest is called business tourism. This type of tourism now accounts for the biggest share of overall tourism activity in India. There are a high percentage of foreign tourists visiting India on business and related work.

3) **Coastal and Beach Tourism**

Undertaking travel in the coastal and beach areas for getting pleasure is called coastal and beach tourism. India is fortunate in having a coastline of the length of 6100 km from West Bengal to Gujarat bounded by the Bay of Bengal, the Indian Ocean and the Arabian Sea. The beaches, seashores, estuaries and deltas of the coastal region give opportunities to develop tourism.

4) **Conference Tourism**

Conference Tourism is one of the most important types of tourism. There are a number of international conferences, conventions, assemblies and national symposiums are held every year in different countries. A large number of participants attend these conferences and meetings. These participants undertake travel and stay in the city of the host country. This is called conference tourism (Devanesan, 2005).

5) **Cultural Tourism**

Undertaking tourism with a view to assessing other cultures is called cultural tourism. Therefore, cultural tourism covers all aspects of travel. It promotes cultural relations and international co-operation. It is characterized by the desire to learn and study the standards of living and teaching. It also enables to study the habits, and the life of people. The tourists visit historical monuments, the art galleries and religious
centers for participating in art festivals and celebrations and to take part in music, theatre and dance. Folk festivals are a part of cultural tourism. Tourism in India is basically dominated by cultural tourism.

6) Eco-Tourism

Undertaking travel in the natural area within the country to understand the quality of nature is called Eco-tourism. Countries like Kenya, Costa Rica, Canada and the United States have made concerted efforts to promote eco-tourism. Eco-tourism is a sustainable form of natural resource based tourism. The four fundamental pillars of eco-tourism are (1) minimum environmental impact, (2) maximum respect for host culture, (3) maximum economic benefit to the host country and, (4) maximum recreational satisfaction to the tourist. Now eco-tourism is the fastest growing section of the tourism industry. (D. Oscar Braganza Melo, D. Carmelita Mello, 2008)

7) Educational Tourism

Undertaking tour for education is called educational tourism. This type of tourist is most popular in the world. A majority of the students of arts subjects visit historical and archaeological sites and libraries. Some of the students visit rural areas for learning folk arts as well as folk literature and local culture. In the same way the students of science particularly Botany and Zoology visit different places and collect specimens for experiments.

8) Escorted Tourism

Undertaking a package tour with a well-trained person is called escorted tourism. This type of tours normally is arranged for the foreign tourists. In the escorted tour, a trained man will assist the tourists meeting all kinds of needs of the tourists including information related to the tourist centers.
9) Ethnic Tourism

All people like to see the places of their ancestors and their belongings. To undertake tourism to such places is called ethnic tourism. Tourists from United States prefer to visit England because it was their ancestral home. Similarly, non-residential Indians from other countries visit India because of their ethnic relationship.

10) Experimental Tourism

Experimental tourism is the simplest form of tourism. It allows either individuals or a group to experience the true life in the host destination in its different forms. It could include nature walks like treks, hikes etc. The tourists with the local guide get a close view of the flora and fauna of the particular area and learn traditional knowledge.

11) Farm Tourism

Travel undertaken for entertainment to big agricultural farms is called farm tourism. This type of tourism is mostly popular in Europe and Australia. In the farm tourism, the tourist will get chance for gardening as well as fishing and boating. Therefore, farm tourism is very useful to tourists and farmers also.

12) Group Tourism

A tourist moving with a group is called group tourism. In the group tour the tourist’s fare is prepaid for accommodation and other elements. The group tour is a pre-determined tour, it has a leader. Therefore, it is organized economically and can avail of maximum concession in transport and accommodation activities. This type of tour is also called package tour.
13) Heritage Tourism

The rich cultural heritage of the state is one of the important tourist attractions. The State Government has declared 48 Tourist places in Tamil Nadu as Heritage Places. The tourists, particularly the foreigners have a special liking for Tamil Nadu because of its art, culture, architecture, traditional crafts, cuisine etc. The festivals, particularly, the music and dance festivals during December–February attract a large number of foreign tourists. The Tamil Nadu’s traditional food, particularly in Chettinad, Madurai, Tirunelveli and Kongu Regions provide a varied taste and forms an attractive factor to enhance tourist arrivals. Tamil Nadu Tourism Department is conducting Indian Dance festival, Food festival and Cultural festival to cater to a large number of domestic tourists as well as tourists from abroad. Some of the heritage buildings like Chettinad Mansions are remaining unutilised or underutilised. The unique architecture, expansive courtyards, intricate woodwork, peaceful ambience and delicious cuisine etc. are highlighted to attract tourists. Some of the Chettinad Mansions are converted into Heritage Hotels. Heritage building owners are encouraged by the Tourism department to convert heritage buildings into heritage hotels to attract tourists. Promotion of Less Known Tourist Destinations core destinations like Udhagamandalam, Kodaikanal, Madurai, Rameswaram, Mamallapuram, Kanniayakumari etc. are attracting a large number of tourists. During summer, there is an excess tourist flow at places like Ooty and Kodaikanal, far beyond the carrying capacity. This situation makes an adverse effect on the destination itself. Therefore, as a sustainable tourism promotion effort, Tourism Department promotes ‘less known tourist destinations’ which have tourism potential. Such places can absorb the excess traffic. To provide alternate destinations, the following 32 less
known tourist destinations have been identified to provide infrastructural amenities on priority basis.

14) Hill Station Tourism

Tourists who visit hill station prefer attractive surroundings and cool climate and this type of tourism is called hill station tourism. India is famous country for hill resorts. Tamil Nadu, one of the states in India has several hills resorts. Undhagamandalam (Ooty) and Kodaikanal (Kodai) are well developed to handle heavy tourist inflows. The two stations have exquisite botanical gardens and scenic lakes and are climatically agreeable enough to visit throughout the year. The other hill stations like Elagiri (Salem district) and Valparai (Pollachi) are also popular in Tamil Nadu.

15) Historical Tourism

Undertaking tourism to the historical important places is called historical tourism. India is a land of historical monuments. Therefore, the historical sites continue to record significant tourist arrivals.

16) Individual Tourism or Independent Tourism

The tourist travelling individually is called individual tourism. In the individual tour accommodation, transport and other elements of travel are arranged separately either by the tourist himself or by his travel agent. This type of tourism is also closely related to personal tourism.

17) Industrial Tourism

Undertaking travel for industrial purpose is called Industrial tourism. Even though, India is an agricultural country, the recent impact of industrialization has
transformed India into an industrial country. Therefore, the industrial community travels all over the world for fulfilling their purpose.

18) Juvenile Tourism

To undertake tour for education purpose and also collect new information on unknown matters is called Juvenile tourism.

19) Mass Tourism

A large number of people participating in a tour are called mass tourism. Mass tourism is based on the proportion of population participating in a tour or on the volume of tourist activity. Mass tourism is gradually a notable feature of developed countries.

20) Medical Tourism

Undertaking tourism to maintain good health is called medical tourism. Many tourists from foreign countries visit Kerala to take Ayurvedic treatment and Tamil Nadu to take Siddha, Varma, Naturopathy and Yoga treatments. Tamil Nadu is a leader in the country in having modern institutions of excellence in medical disciplines like Oncology, Cardiology, Neurology, Diabetology and Ophthalmology. This human capital can help to attract a large number of patients within the country and from abroad. An attractive feature of healthcare facilities in Tamil Nadu is their high quality delivered at relatively low cost (Tamil Nadu Development Report, 2005).

21) Mountain Tourism

The tourist going to mountain for enjoying natural beauty is called mountain tourism. India has many mountains which present great opportunities for the
development of tourism. This type of tourism is also closely related to hill stations tourism.

22) Package Tourism

Undertaking a tour with the help of a tour operator or a travel agency is called package tour. Generally, package tours are conducted on pre-arranged and prepaid formula. The organizing agency of the package tour has a proper schedule and the schedule will be strictly followed from the beginning to the end of the tour.

23) Personal Tourism

Undertaking travel for visiting tourist places to satisfy the personal desires is called personal tourism. In this tour the tourist moves about as an individual person. This type of tourism is also closely related to the individual tourism.

24) Pilgrimage Tourism

Travel for spiritual reasons is called pilgrimage tourism. Visiting religious places has been one of the earliest motivations of travel. A large number of people have been making pilgrimages to sacred or religious places. This practice is widespread in many parts of the world. For instance, Christians across the world make pilgrimage to Jerusalem, Muslims to Mecca and Sikhs to Amritsar and Buddhists to Buddha Gaya. In India there are many pilgrimage centers and holy places of all major religions. According to the Hindu religion, there are five holy cities in India such as Ayodhya, Dwaraha, Kanchi, Kasi and Madura and every Hindu is expected to visit these cities at least once in his life. Tamil Nadu is a state of several religious faiths. St. Thomas came to Chennai in the first century AD. The San Thome Church on the seashore to Chennai is consecrated to him. The Church of our Lady of Health,
Velankanni, near the port town of Nagapattinam attracts pilgrims of all faiths throughout the year. Likewise, the innumerable religious shrines dotting the State, big and small, are the staple of tourism. The bigger of these like the Brihadeeswar temple in Thanjavur, the Meenakshi Amman temple in Madurai, the Ranganatha temple in Srirangam (Thiruchirapalli), the shore temples in Mamallapuram and the Siva temple in Rameswaram are the important examples of architectural beauty. UNESCO has declared the Brihadeeswarar temple and the Mamallapuram complex as World Heritage sites. The ranking of temples all over India in terms of their annual earnings provides the interesting information related to the temples in Tamilnadu. The PalaniDevasthanam (Dindigul district) earned Rs.80 crore, the Meenakshi Amman temple in Madurai earned Rs.7 crore and the Rameswaram temple earned Rs.4 crore which put them in the top 20 temples of the country (Source: ‘Symbols of Wealth’, Economic Times, Chennai, 6 January 2003). It can be said with justification that the temples and other religious centers of Tamil Nadu have been and shall continue to be prime attractions for tourists, both domestic and foreign.

25) Pleasure Tourism

Undertaking travel for getting pleasure is called pleasure tourism. This type of tourism is also called leisure tourism. The main intention of this tourism is to get pleasure. Hence, such tours aimed to see good scenery, unfamiliar folk and attractive places. It also includes visiting beaches and waterfalls is part of pleasure tourism.

26) Political Tourism

Travel for participating in national celebrations or the special event at political level is called political tourism.
27) **Recreational Tourism**

Travel for refreshment is called recreational tourism. This type of tourist prefers to stay in resorts with attractive climate. These tourists mainly have intellectual incentives. They like to see new things, new people, art, local customs and natural surroundings.

28) **Residential Tourism**

The tourists residing in a particular place is called residential tourism. Generally, the selection of the residential area of such tourist is the peaceful place with a mild climate. Some of the residential tourists reside in the peak or the highest point.

29) **Rest and Relaxation Tourism**

Rest and Relaxation Tourism give relaxation to the tourists with physical and mental illness. Therefore, travel for taking rest and relaxation is called rest and relaxation tourism. This type of tourism also helps the tourist to change the location temporarily.

30) **Roving Tourism**

Some of the tourists travel from place to place quickly. They never spend more than five nights anywhere; they are continuously on the move. This type of tourism is called roving tourism. The purpose of roving tourist is different from those of residential and seasonal tourist. The roving tourism is most widespread during spring and autumn.
31) Rural Tourism

Rural tourism is a range of activities, services and amenities provided by the rural people to attract tourists to their area in order to generate extra income. It is often considered ideal and inherently sustainable as it attracts manageable number of visitors. It does not need much infrastructural development, does not consume too much of the already scare resources, does not require high amount of skill base and provides a source of income to locals besides preserving the local culture and its traditions. The main attraction of rural tourism is the highly personalized interactions between the host (provider) and guest (user) where both parties can share knowledge, ideas and experience and as a consequence it increases the earnings of total community with minimal investments. In this context participation in the lesser known villagers’ cultural events, local activities like agriculture, fishing or living with locals and sharing their food, their lives and their occupation is much needed for rural tourism. In a country like India, rural tourism deserves special attention. Rural tourism signifies the tourists’ interest in the customs of the indigenous and exotic people. Foreign tourists are deeply interested in local customs, festivals, dances, rituals and the very life style of the indigenous people intrigues them. The development of rural tourism is based on the community. Therefore, the rural environment is not to be spoiled and it must protect and promote it. Rural tourism gives benefits to the local community in more than one way. However, crass commercialization of rural tourism is not desirable. Rural tourism should help revive local peoples’ interest and pride in their culture, radiations and values. The ministry of tourism is in the process of identifying a minimum of 100 villages in India to be developed under a new scheme to promote rural tourism.
32) Seasonal Tourism

Undertaking tour to a place in a particular season is called seasonal tourism. India has large opportunities for seasonal tourism because Indian hill stations like Darjeeling, Kodaikanal, Ooty, Shillong, Simla etc. have pleasant climate and unique scenery. Therefore, a large number of domestic and foreign tourists visit such places in a particular season.

33) Second home Tourism

Undertaking travel to village homes for rest and relaxation is called second home tourism. This type of tour is very popular all over the world. In India, some of the rich people have second homes in the hill stations like Simla, Ooty, Kodaikanal, Munar hills etc. Such people travel to their second homes for rest.

34) Social Tourism

Social (subsidized) tourism is found among those have less income. It is made feasible with the help of the government and by some of the private enterprises. In the recent years, social tourism has gained greater importance. From the above ideas of social tourism, the following elements become clear. The first is manual workers are included within the scope of social tourism. Secondly, social tourism is subsidized. Thirdly, it involves travel outside the normal place of residence preferably to a different environment. Social tourism is a practice in European countries and Soviet Union.

35) Sporting Tourism

Travel for participation in sports activities including local, regional or international events is called sporting tourism. The special aspect of this type of
tourism is mainly to involve in various kinds of sports like mountain climbing, trekking, hiking, sailing, hunting, fishing, etc. Countries, which are developing sports, have a good scope for tourist flow. India has much scope for sporting tourism because the important clubs in the principal cities of India encourage sports.

36) **Summer Tourism**

Undertaking tour for summer holidays is called summer tourism. The main incentives for this type of tourism are enjoying sunshine and bathing. Generally bathing is preferable in the sea.

37) **Sun, Sand and Surf Tourism**

Undertaking travel to seashore for enjoying the sun, sand and surf are called sun, sand and surf tourism. This tourism is also called 3S tourism (it is the short form of Sun, Sand and Surf). India is bounded by 6100 km coastline from West Bengal to Gujarat. The coastal area gives rich opportunities for 3S tourism, because the natural gifts like the sun, sand and surf are available in the seashores. These three things attract domestic and foreign tourists. Therefore, a large number of tourists like to visit the seashore for enjoying such things.

38) **Urban Tourism**

Travel undertaking to urban centers is called urban tourism. In the modern times, urban tourism has become popular because the urban areas have good shopping complexes, star hotels and transportation and entertainment facilities. Therefore, some of the international tourists confine their tour to the metropolitan cities.
39) Wildlife Tourism

Undertaking tour to see wildlife is called wildlife tourism. India is one of the countries in the world which have rich and varied wildlife. India’s tropical forests have over 1200 species of birds and 350 mammals, preserved in the different regions of the country within 59 National Parks and 372 sanctuaries. The forests, national parks, forest reserves, and sanctuaries form around 22 per cent of the total area. Therefore, the Wildlife Tourism in India has reached an apex level of popularity in the present times.

40) Winter Tourism

Undertaking tour during winter seasons is called winter tourism. This type of tourism is most common in European countries and it takes place in the month of December or March. This tourism has two prime incentives. They are search for snow and sunshine.

4.16 TAMIL NADU TOURISM DEVELOPMENT CORPORATION

TTDC was incorporated on 30.6.1971 with the objective of providing infrastructure in all the major Tourist destinations in the State. It made a modest beginning with 5 Government Bungalows and a fleet of two Coaches. TTDC has made rapid strides over the years and is at present having a chain of 55 Hotels and a fleet of 23 Coaches. TTDC is operating Youth Hostels in all major Tourist destinations including Uthagamandalam, Kodaikanal and Yercaud. Dormitory accommodation is provided in the youth Hostels to budget tourists and students at affordable cost even during peak Summer Season.
4.16.1 Hotels

TTDC is at present operating 25 Hotels. TTDC has already upgraded 506 Rooms out of 777 Rooms in these 25 Hotels. Action is taken to upgrade the remaining Rooms in a phased manner.

TTDC has taken initiatives for booking of rooms in TTDC Hotels and Tours by the Tourists through their Mobiles. This will be launched shortly. Action is taken to outsource the House–Keeping activities in all TTDC Hotels.

4.16.2 E-Governance initiative in TTDC

TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels. TTDC has earned a sum of Rs.280 lakhs through on-line bookings during 2011-12 compared to Rs.215 lakhs during the previous year.

4.16.3 Boat Houses

TTDC is having Boat Houses at Muttukadu, Mudaliarkuppam, Pichavaram, Yercaud, Kodaikanal, Courtallam, Ooty and Pykara. TTDC had launched a 32- seater Cruiser at Boat House, Mudaliarkuppam on 12.1.2012. Action is being taken to replace old Boats with new Boats. To ensure safety of the passengers, wearing of Life Jackets has been made mandatory during Boat rides in all the Boat Houses of TTDC.

4.16.4 Transport Division

TTDC is at present having a fleet of 23 Coaches and is operating Tours ranging from half-a-day to 15 days. More than 30 Tours are organized for the benefit of Tourists. TTDC is also organizing LTC Tours for the benefit of Government
employees availing LTC facility. Action is being taken by TTDC to introduce new Coaches with all facilities.

4.16.5 Special Package Tours

4.16.5.1 RashtriyaMathyamikShikshaAbhiyan (RMSA) Scheme

TTDC had organized Special Package Tours for School Teachers under RashtriyaMathyamikShikshaAbhiyan (RMSA) Scheme during February and March 2012, fetching a revenue of Rs.3.09 crores in co-ordination with the School Education Department.

Apart from the regular Package Tours, TTDC is also organizing tailor-made Package Tours for various groups of Tourists catering to their specific requirements. Special Package Tours are organized for the Corporate Sector and also for the group Tourists from Malaysia.

4.16.5.2 Introduction of new Tours

In addition to operation of regular Tours to various Tourist destinations by TTDC, the Government has issued orders for launching the following 10 new Tours for the benefit of Tourists during 2012-2013.

1. Tour to Nagarathar Temples
2. Tour to DivyaDesam Temples in Kancheepuram and Thiruvallur Districts.
3. Tour to Thirukkadaiyur Temple
4. Tour to Thiruvudai Amman, Vadivudai Amman and Kodiyyudai Amman Temples.
5. Madurai City Tour
6. Tiruchi City Tour
7. Tour to Courtallam and nearby areas
8. Tour to Yelagiri Hills
9. Tour to Kolli Hills
10. Freedom Fighters’ Circuit Tour

These Tours will be launched shortly.

4.16.5.3 Fair Division

The 38th India Tourist and Industrial Fair was inaugurated on 3.1.2012. The welfare schemes and development programmes of the State Government were exhibited by various Government Departments through attractive working models. The Fair earned an all time high operating profit of Rs.2.54 crores, compared to previous year’s profit of Rs.2.06 crores.

4.16.6 Financial performance

The turnover of TTDC has increased to Rs.101.60 crores during 2011-12, compared to the turnover of Rs.92.72 crores achieved during last year (2010-2011) thereby registering a growth rate of 10%.

The net profit for the year 2011-12 is estimated at Rs.10.69 crores compared to the net profit of Rs.2.64 crores achieved during last year (2010-2011), registering a quantum leap of 305% in profitability.

4.16.7 FOREIGN TOURISTS ARRIVAL IN INDIA

India has been a tourist destination from ancient times. Therefore, many foreign tourists came to India. European traveller Vas-coda-Gamma and the Chinese traveller Fa-Hien are some of the important travellers to India. The Indian Emperor
Asoka carrying the message of Buddha to the East and South Asia shows that Indians too were traveling abroad long before the dawn of the Christian era. Tourism is a strong natural and social phenomenon. With the emergence of India as a strong economic and political power in the world interest as well as foreign tourist arrivals in India have increased in recent years. The following table 4.1 shows that the number of tourists visited India from 1985 to 2012.

Table 4.1

Foreign Tourist Arrivals in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Foreign Tourists visit to India (in millions)</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>1.68</td>
<td>-1.7</td>
</tr>
<tr>
<td>1992</td>
<td>1.87</td>
<td>11.3</td>
</tr>
<tr>
<td>1993</td>
<td>1.76</td>
<td>-5.5</td>
</tr>
<tr>
<td>1994</td>
<td>1.89</td>
<td>6.9</td>
</tr>
<tr>
<td>1995</td>
<td>2.12</td>
<td>12.6</td>
</tr>
<tr>
<td>1996</td>
<td>2.29</td>
<td>7.7</td>
</tr>
<tr>
<td>1997</td>
<td>2.37</td>
<td>3.8</td>
</tr>
<tr>
<td>1998</td>
<td>2.36</td>
<td>-0.7</td>
</tr>
<tr>
<td>1999</td>
<td>2.48</td>
<td>5.2</td>
</tr>
<tr>
<td>2000</td>
<td>2.65</td>
<td>6.7</td>
</tr>
<tr>
<td>2001</td>
<td>2.54</td>
<td>-4.2</td>
</tr>
<tr>
<td>Year</td>
<td>2002</td>
<td>2003</td>
</tr>
<tr>
<td>-----------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td></td>
<td>2.38</td>
<td>2.73</td>
</tr>
<tr>
<td></td>
<td>-6.0</td>
<td>14.3</td>
</tr>
</tbody>
</table>

(P)-Provisional, @-Growth rate over Jan-June, 2011.

Source: (i) Bureau of Immigration, Govt. of India, for 1997-2009.

(ii) Ministry of Tourism, Govt. of India, for 2010&2012.

The table 4.1 reveals that the number of foreign tourist arrived in India in the year 2011 is 6.29 million against 1.68 million in 1991. It shows the annual growth of 8.9 per cent in 2011 and -1.7 per cent in 1991. The Table further shows that the annual growth was -1.7 per cent in 1991 and the annual growth was 11.8 per cent in 2010. Table reveals that the number of foreign tourists who visited India has decreased in the year 1991, 1993, 1998, 2001, 2002 and 2009. This may be due to unfavourable climatic condition. Tourism in India was once a way of life, but now it is also in the process of earning foreign exchange to the nation.
4.16.8 Foreign Tourist Arrivals in India from Different Regions of the World

The monuments in India attract a large number of visitors from all over the world. India’s cultural tradition is extending over thousands of years. The national surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages, all of these make India a tourist paradise. The tourists come, they see and they are conquered by the picturesque beauty of many places in India and also its rich heritage, archaeological value and so on. India’s tourist centers have progressed from destinations of devotion to destinations of development. The following table 4.2 presents the foreign tourist arrivals in India from different regions of the world during 2008 to 2011.

Table 4.2

Foreign Tourist Arrivals in India from different regions of the world

<table>
<thead>
<tr>
<th>Region / Country</th>
<th>Arrivals</th>
<th>Proportion to the Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Europe</td>
<td>1487271</td>
<td>1686083</td>
</tr>
<tr>
<td>North America</td>
<td>873306</td>
<td>1007276</td>
</tr>
<tr>
<td>South Asia</td>
<td>908916</td>
<td>982428</td>
</tr>
<tr>
<td>East Asia</td>
<td>282985</td>
<td>352037</td>
</tr>
<tr>
<td>South-East Asia</td>
<td>281726</td>
<td>303475</td>
</tr>
<tr>
<td>West Asia</td>
<td>146693</td>
<td>171661</td>
</tr>
<tr>
<td>Australia</td>
<td>137436</td>
<td>167063</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Africa</td>
<td>142813</td>
<td>157485</td>
</tr>
<tr>
<td>East Europe</td>
<td>121309</td>
<td>152764</td>
</tr>
<tr>
<td>Central &amp; South America</td>
<td>38745</td>
<td>42319</td>
</tr>
<tr>
<td>Others</td>
<td>25320</td>
<td>32676</td>
</tr>
<tr>
<td>Stateless</td>
<td>647</td>
<td>26237</td>
</tr>
<tr>
<td>Total</td>
<td>4447167</td>
<td>5081504</td>
</tr>
</tbody>
</table>

Source: Bureau of Immigration, India

The table 4.2 shows the number of foreign tourist arrivals in India increased from different regions of the world. It is clear from the table that the majority of the foreign tourists from West Europe have arrived in India. It shows that the number of foreign tourists from West Europe has increased from 1487271 foreign tourists in 2008 to 1610086 in 2011. The Table further shows that the next majority of the foreign tourists from North America, i.e., the number of foreign tourists have increased from 873306 in 2008 to 1024469 in 2011. The Table indicates that the minimum number of foreign tourists from Central & South America and they are 47672 foreign tourists in 2011. The Table further indicates that the foreign tourist arrivals in India increased from all regions during the years 2008-2011. However in 2009, the growth was maximum in 2009, the growth was maximum in West Europe (33.18 per cent) followed by North America (19.82 per cent) South Asia (19.33 per cent) and East Asia (6.93 per cent).
4.16.9 Number of Domestic Tourist Visits to all States/ Union Territories in India

Domestic tourists play a vital role in achieving the objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years. Table 4.3 presents the number of domestic tourists visit to all States /Union territories in India.

Table 4.3

Number of Domestic Tourists Visit to all States/ Union Territories in India

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Year</th>
<th>No. of Outbound visits (in Million)</th>
<th>Percentage change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1997</td>
<td>159.88</td>
<td>14.1</td>
</tr>
<tr>
<td>2</td>
<td>1998</td>
<td>168.20</td>
<td>5.2</td>
</tr>
<tr>
<td>3</td>
<td>1999</td>
<td>190.67</td>
<td>13.4</td>
</tr>
<tr>
<td>4</td>
<td>2000</td>
<td>220.11</td>
<td>15.4</td>
</tr>
<tr>
<td>5</td>
<td>2001</td>
<td>236.47</td>
<td>7.4</td>
</tr>
<tr>
<td>6</td>
<td>2002</td>
<td>269.60</td>
<td>14.0</td>
</tr>
<tr>
<td>7</td>
<td>2003</td>
<td>309.04</td>
<td>14.6</td>
</tr>
<tr>
<td>8</td>
<td>2004</td>
<td>366.27</td>
<td>18.5</td>
</tr>
<tr>
<td>9</td>
<td>2005</td>
<td>391.95</td>
<td>7.0</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>10</td>
<td>2006</td>
<td>462.31</td>
<td>18.0</td>
</tr>
<tr>
<td>11</td>
<td>2007</td>
<td>526.43</td>
<td>13.9</td>
</tr>
<tr>
<td>12</td>
<td>2008</td>
<td>563.03</td>
<td>7.0</td>
</tr>
<tr>
<td>13</td>
<td>2009</td>
<td>668.80</td>
<td>18.8</td>
</tr>
<tr>
<td>14</td>
<td>2010</td>
<td>747.70</td>
<td>11.8</td>
</tr>
<tr>
<td>15</td>
<td>2011(P)</td>
<td>850.86</td>
<td>13.8</td>
</tr>
</tbody>
</table>

(P)-Provisional.

Source: State/UT Tourism Departments

Note: (i) Figures for Chhattisgarh has been estimated

(ii) For some States data adjusted using the information available with Ministry of Tourism

The table 4.3 shows the number of domestic tourists visit to all States/Union Territories in India. The Table reveals that the number of domestic tourists visit has increased from 159.88 million in 1997 to 747.70 million in 2010. The Table further shows that the percentage change over the previous year was 14.1 per cent in 1997 and 11.8 per cent in 2010. It is clear from the table that the number of outbound visits was low in 1998. It shows that the low percentage change over the previous year.

4.16.10 Number of Foreign Tourists Visit to all States/Union Territories in India

India is a country with diverse socio-economic and physical features, drawing a wide spectrum of visitors worldwide to its preserved culture, variegated landscapes, snow-capped mountains and architectural wonders. These exquisite attractions of the
country provide visitors a memorable experience. Foreign tourists visiting India are attracted by the ancient monuments such as historical forts, structures depicting architecture of different ages, ancient temples, (Pallava, Chola, Pandya, Vijayanagar and Naick Periods). The Table 4.4 presents the number of foreign tourists visit to all States/Union territories in India.

Table 4.4

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Year</th>
<th>No. of Foreign Tourists Visit to States/UTs (in million)</th>
<th>Percentage change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1997</td>
<td>5.50</td>
<td>9.3</td>
</tr>
<tr>
<td>2</td>
<td>1998</td>
<td>5.54</td>
<td>0.7</td>
</tr>
<tr>
<td>3</td>
<td>1999</td>
<td>5.83</td>
<td>5.3</td>
</tr>
<tr>
<td>4</td>
<td>2000</td>
<td>5.89</td>
<td>1.1</td>
</tr>
<tr>
<td>5</td>
<td>2001</td>
<td>5.44</td>
<td>-7.8</td>
</tr>
<tr>
<td>6</td>
<td>2002</td>
<td>5.16</td>
<td>-5.1</td>
</tr>
<tr>
<td>7</td>
<td>2003</td>
<td>6.71</td>
<td>30.1</td>
</tr>
<tr>
<td>8</td>
<td>2004</td>
<td>8.36</td>
<td>24.6</td>
</tr>
<tr>
<td>9</td>
<td>2005</td>
<td>9.95</td>
<td>19.0</td>
</tr>
<tr>
<td>10</td>
<td>2006</td>
<td>11.75</td>
<td>18.1</td>
</tr>
<tr>
<td>11</td>
<td>2007</td>
<td>13.26</td>
<td>12.8</td>
</tr>
<tr>
<td>12</td>
<td>2008</td>
<td>14.38</td>
<td>8.5</td>
</tr>
<tr>
<td>13</td>
<td>2009</td>
<td>14.37</td>
<td>-0.1</td>
</tr>
<tr>
<td>14</td>
<td>2010</td>
<td>17.91</td>
<td>24.6</td>
</tr>
<tr>
<td>15</td>
<td>2011(P)</td>
<td>19.49</td>
<td>8.8</td>
</tr>
</tbody>
</table>

(P)-Provisional.

Source: State/UT Tourism Departments
Note: (i) Figures for Chhattisgarh has been estimated
(ii) For some States data adjusted using the information available with Ministry of Tourism

The table 4.4 shows the number of foreign tourists visit to all states/union territories in India. The Table reveals that the number of foreign tourist visits has increased from 5.50 million in 1997 to 17.91 million in 2010. The Table further reveals that the percentage change over the previous year has 9.3 percentage in 1997 and it has increased to 24.6 percentage in 2010. It is clear from the table that the number of foreign tourists visit to all states/union territories in India has decreased from 5.89 million in 2000 to 5.44 million in 2001 which recorded a decrease of -7.8 percentage change over the previous year.

4.16.11 Share of India in International Tourist Arrivals in World and Asia & the Pacific Region

Many numbers of Indians have been opting for foreign nations as tourists, which shows their affordability and urge to visit new places. These develop the share of India in international tourist arrivals in World and Asia & the Pacific region. Table 4.5 presents the share of India in international tourist arrivals in World and Asia & the Pacific region.
Table 4.5

Share of India in International Tourists Arrival in World and Asia & the Pacific Region

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Year</th>
<th>International Tourist Arrivals (in million)</th>
<th>Foreign Tourist Arrivals in India (in million)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>World</td>
<td>Asia and the Pacific</td>
</tr>
<tr>
<td>1</td>
<td>1997</td>
<td>593.0</td>
<td>89.0</td>
</tr>
<tr>
<td>2</td>
<td>1998</td>
<td>611.0</td>
<td>88.3</td>
</tr>
<tr>
<td>3</td>
<td>1999</td>
<td>633.8</td>
<td>97.6</td>
</tr>
<tr>
<td>4</td>
<td>2000</td>
<td>683.3</td>
<td>109.3</td>
</tr>
<tr>
<td>5</td>
<td>2001</td>
<td>683.4</td>
<td>114.5</td>
</tr>
<tr>
<td>6</td>
<td>2002</td>
<td>703.2</td>
<td>123.4</td>
</tr>
<tr>
<td>7</td>
<td>2003</td>
<td>691.0</td>
<td>111.9</td>
</tr>
<tr>
<td>8</td>
<td>2004</td>
<td>762.0</td>
<td>143.4</td>
</tr>
<tr>
<td>9</td>
<td>2005</td>
<td>803.4</td>
<td>154.6</td>
</tr>
<tr>
<td>10</td>
<td>2006</td>
<td>846.0</td>
<td>166.0</td>
</tr>
<tr>
<td>11</td>
<td>2007</td>
<td>894.0</td>
<td>182.0</td>
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<tr>
<td>12</td>
<td>2008</td>
<td>917.0</td>
<td>184.1</td>
</tr>
<tr>
<td>13</td>
<td>2009</td>
<td>883.0</td>
<td>181.1</td>
</tr>
</tbody>
</table>
The Table 4.5 shows the share of India in international tourist arrivals in the World and Asia & the Pacific region. The Table reveals that the share of India in international tourist arrived in the World has 593.0 million in 1997 and it has increased to 983.0 million in 2011. Table further reveals that the share of India in International tourists arrived in Asia & the Pacific region has increased from 89.0 million in 1997 and it has increased to 217.0 million in 2011. It is clear from the table that the foreign tourist arrived in India has 2.37 million in 1997 and it has increased to 6.29 million in 2011.

4.16.12 FOREIGN EXCHANGE EARNINGS FROM TOURISM

Tourism is now recognized as an activity for generating a number of social and economic benefits. It promotes national integration as well as international understanding and creates employment opportunities. It also helps to increase foreign exchange earnings. Foreign exchange is a precious economic resource. It is much needed, particularly in underdeveloped countries, because foreign exchange is useful in accelerating the wheels of economic growth and development.

Tourism is not merely an activity for pastime and entertainment. It is an enriching and energizing activity. For a developing country like India which is on the
path of modern economic growth through structural transformation of the economy, tourism is the right vehicle. Tourism today is the most vibrant tertiary activity and a multi-billion industry in India.

The tourism sector occupies a significant place in the foreign exchange earnings of the world and has acquired tremendous progress in recent years. The sector is growing at a fast pace especially in the developing countries. The tourism industry is a major contributor of foreign exchange earnings to Indian economy. The following table presents the foreign exchange earnings from tourism in India.

Table 4.6

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Year</th>
<th>Foreign Exchange Earnings (in Rs.Crore)</th>
<th>Percentage change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1997</td>
<td>10511</td>
<td>4.6</td>
</tr>
<tr>
<td>2</td>
<td>1998</td>
<td>12150</td>
<td>15.6</td>
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<td>3</td>
<td>1999</td>
<td>12951</td>
<td>6.6</td>
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<td>4</td>
<td>2000</td>
<td>15626</td>
<td>20.7</td>
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<td>5</td>
<td>2001</td>
<td>15083</td>
<td>-3.5</td>
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<td>6</td>
<td>2002</td>
<td>15064</td>
<td>-0.1</td>
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<td>7</td>
<td>2003</td>
<td>20729</td>
<td>37.6</td>
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<td>8</td>
<td>2004</td>
<td>27944</td>
<td>34.8</td>
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</tr>
<tr>
<td>9</td>
<td>2005</td>
<td>33123</td>
<td>18.5</td>
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<td>10</td>
<td>2006</td>
<td>39025</td>
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<td>11</td>
<td>2007</td>
<td>44360</td>
<td>13.7</td>
</tr>
<tr>
<td>12</td>
<td>2008</td>
<td>51294</td>
<td>15.6</td>
</tr>
<tr>
<td>13</td>
<td>2009</td>
<td>54960</td>
<td>7.1</td>
</tr>
<tr>
<td>14</td>
<td>2010#</td>
<td>64889</td>
<td>18.1</td>
</tr>
<tr>
<td>15</td>
<td>2011#</td>
<td>77591</td>
<td>19.6</td>
</tr>
<tr>
<td>16</td>
<td>2012#(Jan-June)</td>
<td>43760</td>
<td>24.4@</td>
</tr>
</tbody>
</table>

- Advance Estimates, @-Growth rate over Jan-June, 2011

Source: (i) Reserve Bank of India, for 1997-2008
(ii) Ministry of Tourism, Govt. of India, for 2010, 2011 & 2012

The table 4.6 shows the foreign exchange earnings from tourism in India from 1997 to 2011. It is found that the foreign exchange earnings during the year 2011 are 77591 crores which recorded an increase of 19.6 per cent change over the previous year. Table further reveals that the foreign exchange earnings from tourism in India have increased from 10511 crores in 1997 to 77591 crores in 2011. It is clear from the table that the foreign exchange earnings during the year 2010 is 64889 crores which recorded an increase of 18.1 per cent change over the previous year. It is found from the table that the foreign exchange earnings from tourism in India during the year 2001 were 15626 crores which recorded a decrease of -3.5 per cent change over the previous year.
4.16.13 Foreign Exchange Earnings from Tourism in India

The number of tourists visiting India has risen annually over the past few years. Likewise, the gross foreign exchange receipts have shown substantial increases over the past decade. Foreign exchange earnings are dependent on the number of tourist arrivals, as fluctuations in the number of tourists correlate to the fluctuations in the amount of revenue earned from tourism. The following table 4.7 presents the foreign exchange earnings from tourism in India.

Table 4.7

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Year</th>
<th>Foreign Exchange Earnings (in US$ million)</th>
<th>Percentage change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1997</td>
<td>2889</td>
<td>2.0</td>
</tr>
<tr>
<td>2</td>
<td>1998</td>
<td>2948</td>
<td>2.0</td>
</tr>
<tr>
<td>3</td>
<td>1999</td>
<td>3009</td>
<td>2.1</td>
</tr>
<tr>
<td>4</td>
<td>2000</td>
<td>3460</td>
<td>15.0</td>
</tr>
<tr>
<td>5</td>
<td>2001</td>
<td>3198</td>
<td>-7.6</td>
</tr>
<tr>
<td>6</td>
<td>2002</td>
<td>3103</td>
<td>-3.0</td>
</tr>
<tr>
<td>7</td>
<td>2003</td>
<td>4463</td>
<td>43.8</td>
</tr>
<tr>
<td>8</td>
<td>2004</td>
<td>6170</td>
<td>38.2</td>
</tr>
<tr>
<td>9</td>
<td>2005</td>
<td>7493</td>
<td>21.4</td>
</tr>
<tr>
<td>10</td>
<td>2006</td>
<td>8634</td>
<td>15.2</td>
</tr>
<tr>
<td></td>
<td>Year</td>
<td>Value</td>
<td>Growth Rate</td>
</tr>
<tr>
<td>----</td>
<td>------</td>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td>11</td>
<td>2007</td>
<td>10729</td>
<td>24.3</td>
</tr>
<tr>
<td>12</td>
<td>2008</td>
<td>11832</td>
<td>10.3</td>
</tr>
<tr>
<td>13</td>
<td>2009</td>
<td>11394</td>
<td>-3.7</td>
</tr>
<tr>
<td>14</td>
<td>2010#</td>
<td>14193</td>
<td>27.5</td>
</tr>
<tr>
<td>15</td>
<td>2011#</td>
<td>16564</td>
<td>16.7</td>
</tr>
<tr>
<td>16</td>
<td>2012#(Jan-June)</td>
<td>8455</td>
<td>8.2@</td>
</tr>
</tbody>
</table>

#-Advance Estimates, @-Growth rate over Jan-June, 2011

Source: (i) Reserve Bank of India, for 1997-2008
(ii) Ministry of Tourism, Govt. of India, for 2010, 2011 & 2012

The above table 4.7 shows that the foreign exchange earnings has increased from 2889 millions in 1997 to 16564 millions in 2011, with small fluctuations. Tourism is considered as the third largest foreign exchange earner in India. Hence, the Government of India and private agencies should take necessary steps to increase the inflow of foreign tourists and enhance the foreign exchange.

4.16.14 Share of India in International Tourism Receipts in World and Asia and the Pacific Region

International tourism now accounts for a larger share of foreign exchange receipts and export earnings than any other industry in the world. Tourism provides considerable economic benefits for many countries. The share of India in International tourism in generating economic benefits has long been recognized in the world. The following table 4.8 presents the share of India in International tourism receipts in World and Asia and the Pacific region.
Table 4.8

Share of India in International Tourism Receipts in World and Asia & the Pacific Region

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Year</th>
<th>International Tourism Receipt (in US$ billion)</th>
<th>Foreign Exchange Earnings in India (in US$ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1997</td>
<td>442.8</td>
<td>82.6</td>
</tr>
<tr>
<td>2</td>
<td>1998</td>
<td>444.8</td>
<td>72.3</td>
</tr>
<tr>
<td>3</td>
<td>1999</td>
<td>458.2</td>
<td>79.1</td>
</tr>
<tr>
<td>4</td>
<td>2000</td>
<td>475.3</td>
<td>85.3</td>
</tr>
<tr>
<td>5</td>
<td>2001</td>
<td>463.8</td>
<td>88.1</td>
</tr>
<tr>
<td>6</td>
<td>2002</td>
<td>481.9</td>
<td>96.5</td>
</tr>
<tr>
<td>7</td>
<td>2003</td>
<td>529.3</td>
<td>93.7</td>
</tr>
<tr>
<td>8</td>
<td>2004</td>
<td>633.2</td>
<td>124.1</td>
</tr>
<tr>
<td>9</td>
<td>2005</td>
<td>679.6</td>
<td>135.0</td>
</tr>
<tr>
<td>10</td>
<td>2006</td>
<td>744.0</td>
<td>156.9</td>
</tr>
<tr>
<td>11</td>
<td>2007</td>
<td>857.0</td>
<td>187.0</td>
</tr>
<tr>
<td>12</td>
<td>2008</td>
<td>939.0</td>
<td>208.6</td>
</tr>
<tr>
<td>13</td>
<td>2009</td>
<td>853.0</td>
<td>204.2</td>
</tr>
<tr>
<td>14</td>
<td>2010</td>
<td>927.0</td>
<td>255.3</td>
</tr>
<tr>
<td>15</td>
<td>2011(P)</td>
<td>1030.0</td>
<td>289.4</td>
</tr>
</tbody>
</table>

P-Provisional

Source: (i) UNWTO Tourism Market Trends 2007 Edition, for the years upto 2005
(ii)UNWTO Barometer June 2010 for 2006 and January 2011 for 2007 and
* As per the RBI’s estimates quoted in UNWTO Tourism Highlights 2011 edition.

The table 4.8 shows the share of India in International tourism receipts in World and Asia and the Pacific region. The table reveals that the share of India in International tourism receipts in World had 442.8 US $ billion in the year 1997 and it has increased to 927 US $ billion in 2010. The Table further reveals that the share of India in International tourism receipts in Asia & the Pacific region had 82.6 US $ billion in 1997 and it has increased to 255.3 US $ billion in 2010. It is further clear from the table that the foreign exchange earnings in India has increased from 2889 US $ billion in 1997 to 14193 US $ billion in 2010.

4.17 TOURISM IN TAMILNADU

Tamilnadu, the southernmost state in the country endowed with abundant treasures to the visitors. In Tamilnadu, there are many places to be visited by the tourists. The historical monuments, rivers, waterfalls, mountains, forts, landscapes, temples, churches, mosques, ports and the like have been the eye catchers for tourists. Each district in the state has at least a few tourist destinations to visit. For the above reasons many of the foreign tourists have been tempted to visit Tamilnadu again and again.

Tamil Nadu has an unbroken coastline edging the Bay of Bengal and densely forested uplands which abound in wild life. As a tourist destination, Tamil Nadu has various tourist places. Some of the important tourist centers are Chennai, Courtallam, Kanyakumari, Kodaikanal, Madurai, Ooty, Rameswaram, Vedanthangal, Velankanni and Yelagiri. The above mentioned places attract tourists from India and other countries. Tamilnadu is a state with several distinguished tourism genre. It has mountains, 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.

Tamilnadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad throngs the tourist spots throughout the year. The spots get overcrowded during the seasons. To facilitate the tourists, Tamilnadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking etc.

### 4.17.1 Tourist Arrivals in Tamil Nadu

Tourists from both domestic and foreign arrive in Tamilnadu. A large number of domestic and foreign tourists visit Tamilnadu. These tourists visit mainly hill stations, pilgrim centres, beach-resorts, dam sites, cultural & heritage destinations. The following table 4.9 shows the tourist arrivals in Tamilnadu.

**Table 4.9**

**Tourist Arrivals in Tamil Nadu from 1993-2011**

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>14211900</td>
<td>435473</td>
<td>14647373</td>
</tr>
<tr>
<td>1994</td>
<td>16026000</td>
<td>498121</td>
<td>16524121</td>
</tr>
<tr>
<td>1995</td>
<td>17214000</td>
<td>585751</td>
<td>17800751</td>
</tr>
<tr>
<td>1996</td>
<td>18202700</td>
<td>613982</td>
<td>18816682</td>
</tr>
<tr>
<td>1997</td>
<td>18928044</td>
<td>636642</td>
<td>19564686</td>
</tr>
</tbody>
</table>
CGR-Compound Growth Rate

The table 4.9 clearly shows that Tamil Nadu has attracted many of the domestic and foreign tourists. During the years 1993-2011 the domestic and foreign tourists arrivals in Tamil Nadu increased considerably. The table shows that the
domestic tourists arrivals in Tamil Nadu has increased from 1,421,190 in 1993 to 13,675,128 in 2011. The Table further reveals that the foreign tourists arrivals has increased from 435,473 in 1993 to 3,308,574 in 2011. Overall, the tourists arrivals in Tamil Nadu has increased from 1,464,737 to 14,005,985 in 2011. It is clear from the table that the aggregate number of tourists has increased from 1,464,737 tourists in 1993 to 14,005,985 tourists in 2011. Tamil Nadu is ranked second among the States in attracting foreign tourists and third in attracting domestic tourists. The State also leads in promoting Medical Tourism. Further it is clear from table that the domestic, foreign and total tourists arrivals in Tamil Nadu have recorded a growth in terms of the compound growth rates of 11.63, 10.96 and 15.59 per cent respectively.
Domestic and foreign tourist arrivals in Kodaikanal, Dindugul district from 2000-01 to 2011-12 are presented in Table 4.10.

Table 4.10

Domestic and Foreign Tourist Arrivals in Kodaikanal, Dindugul district

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Year</th>
<th>Domestic Tourists</th>
<th>Foreign Tourists</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2000-01</td>
<td>203790</td>
<td>550</td>
<td>204340</td>
</tr>
<tr>
<td>2</td>
<td>2001-02</td>
<td>1285210</td>
<td>860</td>
<td>1286070</td>
</tr>
<tr>
<td>3</td>
<td>2002-03</td>
<td>2337967</td>
<td>542</td>
<td>2337509</td>
</tr>
<tr>
<td>4</td>
<td>2003-04</td>
<td>4172123</td>
<td>647</td>
<td>4172770</td>
</tr>
<tr>
<td>5</td>
<td>2004-05</td>
<td>2400650</td>
<td>6658</td>
<td>2568018</td>
</tr>
<tr>
<td>6</td>
<td>2005-06</td>
<td>1141545</td>
<td>7574</td>
<td>1149119</td>
</tr>
<tr>
<td>7</td>
<td>2006-07</td>
<td>1791412</td>
<td>3225</td>
<td>1798825</td>
</tr>
<tr>
<td>8</td>
<td>2007-08</td>
<td>1953786</td>
<td>25214</td>
<td>1979000</td>
</tr>
<tr>
<td>9</td>
<td>2008-09</td>
<td>2707552</td>
<td>43789</td>
<td>2751341</td>
</tr>
<tr>
<td>10</td>
<td>2009-10</td>
<td>3989303</td>
<td>44728</td>
<td>4034031</td>
</tr>
<tr>
<td>11</td>
<td>2010-11</td>
<td>3637136</td>
<td>36265</td>
<td>3673401</td>
</tr>
<tr>
<td>12</td>
<td>2011-12</td>
<td>3785224</td>
<td>34243</td>
<td>3819467</td>
</tr>
</tbody>
</table>

Source: Tourist Information Centre, Kodaikanal
Table 4.11 reveals that the number of domestic tourists arrivals has increased from 203790 tourists in 2000-01 to 3785224 tourists in 2011-12, while the foreign tourists arrivals has also increased from 550 tourists in 2000-01 to 34243 tourists in 2011-12. Table further reveals that the number of tourists arrivals in Kodaikanal, Dindugul district has increased from 204340 tourists in 2000-01 to 3819467 tourists in 2011-12. It is clear from table that tourist arrivals, both domestic and foreign tourists in Kodaikanal, Dindugul district show a relatively stable trend of growth over the period under study.

4.19 SUMMARY

This chapter has presented the concept of tourism. This chapter has covered the development of tourism in India, tourist attractions in India, initiatives for promoting tourism, impact of tourism, environmental impact of tourism in India. Further it explained the national tourism policy, characteristics of tourism and classification of tourism. India is one of the important tourist countries in the world with all potentials to attract domestic and foreign tourists. On the total demand for tourism, India has a good potential. In brief, in the development of developing countries like India, travel and tourism sector occupies an important place which can never be neglected. The number of foreign tourist arrivals in India, growth of domestic tourists visits to all States and Union territories and growth of foreign exchange earnings have been presented in this chapter.