CHAPTER - I

INTRODUCTION

1.1 Introduction

Tourism is a major contributing sector in the modern globalised economy. In terms of employment and income generation, it has emerged as a growing sector. World Travel and Tourism Council (WTTC) has identified tourism as the world’s most rapidly growing industry. Tourists spend billions of dollars in countries they visit. Tourism occupies a prominent place in the ever changing modern world. It, a growing industry, denotes the voluntary movement of people from the place of residence and work to a distant destination in search of rest, relaxation and also a new experience.

Tourism is of major economic and social significance in both developed and developing countries. It stimulates improvements to the quality of physical environment available to the residents. Tourism also supports and helps to fund arts, folk traditions festivals and events and provides a market for local crafts and manufacturing. The tourism industry embraces different branches of tourism such as health tourism, eco-tourism, educational tourism, pilgrim tourism etc and it has far reaching implications on transport industry, hotel industry, education sector, public relations and cultural organization. The activities of tourism
are manifold and pervade into different sectors of the economy. The tourism and travel industry in many countries function as a dynamic organization and feeder industry for promotion of international peace and understanding.²

1.2 Origin of the Term Tourism

The term ‘tourism’ originated from the Latin word ‘Torros’ which means a tool for describing a circle. This term was used during the seventeenth century, for denoting a travel, a journey, an excursion, or a circuitous journey touching the principal places of the country. It is from this word that the idea of round tour or a package tour has come into effect. The term tour in Hebrew means learning, studying and searching. A tourist wants to learn about various factors such as education, culture, life styles, art of living, customs and cultural factors.³

Definition of the Term Tourist

The 19th century dictionary defines, “tourist” as a “person who travels for pleasure of traveling out of curiosity and because he has nothing better to do”.⁴

The World Trade Organization defines, “Tourist as any person who travels to a country other than in which he resides, normally for a period of at least one night, but not more than one year and his main purpose of visit is other than the exercise of an activity remunerated from within the country visited.
**Definition of Tourism**

Tourism is defined as, “Travelling for pleasure”.\(^5\)

According to Hunziker and Krapt, “Tourism is the sum of the phenomenon and relationship arising from travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any learning activity”.

**1.3 Characteristics of Tourism**

Tourism is a complex phenomenon. It is an amalgamation of phenomenon and relationship rather than a single one.

Tourism is both dynamic and static in the sense that journey is dynamic and stay is static.

Tourism is a distinct activity. People’s travel and their stay are two important elements of stay and in destinations outside the normal place of residence and work.

Tourism is non-remunerative. Various destinations are visited by tourists. The visit is not for the purpose of paid work. There is no intention to take up employment and there is no idea for business or vocation.

Tourism is a multi-dimensional phenomenon. There are many and varied activities which make their own separate and individual contribution to a comprehensive service to tourists.\(^6\) They are:
Developing social and physical infrastructure and amenities to facilitate visitors; giving rise to recreational and cultural events to attract tourists; Developing pleasure activities and professional service providers and giving rise to various service demands which are provided by commercial sense of tourist industry.\textsuperscript{7}

1.4 Kinds of Tourism

The tourism based on the purpose and areas of visit can be classified into different kinds.

1. International Tourism

This involves visiting the place of foreign countries. The people involved in this tourism mainly seek change and rest. It earns foreign exchange for a country.

2. Inter-Regional Tourism

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

3. Cultural Tourism

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

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

5. Ethnic Tourism

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

6. Environmental Tourism

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

7. Adventure Tourism

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

8. Medical Tourism / Health Care tourism

Medical tourism is a concept that is attractive to visitors who love combining well being and life style, health care service with a strong desire
to travel overseas. With the cost of medical care being about 10 times cheaper in India, health tourism is also emerging as an important segment. Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as the USA and the UK. It is expected that medical tourism in India will hold a value of around US$ 2 billion by 2012. The city of Chennai attracts around 45 per cent of medical tourists from foreign countries. (Revathy, 2008). The following are the grounds on which medical tourism gets its attraction.

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

9. Eco-Tourism

Eco tourism is a purposeful travel to nature’s lap within a country to understand its natural and cultural history. It is the management of ecology in such a way as to obtain maximum pleasure with an eye on conservation needs. Countries like Kenya, Costa Rica, Canada and the United States have made concerted effort to promote eco tourism.
Eco tourism also involves participation of the local community in nature tourism project. Eco systems have to become major eco tourism centres. These include biosphere, reserves, mangroves, coral reefs, deserts, mountains and forests, flora and fauna, lakes and rivers and caves, sustainable tourism which has minimal impact on the environment, such as safaris (Kenya) and rainforests.

Among the types of tourism in India, ecotourism has grown recently. Eco-tourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions that have tourist value. The places such as Kaziranga National Park, Gir National Park, and Kanha National Park are important for the eco tourism in India (Revathy, 2008).

10. Rural Tourism

In a country like India, rural tourism deserves special attention. Rural tourism signifies the tourist’s interest in the customs of the indigenous and exotic people. Foreign tourists are deeply interested in local customs, festivals, dances, rituals and, in fact, the very life style of the indigenous people intrigues them. Rural tourism development is community-based. It helps revive local people’s interest and pride in their culture, traditions and values and to sustain the environment.

11. Pilgrimage Tourism / Spiritual Tourism

Pilgrimages have created a variety of tourist opportunities in
medieval period and even in today’s modern tourism, they stand as an important stream of tourism. From time immemorial man has been an eye witness to all kinds of religious activities and expeditions to holy shrines and sacred places. As India is one of the oldest countries reputed for pilgrimage, people from various parts of the world continue to visit it, to attain greater relations, knowledge and spiritual enlightenment. India is famous for its pilgrimage centres and for different religions and that is the reason why, among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. Pilgrimage tourism is more popular in India than in any other country in the world (Revathy, 2008).

12. Health Tourism

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

13. Winter Tourism

Winter sports and snows contribute to winter tourism. Many water sports holiday packages are available at places in many countries apart from Ski and Snow festival tours organized annually. Skiing is extremely popular in the mountainous areas. Ski festivals have a variety of events like
ski and sled competitions, performances and recreational activities. A majority of the event participants are from countries with a warm climate.

14. Wildlife Tourism

India has a rich forest cover which has some beautiful and exotic species of wildlife – some of which are endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Corbett National Park and Mudumalai Elephant Sanctuary (Revathy, 2008).

15. Others Special Forms of Tourism

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

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

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

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

- **Disaster tourism:** It means traveling to a disaster scene not primarily for helping, but because it is interesting to see. It can be a problem if it hinders rescue, relief and repair work.
• **Drug tourism:** It is associated with visit to other countries for using drugs, when it is legally risky to use or taking some in the home country.

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

• **Gambling tourism:** It is associated with gambling. For example, visits to Atlantic City, Las Vegas, Macau or Monte Carlo for the purpose of gambling at the casinos there.

• **Hobby tourism:** It is a tourism associated with the visits to participate in activities of one’s interests, to meet others with similar interests, or to experience something pertinent to the hobby.

• **Inclusive tourism:** Tourism marketed to those with functional limits or disabilities is referred to as ‘Tourism for All’. In some regions, destinations often employ Universal Design and Universal Destination Development Principles.

• **Perpetual tourism:** It refers to the perpetual regular wealthy individuals who tour or are always on vacation. Some of them may go on a tour for tax purposes or to avoid being resident in any country.
• **Sex tourism:** It means traveling solely for the purpose of sexual activity, usually with prostitutes.

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

• **Vacilando:** This is a term that refers to a special kind of wanderer for whom the process of traveling is more important than the destination.

### 1.5 Tourism in India

India is a multi-motivational destination for tourists in the world. It has its own unique image in the tourism map of the world. India had always beckoned visitors from all over the world to experience its 5000 year old civilization. The country’s diversity of culture, faiths, languages, fairs and festivals, majestic monuments and captivating wildlife make for a variety, which can take in almost the whole world. All these provide a unique set of opportunities for tourists to enjoy themselves. Still, tourist arrivals are just a fraction of those in such popular Asian destinations as Bangkok. Industry experts say that in order to attract more visitors, India needs to upgrade its airports, roads and other infrastructure to global standards.
India is a country gifted with all natural resources, which can promote tourism in a big way. India’s great Himalayan peaks, historical monuments, flora and fauna etc are its great assets. All these go to make India a paradise for tourists. India is a country of monuments. Monuments form an integral part of India. India’s historical heritages are: the epitome of endless love – Taj Mahal, the axis of Islam – Qutub Minar, the pride of free India – Red Fort, the Chariot Temple of the Sun God – Konark, the mighty Mughal Citadel – Agra Fort, the glorious island caveland of Lord Shiva – Elephanta; the cave site of numerous Chaityas and Viharas – Ajanta, the grand memorial of an Emperor – Humayun’s tomb and last but not the least, the forgotten walled city of Fatehpur Sikri.

India’s tourism industry is thriving due to an increase in foreign tourists’ arrivals and greater than before, travels by Indians to domestic and foreign destinations. India is probably the only country that offers various categories of tourism. These include;

- Historical Tourism
- Adventure Tourism
- Medical Tourism (Ayurveda and other forms of tourism medications)
- Coastal Tourism
- Beach Tourism (India has the longest coastline in the East)
Medical tourism in India is a developing concept whereby people from world over visit India for their medical and relaxation needs. With yoga, meditation, ayurveda, allopathy and other systems of medicines, India offers a unique basket of service to an individual that is difficult to match by other countries. Ayurveda is the system of traditional medicine in India. India is also the birth place of the concept of yoga and meditation.

1.6 Tourism in Tamil Nadu

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

Tamil Nadu, which has many tourist destinations such as Ooty, Kodaikanal, Madurai, Rameshwaram and Courtalam, is also benefited by the surge in the tourism industries. The coastal stretch of the Gulf of Mannar is also one of the attractive centers for both foreign and domestic tourists.

As a tourist destination Tamil Nadu has an important place in Indian Tourism. The widely scattered planes, full of coconut groves, the tall
sculptured temple towers, artistic statues, wide range of mountains, the never ending sea shores and also the place where the three seas meet in Kanyakumari, really make a tourist to stay back and enjoy.

Ooty, “the Queen of hills”, Kodaikanal, “the Princess of Hills”, Madurai, “the city of temples and festivals”, Kanyakumari, “the place where the three seas meet having a beautiful sight of sunrise and sunset”, Chennai, Rameshwaram, Tiruchendur, Mudumalai, Vedanthangal and Courtallam are all important tourist places which are worth visiting.

The following are the important places of tourist attraction in this state:

- Chennai – Capital of Tamil Nadu and also India's fourth largest metropolitan.
- Madurai – Madurai Meenakshi Amman temple. Oldest city of southern India.
- Coimbatore – An Industrial centre, known for Temples and, Kovaikutralam waterfalls.
- Mahabalipuram – World famous for its shore temples.
- Chidambaram – Lord Shiva in an enthralling form of a Cosmic Dancer.
- Kanchipuram – The Golden City of a thousand temples, famous for Handloom Silk.
- Kanyakumari – Southern most tip of India, where the Arabian Sea, the Indian Ocean and the Bay of Bengal meet.
• Ootacamund – Queen of southern hill resorts of India.
• Rameshwaram – Well-known pilgrimage centre in India.
• Thanjavur – The rice bowl of Tamil Nadu.
• Tiruchirapalli – City on the banks of river Cauvery, famous for Rock Fort temple.
• Auroville – International Utopian city being built, Aurobindo Ashram Associations.
• Mudumalai Wildlife Sanctuary – Wildlife sanctuary.
• Kodaikkanal – Princess of mountains in India

The Tamil Nadu Tourism Development Corporation, a Government of Tamil Nadu undertaking, which was established in the year 1971 to develop the tourism sector in Tamilnadu is actively working towards the development of the tourism industry by creating different centres exclusively for tourism related activities. As a result, the number of tourists’ arrival in the state is steadily increasing year by year (www.tamilnadutourism.org).

1.7 Tourism in Kanyakumari District

Kanyakumari district lies in the southernmost tip of peninsular India. These places are very beautiful as people from different parts of India come here and visit its spots as well. Kanyakumari is famous for its majestic hills, virgin beaches, pristine rivers and meandering rivulets. The district has a fragrance of architecture, culture and customs of neighbouring
Kerala mixed with the rich deep traditions, culture and architecture of Tamil Nadu as well. But tourists often come only to seeing just Kanyakumari and Padmanabhapuram palace. It was at this juncture that the district administration decided to take up tourism promotion initiatives in a major way. Attempts have been made to put up basic amenities at the virgin beautiful spots so as to facilitate the inflow of the tourists.

1.8 Scope of the Study

Before setting out to examine in detail the methods of analysis, it is pertinent to spell out in clear terms the scope of the study. The present study is an attempt to investigate the economic aspects about the various tourism development schemes in Kanyakumari district. It is based on the tourist arrivals. The following five places were selected for the study namely, Kanyakumari, Suchindram, Padmanabhapuram, Thirparappu and Mathoor. Further, the study would also include the trend of tourist arrivals in various tourist spots, and cover the analysis of individual’s opinions, including the problems faced by them in various tourist spots. It is also limited to only tourism development schemes.

1.9 Statement of the Problem

Kanyakumari district is essentially an agricultural based district with 68 per cent of its population residing in villages and 56 per cent of its working population depending on agriculture and allied activities. The district is one of the industrially backward districts of Tamil Nadu.
In industrial development, the district is lagging behind other districts. Even after independence and after merging with Tamil Nadu, unfortunately, there is no major industry in the district. But, Kanyakumari is an internationally accepted tourist place. Round the year, Kanyakumari attracts a large number of tourists particularly pilgrimage tourists as well as nature lovers. Tourism helps directly or indirectly to get employment opportunities for the people. Employment opportunities automatically raise their economic level. Tourist promoters could help people to get extra income. Due to the availability of excellent topography suitable for tourism, there is scope for development of tourism in Kanyakumari district. But, its potential has not been exploited fully. An integrated package of infrastructural facilities like availability of food, nature of food, accommodation, tourist spot shopping centre and transport system will promote tourism to a considerable extend. Tourism is not a single business, but involves many industries and a whole range of complex activity.

Present study is undertaken to understand the various tourism development programmes organised by the central and state government to promote tourism in the country in general and the district in particular. An analysis of trend on the arrival of tourists from foreign countries would help to forecast the future arrival and plan for the future tourism development programme. A study on socio-economic conditions of
tourists and the local people living around the tourist spots would reveal the standard of living of the people. Level of living condition helps to measure the role of tourism in the development process of the region. Hence, the present study has been undertaken in five tourist spots of Kanyakumari district, the most attractive pilgrimage place as well as in the beach and natural scene. The outcome of the study will help to formulate strategies and formulate policies for the development of tourism in the district, state and country. Also, the study will seek to identify the benefits of tourism.

1.10 Objectives of the Study

Any scientific study should be based on valid objectives formed by the researcher. Objectives are like guiding light in the process of research. The present study is based on the following objectives:

1. To study the inflow of foreign and national tourists into Kanyakumari district.

2. To study the socio-economic conditions of the tourists and the local people.

3. To study the trend and compound growth rate of tourist arrivals in various tourist spots.

4. To examine the various tourism development programmes undertaken by the central government, the state government, the
local administrative bodies and the tourism development bodies to improve tourism in Kanyakumari district.

5. To find the determinants of tourism.

6. To offer suggestions for the improvement of tourism in this district.

1.11 Hypotheses of the Study

1. The socio-demographic characters of the tourists also influence the tourists in many ways. Therefore, it is hypothesized ‘there is no significant difference between socio-demographic factors like age, gender, community, religion, marital status, nationality, educational qualification and occupation of the classification of tourists and the purpose of visit in Kanyakumari tourist spots’.

2. Household’s income, size of family, age, educational qualification and stay in days are the basic determinant of tour expenditure of the tourists. So it is hypothesized, ‘The total income, family size, age, educational qualification and stay in days are independent of the level of total tour expenditure’.

3. Age is one of the important determining factors for coastal tourism. In India according to Hindu philosophy, if aged people visit all the temples throughout India and expire at the time of tour, they would go to Heaven. Hence there is some correlation between age of the tourists and pilgrim centre. Therefore, it is hypothesized ‘there is no
significant relationship between age of the foreign tourists and reason for choosing India’.

1.12 Significance of Tourism

The importance of the study of tourism are: tourism contributes to revenue both directly and indirectly; tourism provides employment opportunities to both skilled and unskilled workers. The major economic benefit is that, it provides foreign exchange to the exchequer. It helps to increase the standard of living of the underdeveloped host community. It provides security and advancement to the tourism products in a region. Tourism promotes international understanding and gives support to local handicrafts and cultural activities. Preservation of cultural heritage of the country is the most significant social aspect of tourism. Promotion of national integration is possible through tourism development. Protection of flora and fauna is another social benefit of tourism.

1.13 Limitations of the Study

1. The important limitation of the study is that it is limited to the number of samples taken for the study. So, the conclusion may not be so accurate.

2. While collecting the primary data, tourists showed least interest in answering questions. However, utmost care has been given in the data collection process.

3. The time at the disposal of the investigator was limited.
4. Non-availability of proper secondary data and records has been a great obstacle in this study.

5. It does not study monetary aspect of tourism development.

6. It has important adverse effects on environment and ecology – depletion of natural resources, water resources, local resources, land degradation, pollution, noise pollution, solid waste and littering, sewage, destruction and alteration of eco system.

7. More than 40 tourist spots are there in Kanyakumari district but the study is limited only to five tourist spots.

1.14 Scheme of the Study

The present research study is proposed to have the following order.

The first chapter is the introduction for the entire study. It presents the introduction, theoretical framework of tourism, statement of the problem, objectives of the study, hypotheses of the study, limitations of the study and chapter schemes.

The second chapter contains a crisp review of all available related studies. The studies of various researchers and scholars in the areas of coastal tourism and some problems of tourism are presented. It also deals with theoretical background and various concepts used in this study. The period of study, area of study and methodology are also discussed.

The third chapter deals with the area profile of the tourist spots in Kanyakumari district.
The fourth chapter deals with trend of the tourist arrivals. It speaks of the trends and economic significance and traces out the development of tourism in India, Tamil Nadu and particularly in Kanyakumari district.

The fifth chapter deals with socio-economic analysis of tourists. It contains demographic factors such as age, sex, education, occupational status, religion, community, marital status and size of family of the tourists.

The sixth chapter deals with tourism development programmes, determinants and problems in Kanyakumari district. It provides information about tourist spots, mode of transport, booking, accommodation, influencing factors for tour expenditure and level of satisfaction of facilities in tourist spots.

In the final chapter, summary of findings, suggestions and conclusions are given.
REFERENCES


