CHAPTER III
TOURISM IN TAMIL NADU

3.1 Introduction

The global tourism has really passed through crisis after crisis which gave a serious blow to its growth. General feeling was that it may take some years to recover from the impact of the series of negative events that started with September 9/11 events in U.S.A. scene in the Middle East, Europe and USA. India was regarded a place nearer to the war scene when war perception between Pakistan was brewing. When travel industry started looking up a bit better in 2003, SARS epidemic struck particularly in the Asian Region and the industry suffered a further blow from where it could not come up till mid 2003.

In between Iraq war and terrorist events in Bali, brought further gloomy scene for tourism movements. Unprecedented loss of business and job were reported by the tourism partners in the trade. India suffered more because of the travel advisories issued by major economic pressures and it bought downward tourist trends. But tourism has great resilience power it bounces back very fast if corrective steps are taken in time, in the vision, a more liberal approach. Luckily in the Indian tourism scene, a synergised approach took place among the tourism Central Government., State Government., public and the private sectors and networking with other partners in this business viz., chamber of commerce, ports, (Cruise Tourism), banks, media (TV/press), this proved very effective to revive the badly affected tourism business. Major thrust was to present common strategy and pull resources together. Industry supported with special packages with reduced costs and with many value added facilities. Confidence building exercises were undertaken by Ministry of Tourism with the overseas offices. Many road shows were undertaken in major traffic generating countries. India was visible in all major travel and tourism shows. Incredible India branding continued in all these promotional campaigns showcasing major Indian tourism products. Variety and affordability made
India acceptable for the decision makers. India bounced back and the increase in the flow of tourist traffic in 2004 showed an increase of 24 per cent. It shows that all the steps taken by the Government and the trade was very right befitting to the situation. The Government demand is so great now that accommodation capacity is now a big problem. We need to open up new air Services. Visa on arrival could be a very positive step as our competitors are promoting open entry to their country for 7 to 10 days or visa on arrival on payment of a fixed visa fee. Tourism have now a focused mindset and there is a political will and tourism scene of India can be changed.¹

3.2 World Tourism Organisation

In the organization chart of tourism, World Tourism Organization (WTO) is the apex body – representing at world level, the tourism interest of National Tourism Association (NTA)expand and working as an affiliate of the United National Organisation (UNO). Started as the International Union of Official Travel Organization (IUOTO) in the first half of the twentieth century, it became an inter governmental organisation in 1975 and named World Tourism Organization WTO, in short. Presently, it has a membership of 127 countries and territories. Besides, there are some 350 affiliate members like airlines, travel agencies, etc.

WTO provides many services to its members, the principal one being the compilation of travel statistics and the publication of books and reports, to help member Government to plan and develop their tourism. It works closely with several other international Organisations with the objectives of helping develop tourism in the world. It offers expert help to developing countries to plan develop and reorganize their tourism. It strives to improve the quality of tourism education. Presently, its focus is to create environment for sustainable tourism.
India is one of its founding members and is often elected to its executive council. Its chief executive is called secretary general. WTO aims to create favorable conditions for free movement of travel in the world. To some extent, it has been achieved in all European countries (EU), where the tourist can travel without visa and passport. Besides, they have introduced a common currency called Euro making travel hassle free.

3.3 Tourism in Indian Context

India became aware of the importance of tourism promotion as early as in 1946. Sir John Surgent, Education Adviser to the Government of India recommended that developing tourist traffic, both internal and external will be beneficial for India. The recommendation led to the establishment of a tourist traffic branch in the ministry of transport and communication, with a network of tourist offices in India and abroad. The branch later transformed itself into a department headed by a Director General in 1958.

The first overseas tourist office was set up in New York as early as in 1952. Followed by similar offices in London, Paris, Frankfurt, Colombo, Melbourne and San Francisco. In retrospect, tourist offices overseas were opened soon at too many foreign cities without providing them adequate infrastructure at home, particularly accommodation suitable for foreigners. Besides, travelers from distant countries like USA, Canada had a poor image of India as holiday destination.

The establishment of a separate department of tourism helped considerably and the international tourist arrivals which were sixteen thousand in 1951 jumped to over sixteen lakhs in 1990 and 26 crores in 2000.

The importance of promotion of tourism for the economic development of India, was realized by the late Prime Minister Indira Gandhi. She established in 1967, a separate ministry of tourism and civil aviation under
Dr. Karan Singh. It was good to tie up tourism with civil aviation since, a fast development of tourism is not possible without total support of civil aviation ministry, in a country where 98 per cent of foreign visitors come by air. Subsequently, all kinds of experiments have been done with the tourism ministry to suit the political needs of the government in power. At times, the ministry of tourism has been separated from civil aviation to work in isolation. Later, it was attached to commerce which made some sense. In 1991, it was tied to agriculture which made no sense. In 1991 the tourism and civil aviation ministry were again combined under a cabinet minister, Madhava Rao Sindia.

The Director General of tourism in the department of tourism, is in the rank of an additional secretary and under him are various heads of divisions of planning, publicity, hotels, market research, supplementary accommodation, etc.³

About Rs.1000 crores worth of handicrafts are sold every year to tourists, taking the benefits of tourism to the villages where our craftsmen live and work. In certain parts of India, tourism is the only industry – Kashmir, for instance and now Himachal Pradesh and Goa. In future, India can earn Rs.30000 crore from tourism. According to the government of India’s estimates - in the year 2000, it earned Rs.14,415 crore.⁴

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

### 3.3.1 Tourism in Tamilnadu

Tamilnadu has recognized the importance of tourism long ago and facilitated its development in desired directions. Aggressive marketing, synergized development of tourism infrastructure, vitalizing the resources of various departments, motivating stakeholders, inculcating tourist friendly culture. Exploring new avenues like medical tourism and adventure tourism in last four years have helped Tamilnadu tourism to achieve more than twenty per cent annual growth.

Tamilnadu has multifarious tourist attractions, religious centres, spiritual retreats, beaches, hill stations, waterfalls, wildlife, art, culture, architecture, crafts, heritage, monuments, etc. which enchant tourists. Tamilnadu promotes zero-tolerant tourism without any compromise on socio-culture values and customs. This has resulted in generating quality tourism. The tourists are invariably mature, who appreciate the culture heritage of the State. Tamilnadu is now ranked third in attracting both domestic and foreign tourists. Proactive efforts are being continued to make Tamilnadu the most preferred destination in India.

### 3.4 Marketing Strategies Adopted in Promotion of Tourism Products

In tourism and tourism related industries, success means understanding this process. This section of the study is designed for those in the tourism industry who may not be completely familiar with marketing or who may simply wish to refresh their basic marketing skills.
a. Pricing Strategy

The strategy for pricing includes prices for attraction, facilities as well for accessibility. Pricing depends on the type of product i.e. the price paid to see the Taj cannot equal the price paid to see a local festival. The government should try to price the tourist products according to customers along with the support of private organization. In pilgrim tourism prices for reaching destinations related to tourism should be less as to promote mass tourism from village or other backward areas for pilgrimage.

b. Place Strategy

For development of tourism, it is very necessary to formulate place strategy and there must be good infrastructure in the tourist place as well as to reach the destination.

i. Road: Road network is vital to tourist as almost 70 per cent of passengers travel in India by roads. Many tourist circuits too, entirely depend on roads. The current Central Government plan for the road system in the country, covering both inters state highways and an improvement to rural roads directly supports tourism development. There is urgent need to construct and improve highways linking to the world heritage sites and places of tourism significance.

ii. Railways: The Indian Railway system can be an enormous asset in the development of the tourism and hospitality industry in the country. Indian Railways consists of nearly 11000 trains. The trains have a special fascination for foreign tourists who wish to experience in the country both at leisure and close personal contact with the indigenous people. Railway services are equipped not only to meet the travel needs of domestic and foreign tourists, but also have the infrastructure and land resource to contribute significantly to the growth of hotel accommodation in the country.
iii. Modern Telecommunication Facilities: State Government will provide modern telecommunication facility in the flung areas of the destinations with the help of Government of India and the private sector.

iv. Hygienic condition and clean drinking water: Special efforts should be made to ensure healthy sanitary conditions and safe drinking water supply in all important cities, major pilgrimage destinations and tourists’ centers. There must be a proper supervision in this regard by tourist offices, voluntary organizations and local citizens.

c. People Strategy

For developing tourism, it is very important to formulate people strategy i.e. strategy to make people aware about tourism. The general belief that the tourism an activity of elite should be removed by exposing people to real, economically and socially beneficial side of the tourism. Tourism can be generated by government amongst the people by establishing a healthy and smooth tourism. Non residents Indians will also be encouraged to invest in the tourism sector. Such investment would primarily be invited in infrastructural activities.

d. Physical Evidence Strategy

There must be proper strategy related with travel agency, tour operator, environment and hotel room. With the objective of boosting tourist traffic and enriching the quality and content of tourism products, attractive package tours will be developed and promoted with the help of private sector tours operators and travel agencies. These will include air/road/rail travel, boarding and lodging, excursions, site visit etc. A list of accredited travel agencies will be prepared for this purpose. Rules for accreditation will be simplified. Assistance of such accredited agencies will be sought to enlarge tourism
business. Government is also attempting to provide hygienic condition and clean drinking water at tourist destinations as well as in hotels and restaurants available at those tourist destinations.

e. Process strategy

There must be proper strategy to make people’s journey more convenient and on time. For that, the transportation must be smooth and on time. For making process strategy, three attributes must be kept in mind. These are clarity confidence and comfort. Before starting the tourist must be clear about destination, how to reach there, facilities at that places etc. Informations related to these attributes must be provided. Next attribute is confidence. Tourist must be confident to return safe and sound. Government has to take proper action for that. Third last is comfort which is less important for domestic tourists but much important for foreign tourists. The journey must be comfortable and there must be proper facilities at tourist destination.

f. Power Strategy

Here power refers to tourist, knowledge and money. There should be strategy to attract tourist to full potential towards tourist destination. For that there must be awareness programme in country as well as in abroad. There are so many electronic media, tourism literature, cultural shows to provide information about tourist’s destinations. This can also be done by inviting domestic private sector investment, foreign investment, as well as investment from non resident Indians. Such investment can be used for construction of star category hotels, tourist resorts, golf courses, large eco park, amusement parks, ropeways, children parks etc.

g. Planning Strategy

For planning also, there must be strategy by whom the panning should be made, why is planning required and who will be affected by planning.
h. Positioning Strategy

Tourism is a sector which is in central list as well as state list so it is the duty of both the governments to develop tourism industry. Maximum earning from export is by tourism, for the government. It has to position tourism as a national priority to encourage tourism within and abroad.

Left to itself, the industry will develop naturally, but not necessarily, optimally or sustainable, and without any clear links to the broad development objectives of the country. Uncontrolled tourism growth could damage India’s’ socio-cultural structure, degrade its tangible and intangible cultural and natural heritage and lead to adverse economic impacts such as high importation costs, and weakening inter industry linkage. On the other hand when the industry is properly planned, developed and managed at all levels of government in partnership with the private sector it will strengthen India’s socio-cultural structure. It would improve its tangible and intangible cultural and natural heritage, and lead to positive economic impact including enhanced employment and income opportunities in rural area, lower importation costs, and stronger inter industry linkage. So it is very important for positive economic response from tourism industry that there must be proper centralized policy and make tourism as priority sector which will enhance the opportunity for employment and income.

i. Perception strategy

It is very important to make a good image of the tourist destinations. As it is rightly said “A satisfied customer is the best advertising media.” The government has not only to attract tourist through providing them proper and sufficient information but they have to convince them that they have taken right decision by coming to that tourist place. In this, tourist guides play an important role as they are the persons who tell about the heritage of the place. They have the ability to make positive perception about the tourist destination.
Local community and private organization have to participate in this task to make the positive image of the destinations.

**j. Participation strategy**

Tourism is not an activity which can be done in isolation. It requires participation of government authorities, private organization and local community.

**k. Precedent Strategy**

According to Oxford English Dictionary, a precedent is legal case or decision taken as a guide for subsequent cases or as a justification. A precedent is therefore seen as a decision that is likely to influence all similar cases in the future. Precedent influence behavior and so it is important for tourism sector also, tourist visiting a destination is very careful about the laws, decisions, policies related with those destinations. In India also, there are separate law for tourists. There is prompt action on the complaint of tourists. Precedent may be of many types, they are as follows.

**i. Political**

All power derives from the top. Friendly political relations are good for international tourism. For example, because of better relationship between India and Pakistan, so many Pakistani tourists came to India by Samjhauta Express and bus between these two countries.

**ii. Legal**

Legislation is almost by its very character anachronistic for the society that it serves to protect. Legislation is too often enacted to deal with yesterday’s problems rather than tomorrow’s potential conflicts. There is no international legislation for tourists, that means a tourist has to follow the laws of host country.
iii. Social

A country may comprise several independent culture and sub cultures which divide up into religions or cults or just fashion followers. From this outset it is useful to think in terms of three levels of constraint. In order to conduct successful tour one must be careful about the culture of host country.

iv. Commercial

Precedents may be created in the way in which we treat our international tourists in terms of pricing, for example, there is discriminatory pricing at historical monuments for Indian and foreign tourists.

3.4.1 Tourist Arrivals - India

The share of India in international tourist arrivals progressively increased from 0.49 per cent in 2005 to 0.6 per cent in 2009. Foreign tourist arrivals rose from 3.92 lakhs in 2005 to 5.11 lakhs in 2009. Tourism makes a significant contribution to India’s foreign exchange earnings which drew from Rs.33,123crores in 2005 to Rs.54,960 crores in 2009. The shares of India in world earnings from tourism, registered an increase from 1.10 per cent in 2005 to 1.24 per cent in 2008. Domestic tourism too grew phenomenally over this period. The number of Domestic tourists in India rose from 3,919.50 lakhs in 2005 to 5,627.50 lakhs in 2008.*

*Ministry of Tourism, GOI annual statistical hand book.

3.4.2 Tourist Arrivals - Tamilnadu

Aggressive promotion and marketing campaigns through print and electronic media at the national and international levels, creation and provision of good infrastructure at tourist spots have resulted in the continuous increase of tourist arrivals to Tamilnadu.
TABLE: 3.1
AGGRESSIVE PROMOTION AND MARKETING CAMPAIGNS

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists</th>
<th>Foreign Tourists</th>
<th>Total</th>
<th>Growth Rate Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(In Lakhs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>323.39</td>
<td>11.79</td>
<td>335.18</td>
<td>7.7</td>
</tr>
<tr>
<td>2006</td>
<td>392.14</td>
<td>13.35</td>
<td>405.49</td>
<td>21.0</td>
</tr>
<tr>
<td>2007</td>
<td>506.47</td>
<td>17.53</td>
<td>524.00</td>
<td>29.2</td>
</tr>
<tr>
<td>2008</td>
<td>626.18</td>
<td>20.40</td>
<td>646.58</td>
<td>23.4</td>
</tr>
<tr>
<td>2009</td>
<td>780.38</td>
<td>23.69</td>
<td>804.07</td>
<td>24.4</td>
</tr>
</tbody>
</table>

Source: Tamilnadu Tourism Development Corporation

In the year 2008, 646.58 lakhs tourists visited Tamilnadu. During the year 2009, the tourist arrival was 804.07 lakhs. When compared the tourist arrivals for the above two years, it has recorded an increase of 157.49 lakhs in the year 2009.

The length of stay of a tourist in Tamilnadu is five days in the case of a domestic tourists and seven days in the case of a foreign tourists.7

3.4.3 Role of Tamilnadu Tourism Development Corporation (TTDC) Limited

The Government of Tamilnadu felt that a corporation has to be established to act as a pioneer in streamlining the development of tourism in certain areas where private people may not venture due to pecuniary reasons. In order to achieve this cause, TTDC was inaugurated in 1971. The corporation lived it upto its expectation so far by providing boarding and lodging facilities in lesser known destinations, creating boat houses in several destinations and designing innovative package tours covering unknown circuits in Tamilnadu. The details of package tours and boat houses are furnished separately.

TTDC is at present having a chain of 55 hotels and a fleet of 24
coaches. TTDC is operating youth hostels in all major tourist destinations including Udhagamandalam, Kodaikanal and Yercaud, wherein dormitory accommodation is provided to budget tourists and students of educational institutions at affordable cost even during peak summer season.\(^8\)

**3.4.5 Eco Tourism Promotion in Tamil Nadu**

TTDC has formed the Eco-Tourism wing on 19.10.2009 with the objective of promoting Eco-Tourism in Tamilnadu in a big way. The Eco tourism wing is headed by an officer in the rank of Chief Conservator of forests. The following trekking tours were organized by TTDC through Eco Tourism Wing.

- Shervarayan Hills (Yercaud) - 3 times
- Top Slip – Aazhiyar - 9 times
- Thirusoolam Hill - 3 times
- Kolli Hills - 4 times

TTDC operates these tours to inculcate high achievement motivation in the young minds and profit is not given priority while performing them. The participants were able to appreciate nature and the need to conserve it. They have given an excellent feedback about the trekking programme.

Eco tourism wing is also taking steps to provide Tree Top House in Wild Life Sanctuaries in Tamilnadu. It has been proposed to have a shelf of projects to give importance to the promotion of Eco Tourism in the State. The wing has drafted an elaborate eco tourism policy in consultation with the Environment and Forest Department and would be released shortly.

Efforts have been taken to make all the units run by TTDC as eco-friendly institutions with green practices and avoid non degradable materials. Intensive tree plantations will be done in resorts run by TTDC and kitchen gardens will be raised in units with adequate space to use the products
for culinary purposes. In the coming years, it is proposed to plant grown up trees in various TTDC units across the state.9

**TABLE: 3.2**
**FINANCIAL PERFORMANCE OF TTDC**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total turnover</td>
<td>74.96</td>
<td>70.25</td>
</tr>
<tr>
<td>Net Profit</td>
<td>6.24</td>
<td>2.25</td>
</tr>
</tbody>
</table>

TTDC has achieved significant growth in net profit even after reckoning the substantial increase in establishment cost consequent on the implementation of sixth pay commission recommendations. TTDC had also suffered major setbacks due to land slide in Udhagamandalam and non operation of Tirupathi tours for more than a month due to Telungana issue. Threats like Swine flu also had a negative impact and reduced the inflow of tourists to considerable extent, Island Grounds could not be used in 2009 for conducting summer festival due to the election to parliament. The growth in profitability is attributed to the several measures undertaken by the management, like upgradation of the rooms of all major Hotels, modernization of Boat Houses and Coaches, purchase of new boats and aggressive marketing by the Corporation10. The identified Strength, Weakness, Opportunities and Threats of Tourism Industry at Tamil Nadu are briefly summarised in this section of the study.

**EXHIBIT: 3.1(a)**
**SWOT ANALYSIS OF TOURISM IN TAMILNADU**

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tamilnadu is a land of much diversity and a great potential to attract foreign as well as domestic tourists.</td>
<td>• Poor quality of environment in main forest centers of the place.</td>
</tr>
<tr>
<td>• The state is well connected with all major cities of India as well as abroad.</td>
<td>• The quality of the facilities and services at tourist places are not up to the mark.</td>
</tr>
<tr>
<td>• The state has rich cultural diversity in the</td>
<td>• Transport facility in terms of quality and quantity both is a major problem for most of</td>
</tr>
</tbody>
</table>
form of language, traditions, customs, music, dance, art and craft.
- The state is full of natural and historical beauty spread here and there. It is ideal land for those tourists who want to spend their vacations in a land of natural beauty.
- Tamilnadu provides much scope for film shooting which can increase return from tourism as well as motivate others to visit these places.
- Man power cost in the hotel industry in one of the lowest in world. This provides margin for Indian hotel industry.
- Low cost carriers have brought boom in air travel.
- The state has one of the largest road network for travel, more roads are being added.
- Travel agents are moving from being mere ticket issuers to travel consultants taking complete responsibility for consumers needs.
- Travel agencies not only provide the picture of the tourist place to the interested parties but also lure them to visit by the attractive package.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>People are increasingly attracted towards adventurous sports.</td>
<td>Security. Safety and health situation.</td>
</tr>
<tr>
<td>Lack of proper infrastructure has provided an opportunity for the state to develop itself as Switzerland of Tamilnadu.</td>
<td>Failing to involve communities in the decision-making process for tourism development.</td>
</tr>
<tr>
<td>Demand between the national and the inbound tourists can be easily managed due to difference in the period of holidays. For international tourists peak season for arrival is between September to March when the climatic conditions are suitable where as the national tourists waits for School holidays, generally the summer months.</td>
<td>Failure to adopt and implement sustainable development and management principles and practices at tourism sites.Not effectively addressing fierce and ever increasing competition from competing countries.</td>
</tr>
<tr>
<td>Unique experience in the heritage hotels.</td>
<td>Natural calamities of this region.</td>
</tr>
<tr>
<td>As the tourism industry expands the travel industry is also in for a boom.</td>
<td>Tour operators providing cheap services to travel outside india are also threat for tourist places.</td>
</tr>
<tr>
<td>The smaller places that cannot be accessed by the air, road, railways are the next best options.</td>
<td>Guest houses replace the hotels. This is a growing trend in the west and is now catching up in India also, thus diverting the hotel traffic.</td>
</tr>
</tbody>
</table>
As the number of tourists is increasing, there is a need to identify their requirements and the travel agencies can tap this segment.

Political turbulence in the area reduces tourists traffic and thus the business of the hotels.

The economic conditions of a country have a direct impact on the earnings in hotel industry, lack of training manpower in the hotel industry.

In case of rail and roadways airlines is the only threat which will take time to develop to come up to have such extensive distribution as rail or roadways.

With the advent of interest the role of travel agents in changing and the whole industry faces a threat of extinction unless they change to meet the need of the tourists.

To overcome the identified strength and weakness of Tamilnadu Tourism Department, the state government has planned certain strategic plans for the promotion of various types of tourism.

3.4.6 Strategies of Tamilnadu Government to Promote Tourism

The international tourism faced severe setbacks during the last few years resulting in steep decline in tourist arrivals. The economic recession has caused severe shortage of earnings and adverse spending pattern. Many facilities created with huge investments have become liabilities. The far sighted approach of creating affordable infrastructure, exploring new markets and focused marketing have contributed to sustained growth as far as Tamilnadu is concerned. Some of the new and innovative steps taken are

1. Imbibing tourist friendly culture among the stakeholders and service providers under the campaign “VirundinarPotruthum – VirundinarPotruthum” to ensure a pleasant stay by the tourists which has generated a more acceptable word of mouth publicity and repeat visitors.

2. Highlighting quality and affordability through effective publicity both within and outside the country.
3. Focus on high spending domestic tourists.

4. Alternate demand through promotion of medical tourism, educational tourism, adventure tourism, rural tourism, and business tourism.

5. Conducting marketing meets at potential tourist centres.

6. Frequent meetings with hoteliers, tour operators, representatives of airlines, railway authorities and other stakeholders for new promotional avenues.

7. Promoting lesser known tourist spots to add more alternatives and to ease the pressure on core destinations.

Because of the above, Tamilnadu has not only withstood the recessionary trends but also registered a growth of 24.4 per cent in tourist arrivals during 2009.¹¹

The Department of Tourism, Ministry of Tourism, Government of India, invited offers from reputed consultancy firms for preparing the 20-year perspective tourism plans for different states in India. M/s Consulting Engineering Services (India) Private Limited – CES, NewDelhi, were, on the basis of their technical and financial offers, awarded the task of preparing the 20 Year Perspective Tourism Plan for the state of Tamil Nadu. The preparation of a Perspective Tourism Plan for the state of Tamil Nadu, assigned by the Department of Tourism, Government of India, has been to identify development aspects of the tourism industry in the state for a long term perspective and produce a meaningful plan report covering all facts of the state tourism so that later on a perspective tourism plan at the country level can be prepared.
The Tamil Nadu State Tourism Plan has been prepared for the perspective of 20 years as per the scope of work entailed in the TOR (Term of Reference). The horizon year is 2021 AD. The Tourism Plan has been prepared as per the scope of work entailed in the TOR and also in line with the guidelines suggested by the Department of Tourism, Government of India. These guidelines are:

i. A perspective plan with a time frame of 20 years needs to be developed for developing sustainable tourism giving year wise phasing of investment having regard to the resource available;

ii. The plan should indicate short term and long term plans, targets and ground realities;

iii. The plan should indicate all activities to be undertaken by different agencies, clearly indicating the time frame for each activity;

iv. The Plan should be able to assess the existing tourism scenario in the state with respect to existing traffic levels and inventory –
   - Natural resources
   - Heritage and other socio-cultural assets,
   - Quantitative/demographic factors like population, employment, occupation, income levels etc.
   - Service and infrastructure already available.

v. The plan should review the status of existing development/ investment plans of schemes for the development of tourism in the region;

vi. The plan should list and evaluate existing potential tourist destinations and centres and categorise them on the basis of inventory of attractions, infrastructure availability, degree of popularity, volume of
traffic flow etc.;

vii. The plan should analyze and categories existing/potential destinations and centers, as standalone destination, part of a circuit and/or as major attractions for special interest groups etc.;

viii. The plan should assess the existing infrastructure levels at/vv identified destinations/centers in terms of quality of roads/transportation facilities, civic amenities, en route transit facilities, boarding and lodging facilities etc.;

ix. The plan should be able to broadly assess traffic flow to the identified destinations and centers of assessment of infrastructure requirements taking into account past growth trends, suggested linkages and integration, expected developments in the future including likely investments by the state and investment climate/incentive for the private sector etc.;

x. The plan should attempt and arrive at an indicative cost configuration of likely investment on infrastructure development under different heads and top priorities investment needs by drawing up a phased investment plan covering the next 20 years;

xi. The plan should identify the existing as well as new tourism projects including projects for expansion/augmentation, and up-gradation of facilities and services at destinations and centers that have potential for development;

xii. The plan should undertake product conceptualization cum feasibility exercise inter alia for identified projects covering aspects like location evaluation, schematic product planning and conceptualization
including quantification of individual project parameters, assessment of overall investment levels and project viability cum feasibility study exercise etc.;

**xiii.** The plan should prepare an action plan for implementation of identified potential development schemes/ project/ products and for development of infrastructure in conformity with policy objectives and guidelines provided by the concerned state / central agencies. departments and the requirements of national development and funding agencies.

**xiv.** The plan should include project-wise potential employment generation; a reasonable percentage of potential employment is to be reserved for women;

**xv.** The plan should indicate actual and the projected number of domestic and foreign tourist arrivals for each proposed tourist place;

**xvi.** Prioritize the scheme on the basis of employment potential of the project and the tourist arrivals at the proposed place;

**xvii.** An inventory of existing infrastructure facilities (including paying guest facility) is to be made; after which the proposed infrastructure needs to be split up into various segments concerning different state government departments, such as PWD, Forest, Culture, Handicraft etc. and combined with the tourism plans;

**xviii.** Since the perspective plan would be used for external assistance, it would be desirable to suggest state tourism projects to foreign funding agencies for scrutinized and finalized projects accordingly;
xix. Other sources of funding such as loans from the Financial Institutions, the Tourism Financial Corporation of India (TFCI) etc. need to be explored. Besides proper incentives need to be suggested for private sector participation;

xx. Further the available institutional machinery in the state to oversee/ coordinate the development of tourism infrastructure has to be specifically suggested;

xxi. Facilities for performance by local artists, cultural troupes should be built into the perspective plan;

xxii. Cultural complexes can be suggested with the financial help from the state Department of Culture and later on be made economically viable.

xxiii. Handicraft shop should be suggested at various tourist places, and these should be run by women;

xxiv. Perspective plan should include potential developing health resorts at/ near the tourist places. Yoga classes and nature cure facilities, ayurveda system of medicines should be available at these places to attract tourists;

xxv. Consultant preparing the perspective plans should be asked to give an executive summary of the plan along with the report;

xxvi. The perspective plans should incorporate attractive packages/ schemes to attract private sector investment;

xxvii. It is necessary that the environmental issues are dealt with in sufficient details and environmental impact assessment studies made in respect of all new projects;
The perspective plans should include carrying capacity studies, instruments of spatial and land use planning, instruments of architectural controls for restoration of old properties and construction of new ones in old towns and cities, strategy for local community participation and protection of cultural identity, awareness programmes for local commitment to the project;

Measures necessary for mitigating the adverse environmental impacts and rehabilitating the tourist places already environmentally damaged should be incorporated in the perspective plan; and,

The perspective plan should include strategy for privatisation of the tourism related properties owned by the state and the State Tourism Corporations.

3.5 Conclusion

From the detailed discussion made in this chapter it is inferred that Eco-Tourism in India is still at a very nascent stage, but there are for sure conscious efforts to save the fragile natural environment, eco system and culture and heritage of the indigenous people, which is probably the largest concentration in the world.

There are various forms of ecotourism in India that attract an increasing number of tourists each year. Some of the most prominent forms include Wildlife tourism, Agro tourism, Village tourism and even Religious tourism. Of these, wildlife tourism is emerging as one of the most popular forms of ecotourism in India. India has an unbelievable diversity with respect to flora and fauna and has some of the most renowned national parks and tiger reserves. Apart from this, agro tourism is making its own mark and tourists are flocking to India to get a taste of the natural life of the countryside. These are
some of the aspects that have promoted ecotourism in India to a great extent.
However, India's full potential is yet to be realized and in the future years the
country can expect to reap some great rewards. The fourth chapter discusses
about the significance of eco-tourism in India, especially at Tamilnadu, the
home to many natural resources, grand Hindu temples of Dravidian
architecture, hill stations, beach resorts, multi-religious pilgrimage sites and
state has eight UNESCO World Heritage sites. The fifth chapter draws an
analysis and interpretation on the growth and development of tourism in India
and tourists perception and understanding about eco-tourism.

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