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CHAPTER I

INTRODUCTION

Tourism is a dynamic factor of social progress and a great vehicle of knowledge and ideas which fosters goodwill among people around the world and also within the country. Rising disposable incomes tremendous strides in aviation, surface transportation, communication services and hotel industry have all contributed to a phenomenal growth of tourism as an industry all over the world.\(^1\) Tourism can roughly be defined as an activity of travelling and staying in places outside for business, pilgrimage, leisure and other purpose.\(^2\) Tourism is characterised by a positive income elasticity of demand. Demand rises are proportionately greater than increases in income levels.\(^3\)

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The World Tourism Organisation (WTO), the apex International Organisation for Tourism has defined ‘Tourism’ as follows: “Tourism – 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 purpose”.

Another definition given by eminent Swiss Professors, Hunziker and Kapt, is “Tourism is the sum of phenomenon and relationship arising from the travel and stay of non-residents is so far as they do not lead to permanent residence and are not connected with any earning activity”.

According to Bukart and Medliq, “Tourism denotes the temporary and short term movement of people to destinations outside the place where they normally live and work and their activities at those destinations”. Oxford English Dictionary in 19th century defines tourism as “behaviour of tourists.”

**Growth of Tourism Industry**

Global growth trends for the travel industry during the decades following World War II have been spectacular. In 1983, more than Rs.42,000 billion (or more than Rs.120 billion a day) was spent annually on travel related activities. The World Tourism Organisation estimated that worldwide

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While these figures are impressive, it is important to understand that a very high percentage of all international arrivals and expenditures occur between and within the United States and Europe. In 1984 Europe and North America received 80 per cent of all tourist expenditures and 92 per cent of world tourism arrivals.7

The Basic Components of Tourism

The force behind this very complex activity encompassing a wide range of relationships in tourism is a phenomenon of modern times. Understanding the meaning and the nature of this phenomenon and its various components is very essential. In order to understand tourism systematically, it is necessary to know the various components which together make tourism happen:

a) Transport b) Attractions / Locale c) Accommodation

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a. Transport

There can be no travel if there were no transport. Travel involves movement of people and this is possible only if there is some mode of transport. Connectivity is very vital for tourism development. This could be possible only if adequate transportation infrastructure and access to destination is efficient, comfortable and inexpensive. A tourist, in order to get
to his destination therefore, needs some mode of transport. This mode of transport may be motor car, a coach, an aeroplane, a ship or a train which enables a traveller to reach his pre-determined destination.

b. Attractions / Locale:

The locale may include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions like sunshine, scenic beauty or sporting facilities. The locale, with its attractions and amenities is the most important as these are very basic to tourism. Unless these are there, the tourists will not be motivated to go to a particular place. However, since interests and tastes of tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world. Tourist demands are also very much susceptible to changes in fashion. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourists who visit a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion.

c. Accommodation

Accommodation plays a central role and is very basic to tourist destinations. World Tourism Organisation in its definition of a tourist has stated that the tourist must spend at least one night in the destination visited to be qualified as a tourist. Accommodation may in itself be an important tourist attraction. In fact, a large number of tourists visit a particular destination or
town simply because there is a first class luxury hotel or resort which provides excellent services and facilities. Many hotel establishments elsewhere in various countries, especially the resort hotels, have gained a reputation for their excellent cuisine, services and facilities.\(^8\)

**Tourism as an Industry**

Tourism is socio-economic phenomenon which has become the world's largest and fastest growing industry. Tourism flourished first nationally and then internationally. Other infrastructure like hotels, communication and some other facilities got added up and improved depending industry and foreign exchange earner. And tourism marketing has occupied its important place in this growing industry. Tourism has become a major and an integral part of economic, social and physical development.\(^9\)

Tourism has a unique multiple-effect in national economy. Tourism has tremendous potentialities for earning foreign exchange, yielding tax revenues, providing employment, promoting the growth of the ancillary industries and development of industrially backward regions. A foreign tourist is a person visiting on a foreign passport for a period of not less than 24 hours and not exceeding 6 months, for non-immigrant, non-employment tourist purpose such


as business, pleasure and the like. This process is called tourism. The tourism industry has been officially defined to include the accommodation sector, travel-related services like travel agents, tour operators, reservation systems, amusement parks, special health units and convention organisers. It is mainly a labour intensive industry, provided employment to the semi-skilled and the unskilled. The tourism industry plays a positive role in the field of both inter-state and International relationships. It brings about regional as well as International understanding. Tourism industry brings and joins the people of different cultures, religions, and languages. Thus it provides them an opportunity to share their ideas which is very important to all countries. During 1989-90, the tourism industry in India generated direct employment of 5.5 million persons and another 8 millions were employed indirectly.

**Travel and Tourism Industry**

The travel and tourism industry “a powerful driver which can provide a unique stimulus to economies in transition, rapidly creating foreign exchange, jobs and investment, promoting market disciplines and enhancing democracy”, says Travel and Tourism, a New Economic Perspective, a recent report by World Travel and Tourism Council (WTTC).

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10 Ibid., pp.127&212.
Tourism Based Industries

Primary Travel Trade

Hotel Industry

Food Preparation Industry

Transport Industry

Tourist Agents Office

Tourist

Secondary Travel Trade

Boat Road Rail Ship Aeroplane

Stalls Entertainment Books Saloon Laundry Insurance

Theatre (Hall) Film Special Sports Competition

Art Festival

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14 Jayapalan, N., An Introduction to Tourism, Atlantic Publishers and Distributors, New Delhi, 2001, p.163.
Today 'travel and tourism' have emerged as the world’s largest industry generating a revenue of $ 2.5 Trillion annually. It is an important means of promoting cultural exchanges and International co-operation.\(^\text{15}\)

Lickorish and Kershaw, considered travel Industry as analogous to tourism and defined it as that part of national income, which caters for the traveller, who is visiting the place outside the locality, where he resides or works.\(^\text{16}\) In the last 5 years increasing interest has been shown in the potential of global travel and tourism as an important contributor to economic development.\(^\text{17}\)

**Tourism and its Dimensions**

Tourism, which has generated a revenue at international level

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\(^\text{15}\) Batra, G.S., op.cit., p.87.


worth more than 100 billion US dollars, a figure equal to 6 percent of international trade has many dimensions. They can be grouped under the following headings.

1. Cultural Dimensions

Tourism has unsettling effects. It can result in certain amount of cultural pollution but if it is directed properly, adverse effects can be minimised. But the plus point of cultural dimension is that because of the cultural attraction of a few tourists places in India like Konark and Khajuraho, we shall be able to maintain these beautiful monuments. It will also improve our monumental heritage. In the same way, the performance of arts and festivals abroad have a tremendous impact on development of tourism and world community. Instead of taking negative aspects of culture deterioration, let us try and keep good show of our cultural heritage through tourism and try to send this message round the world.

2. Ecological Dimensions

Tourism is also directly related to ecology. Because of too much deforestation in Himalayan region to facilitate tourism, our ecology has suffered. This is also affecting wild life. Instead of making wild life disappear, it can be converted into beautiful tourists resort specially for wild life. It should be linked with tourism and tourism viewing can help to channelise this source.
3. Economic Dimensions

It provides employment directly and indirectly. One tourist, according to rough estimates provides employment to 3 people directly and 9 indirectly. If the tourism is developed, hotels do well, travel agents do well, the airlines do well, the transporter, in turn automobile industry and handicrafts, do well and all get the advantage of it. It can easily be illustrated in the following ways.

1. Foreign travel agents get business.
2. Airline gets business.
3. Indian travel agent gets business.
4. Hotels are booked.
5. Banks are contacted for foreign currency requirements.
7. Transports are hired.
8. Guides are hired.
9. Handicraft and other items are sold.
10. Cultural programmes like sound and light shows are organised.
11. Miscellaneous activities take place.

In this way it generates much revenue and employment as well. The country does not have to send out the foreign exchange. According to the experts in the Department of Tourism, Government of India, tourism is the
second largest source of foreign exchange earning as far as gross receipts are concerned and the first one is Gem and Jewellery. But when it comes to the net receipts tourism stands first.\(^\text{18}\)

**Tourism as a Service**

Tourism business, is service, tourism companies provide services to businessmen also which is self-explanatory. Tourism services no doubt help one who needs to know many things before leaving home. In the case of tourism services there is no tangible raw material which is processed. It is only the guidance which is given and the facilities that are arranged in the form of air tickets, hotel booking, arrangement of local transportation and finalisation of all these services through an organised system. A tourism organisation has a network of telephones, telex and other communication devices linked internationally to facilitate travel.\(^\text{19}\) Tourism as a service industry is international in character in both in terms of demand and supply.\(^\text{20}\)

**Economic and Social Importance of Tourism**

a) **Economic Benefits:**

The receipts from international tourism can provide a valuable source of earning for many countries both developed as well as developing. The income from tourism has tended to increase at a higher rate than


\(^{19}\) Ibid., pp.14-16.

merchandise export in a number of countries. Tourism is thus a most important source of income for many countries. The major economic benefit in promoting the tourism industry has therefore tended to be the earning of foreign exchange.

b) Multiplier Effect:

The flow of money generated by tourist spendings multiply as it passes through various sections of the economy. In addition to the important source of income, tourism provides a number of other economic benefits, which vary in importance, from one country to another and also depending upon the nature and scale of tourism.

The multiplier mechanism has been applied to tourism and in particular to tourist expenditure. The nature of the tourism multiplier and its effect may be described as follows. The money paid by a tourist in, say, paying his hotel bill will be used by the hotel management to provide for the costs which it had incurred in meeting the demands of the visitor. (e.g.) such goods and services as food, drink, laundering, furnishing, electricity and entertainment. In other words tourist expenditure not only supports the tourist industry directly but helps indirectly to support many other industries which supply goods and services to the tourist industry.

c) Development of Infrastructure:

Development and improvement of infrastructure is another
important benefit. The benefits from infrastructure investment, justified primarily for tourism airports, water supply, roads and other public utilities may be widely shared by the other sectors of the economy. The provision of infrastructure may provide the basis or serve as an encouragement for greater economic diversification.

d) Regional Development:

Another important domestic effect related to the regional aspects of tourist expenditure. Such expenditure is of special significance in marginal areas, which are relatively isolated economically underdeveloped, and have unemployment problems. Tourism was important not as a source of foreign exchange but also as a factor in the location of industry and in the development of less developed regions.

The underdeveloped regions of the country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and of cultural attractions. These areas if developed for use by tourists can bring a lot of prosperity to the local people. Tourism development in these regions may become a significant factor in redressing regional imbalances in employment and income.

e) Effects on Employment:

Another major direct economic effect of tourism relates to employment. The problems of unemployment and underemployment are
more acute in the developing countries. The tourist industry is a highly labour
intensive service industry and hence is a valuable source of employment. It
employs large number of people and provides a wide range of jobs which
extend from the unskilled to the highly specialised.

f) Tourism and Economic Value of Cultural Resources:

The first appearance of tourism in the world had a cultural
motivation, and tourism has always stood as a unique vehicle for the cultural
propagation that is necessary to a deeper understanding of peoples. Tourism
remains basically a cultural phenomenon. One way of hastening the beneficial
effect resulting from tourism is to bring the cultural heritage into the economic
circuit, thus justifying the investments made at the cost of the national
community for its preserves.

g) Tourism and International Understanding:

Improving international understanding is another major area
where tourism can play and has played a major role. Tourism can be a vehicle
for international understanding by way of bringing diverse people face to face.
It has been cited as a major contributor to international goodwill and as a
prime means of developing social and cultural understanding among all
peoples of the world. Tourism thus is not only an economic activity of
importance in as much as it earns a country the foreign exchange. It is an
important medium of social and cultural development and also of promoting lasting goodwill and friendship among the nations of the world.\textsuperscript{21}

**Types of Tourism**

1. **Leisure Tourism:**

   Tourists visiting tourist centres for leisure constitute a major segment of tourists. They usually throng the hill resorts, beach resorts, waterfalls, zoological parks, bird sanctuaries, and botanical/ horticultural gardens.

2. **Pilgrim/ Religious Tourism:**

   Pilgrims are another major group of tourists visiting Tamil Nadu. They visit places of worship according to their faith. But, at times they also visit places of worship of other religions.

3. **Fairs/ Festivals Tourism:**

   Large inflow of tourists is usually seen during the major festive seasons like Deepavali, Christmas, Ramzan, and Pongal. The exhibitions, fairs (like India Tourist & Industrial fair conducted every year by Tamil Nadu Tourism Development Corporation at Island Ground, Chennai) also draw significant number of tourists.

4. **Heritage Tourism:**

   Tourists visiting heritage centres are normally made up of

\textsuperscript{21} Jose Antony Kevin, S.V., General Tourism and Tourism in Kanyakumari District, M.T.M. Project, Madurai Kamaraj University, Madurai, June 1996, pp.22-27.
people who would like to visit historical monuments. Heritage tourism is fast advancing with the number of heritage hotels and resorts in India showing a steady increase during the last fifteen years. With the big boom in heritage tourism, more and more places and building built more than half a century back are being converted into heritage hotels.

5. Adventure Tourism:

Preservation of ecology or the environment is a concept gaining prominence now. Similarly, eco-friendly adventure tours are also gaining momentum. Tourists in search of adventure constitute mostly youngsters. They like to whet their appetite for adventure through trekking, hang-gliding, ballooning, boating and angling. The Madras Hang-Gliders Association is keen on popularising this adventure sport. Now, to train those who are interested in this adventure activities, motorised hang-gliders are being provided by the Madras Hang-Gliders Association. The St.Thomas Mount, an out crop of hillock on the outskirts of Chennai, the hills of Kodaikanal and Udhagamandalam are the best locations for Hang-gliding.\(^{22}\) Fear and excitement are under-exploited motives. Overnight jungle trips and camps should help here. It extends the idea of tent tourism.

6. Business Tourism:

Top executives who arrive in Tamil Nadu on business trips or to

\(^{22}\) Adventure Trails, Tamil Nadu, India, The Department of Tourism, Government of Tamil Nadu, Chennai, March 1998, p.11.
attend seminars, conferences, conventions and general body meetings, combine tourism with their business trips. Group could combine academic programmes with factory visits as part of familiarisation on Indian business climate. People travelling for their business needs are now called business tourism.

7. Eco-Tourism:

The National Eco-Tourism Policy and Guidelines aim to preserve, retain and enrich natural resources and to ensure regulated growth of Eco-Tourism with its positive impacts on environmental protection and community development. The World Trade Organisation (WTO) has decided to observe 2002 as the International year of Eco-Tourism. The Eco-Tourism Society gives a slightly fuller definition: “Eco-Tourism is responsible travel to natural areas which conserves the environment and improves the welfare of local people”. Eco-Tourism is about creating and satisfying a hunger for nature, about exploiting tourism’s potential for conservation and development, and about averting its negative impact on ecology, culture and aesthetics.²³

8. Medical Tourism/ Health-Care Tourism:

Medical tourism has to offer a business and a value proposition. There is an opportunity in medical tourism because we are in a position to offer quality medical at one-tenth the cost compared to that in many countries.

in the west. Moreover, India is unique in offering holistic medicinal service. With yoga, meditation, Ayurveda, Allopathy and other medical facilities we offer a unique basket of services to an individual that will be difficult to match in other countries. The growth for medical tourism in India, in the year 2001 the amount of foreign exchange earned through medical tourism was Rs.120.30 million whereas in 2004 the earnings reached to Rs.312.98 million.\(^{24}\) Tamil Nadu has some of India’s best medical facilities (Allopathy, Ayurveda, Siddha and Unani). This coupled with Tamil Nadu’s traditional hospitality attracts patients from other states and even from neighbouring countries. After full recovery, the patients as well as their attendants visit places of tourist interest. The Government of India has introduced a new category of medical visa (M-Visa), which can be given for specific period to foreign tourists coming to India for medical treatment. By 2012 foreign patients visiting India are expected to spend 2.3 billion dollars and if this is true healthcare could become another major driver of the Indian economy, just like software and IT enabled services.\(^{25}\)

9. Social Functional Tourism:

People visit their friends and relatives in connection with social functions like marriage, dedication of new house and ear-boring ceremony, and visit tourist places either before or after the function.


\(^{25}\) “Medical Tourism Could Be the Next Boom”, Tourism India, Vol.8, No.11, Thiruvananthapuram, March 2006, p.3.
10. Cruise Tourism:

The government has constituted a high-power steering group to formulate Cruise Shipping Policy in the country. The recommendations of this Group include formation of working groups to look into issues like immigration, identification of ports, customs clearances, infrastructural facilities, quarantine restrictions, taxation issues, connectivity, tourism related issues and cabotage to develop cruise shipping policy for India. On the Eastern part of the country, Tuticorin port and Chennai port, have been identified. Along with the increase in the cruise tourists arrivals in India, there is a great leap in the number of domestic travellers also. In the last year, around 30,000 Indians went on cruises. It is 20 percent more than the previous year. Though the water transport is considered as cheaper when it comes to cruise travel, it is less affordable to the commoner.26

11. Academic Tourism:

Students from educational institutions visit tourist spots as part of their curriculum. During such trips they combine studies with tourism. Tourist attractions like Government Museum, Fort Museum, Snake Park and Planetarium, in Chennai act as places of education for students. Students are given concession in entry fee to Poompuhar Tourist Complex, sound and light

26 Cissy Jacob, “Cruise Tourism in Demand”, Tourism India, Vol.8, No.4, Thiruvananthapuram, August 2005, p.5.
show at Thirumalai Nayak Palace, Madurai and Kattabomman Memorial Fort at Panchalankurichi, which are under the control of the Tourism Department.

12. Sports Tourism:

Taking a cue from Himalayan Rally and mountaineering, new items must be added.

13. Inbound Tourism:

The travel agencies perform various functions like providing consultancy, ticketing and cargo handling. It includes tour operators also. The tour operator may handle a tour arriving in India on behalf of his foreign agent or send a tour to a foreign country through an agent there. Those tour operators who provide services exclusively to the tourists arrived in India are said to have been involved in inbound tourism.

14. Outbound Tourism:

Any tourist who travels from his or her country of origin to a destination in another country can be described as an outbound tourist.

15. Farm Tourism:

With the flourishing of farm tourism, the farmer began to get extra income. The tourists who visit and stay at the farm are charged for it. Meanwhile, the farmer can sell his products, especially spices at a very good price, which are in great demand among the western tourist.
16. Space Tourism:

Space tourism is the term that has come to be used to mean members of the public travelling to and from space by buying tickets like in an airline. It is different from space travel, which also includes travel in space for work purposes mainly by government staff. Space tourism agencies are now compelled to cut their rates as the demand went high. Proving the prejudistic pre assumptions wrong, those who showed more interest in the new branch of tourism were middle class people than the elite class.

17. Rural Tourism:

Any form of tourism that showcases rural life, art, culture and heritage at rural locations, benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals can be termed as rural tourism.

Tourist

The Oxford Encyclopedic English Dictionary defines, ‘tourist’ is ‘a person making a visit or tour on a holiday; a traveller, especially abroad’. The WTO, the apex International Organisation for tourism has defined ‘tourist’ as follows: “Tourist – (Overnight Visitor) visitor staying at least one night in a collective or private accommodation in the place visited”.27

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"Tourist is defined as a visitor who visits a region for at least one night to less than a year, whose main purpose of visit is other than earning money against what he expenses with in region visited." The New Webster Encyclopedic Dictionary of English Language (1972) defines tourist as, "one who makes a tour, one who travels for pleasure."

The 19th Century Dictionary defines ‘tourist’ as a person who travels for pleasure of travelling out of curiosity and because he has nothing better to do”. 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.

Tourist Markets

The total tourist market may be divided into three major segments like,

1. The Holiday Tourist
2. The Business Tourist
3. Common Interest Tourist

1. The Holiday Tourist

The holiday tourist has proved to be very sensitive to price

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29 Arun Kumar Sarkar and Premnath Dhar., op.cit., p.64.
charges. It has been regarded as highly seasonal. The introduction of winter package to the seasonal packaging of demand for holidays is being improved.

2. The Business Tourist

The demand for business tourists is relatively price inelastic. Businessmen are frequent but of short stay. This kind of Tourism will be attracted by event attractions in the shape of exhibitions, trade fairs and conferences.

3. Common Interest Tourist

This category comprises of the followings:

- Visitors to friends and relatives.
- Visitors for educational purposes.
- Visitors for pilgrimages and the like.\(^\text{31}\)

Characteristics of Tourists

Lambert has recorded the following three distinguishing characteristics of tourists.

1. He journeys of his free will.

2. He journeys primarily in search of enjoyment.

3. He returns finally to his original starting point.\(^\text{32}\)

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\(^{32}\) Arun Kumar Sarkar and Premnath Dhar, *op.cit.*, p.65.
Travel

Travel is an ancient phenomenon. From the very earliest historical period, travel has had a fascination for man. Man has travelled from the very earliest times. Travellers from distant lands started moving about in large numbers and visited many places for the purpose of commerce. The word ‘Tourism’ makes us think of travel, holidays and sightseeing. Without travel and transport, there could be no tourism. So this is a vital sector of the tourism industry. The mass media like T.V. and Newspapers brought awareness about distant places of interest. This generated them to travel and visit these places.

The Motivation for Travel

People who travel to work in foreign country and are paid by this country have different motives, for travelling than other visitors to the country. The primary motive for travel was related to trade, commerce and activities associated with it. During the middle ages in India, pilgrim travel assumed a great importance. Travel was dominated by religious motivations and very little actual pleasure of travel was undertaken. Religion thus played a crucial part in travel. Today, because of the availability of quick and cheap

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travel facilities, travel has become more convenient, and has diversified in many fields besides religion.\textsuperscript{37} Looking at various motives of traveller one observes that there were basically three reasons for travelling in olden days, i.e., travel for pleasure, for religion and for exploring the world.\textsuperscript{38}

Basic Travel Motivators

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<th>Travellers</th>
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<td>Tourists</td>
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<tr>
<td>Pleasure Motivated Tourists</td>
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<tr>
<td>1. Recreationers</td>
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<td>2. Vacationers</td>
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<td>3. Excursionists</td>
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<td>4. Labourers</td>
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\textsuperscript{38} Javaid Akhtar, \textit{op.cit.}, p.18.
\textsuperscript{39} Jayapalan, N., \textit{op.cit.}, p.7.
Mc Intosh has stated that basic travel motivators may be grouped into the following four categories.

(i) **Physical Motivators:** Which are related with the individuals bodily health and well being.

(ii) **Cultural Motivators:** Which are connected with the individuals desire to travel in order to learn about other countries and their people.

(iii) **Interpersonal Motivators:** Which are related to a desire to visit relatives, friends or to escape from the routine of everyday life.

(iv) **Status and Prestige Motivators:** Which are identified with the needs of personal esteem and personal development.

**Social Importance of Travel**

Group travel has become a social phenomenon and seems to be growing in importance year after year. People interested in a group tour are those who are socially inclined and enjoy being together.

Special interest group travel is another segment which is growing in importance. Tours are arranged for those interested in a variety of vocations. Women’s groups, social groups, youth groups, alumni and professional societies increasingly take extended trips together as a group. Some private clubs are also taking group trips.\(^{40}\)

Moreover, the improvement in the tourism facilities like introduction of flights, connecting services, chartered ships, cheaper accommodation have further stimulated the satisfactory sophisticated travel. Tourism necessarily involves longer journey from one place to another. Some travel for pleasure, some for education and others for business, and hence it is difficult to distinguish and identify the purpose in concrete terms.41

In 1990 alone the number of world travellers was 429 million who spent a staggering US$ 249 billion. These numbers increased to 450 million and US$ 278 billion respectively for the year 1991, a 4.895 percent change over the previous year.42

The growth of tourism is closely related to the ease and speed of travel, economic growth and political developments. It grew gradually over the years as easier and faster ways of travel became available.43 Travel for short periods undertaken for enjoyment and entertainment is known as tourism.44

**International Tourism**

International tourism has a much larger human purpose. It widens International understanding and often has been described as a passport

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41 Rajavel, N. (op. cit., p.13).
to peace.\textsuperscript{45} To travelling outside the boundaries of a country is called International tourism.\textsuperscript{46}

International tourism which includes inbound tourism and outbound tourism. Inbound and outbound tourism are forms of international tourism, i.e., trips between one country and another. Inbound tourists are tourists entering a country from their country of origin, and outbound tourists are those who leave their country of origin to travel to another country.\textsuperscript{47}

\textbf{Development of International Tourism}

The development of international tourism has advanced as an alternative. Particularly for developing countries, to aid economic growth. There are several arguments about this, first the demand for international travel continues to grow in the developed countries increase, second as incomes in the developed countries increase the demand for International Travel will increase at a faster rate. Third, developing nations need foreign exchange earnings to aid their own economic development to satisfy the rising expectations of their growing populations, with development of international tourism, the 3 areas of 1) Hotel, 2) Airlines, 3) Tour Operations are expanding at a faster rate.\textsuperscript{48}

\textsuperscript{45} Ibid., p.21.
\textsuperscript{46} Bhatia, A.K., \textit{op.cit.}, p.99.
\textsuperscript{47} Rob Davidson, \textit{op.cit.}, pp.8 & 9.
Tourism and International Organisation

The International Tourism Organisations emerged with the objective of developing and promoting the subject of tourism. The role of International Tourism Organisations in strengthening tourism by way of combined efforts is therefore of vital importance. The increasingly international character of modern tourism and the growing influence of international agencies in various fields are reflected in the growth and development of international co-operation and organisation in tourism.

World Tourism Organisation

The World Tourism Organisation (WTO), an inter-governmental technical body dealing with all aspects of tourism began its legal existence on January 2, 1975. As a United Nations specialised agency the WTO’s membership comprises 113 of the world’s governments and over 170 affiliate members (International and regional tourism organisations) from the travel and tourism industry. World Tourism Organisations Headquarters are at Madrid (Spain). It is a successor to the International Union of Official Travel Organisations (IUOTO) which existed from 1947 to 1975. The fundamental aim of the organisation shall be the promotion and development of tourism with a view to contributing to economic development, International understanding, peace, prosperity and universal respect for and observance of
human rights and fundamental freedoms for all without distinction to either race, sex, language or religion.  

Pacific Area Travel Association

Pacific Area Travel Association (PATA) was founded in the year 1951 as a non-profit corporation to stimulate interest in the Pacific region as a vacation land, and to develop, promote and facilitate travel to and among the many Pacific destinations. The Association had 44 founder members. PATA is a non-profit organisation set up with the objective of developing, promoting and facilitating travel to and within the Pacific area and South-East Asian region including India. It primarily operates in the United States market which is the world’s biggest travel market. The organisation provides the meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focuses attention on travel opportunities in member countries and builds up great awareness and specific contacts among the travel trade in countries from where the tourists originate. The activities of the PATA include assisting small and up-and-coming destinations to develop their infrastructure, providing expertise, planning group travel schemes, destinations, hotel operations and discounts. It provides up-to-date information and practical and theoretical experience in the field of tourism.

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International Civil Aviation Organisation

Established in 1944, the International Civil Aviation Organisation (ICAO) is made up of representatives from the governments of eighty countries. The principal task of the ICAO is to promote worldwide civil aviation. To achieve this, international standards and practices regarding air navigation have been adopted. Proposals have been developed for the provision of facilities and the reduction of frontier formalities to help ensure the growth of international civil aviation in a safe and orderly way.\textsuperscript{51}

International Air Transport Association

In the years following the Second World War, a need for worldwide regulation of air traffic and craft equipment was felt by many countries. Consequently an International Convention was called by President Franklin D. Roosevelt at Chicago in 1944. The Convention constituted two permanent bodies, namely, the International Air Transport Association (IATA) and the International Civil Aviation Organisation (ICAO). Both these organisations are the leading International agencies looking after various aspects of world aviation industry including various problems and their solutions on the civil air transport. International Air Transport Association's work became increasingly diversified, specialised and extensive with the

\textsuperscript{51} Sinha, P.C., \textit{op.cit.}, pp.291 & 292.
development of aeronautical technology and the expansion of the airline network.\textsuperscript{52}

**World Tourism Day**

September 27 is usually celebrated as “World Tourism Day” all over the world every year. Such a declaration is expected to create the proper atmosphere for and awareness about tourism and its importance and the need for its further development among the people and the several agencies concerned with it. Meetings, seminars and conducted tours are being arranged on the Tourism Day at national and international level.\textsuperscript{53}

**India’s Place in World Tourism**

The World Tourism Organisation forecast indicates an increasing tourism preference towards East Asia, the Pacific, West Asia and South Asia, although Europe and America still remain the world’s foremost tourism destinations commanding 77 percent of the global market.

\textsuperscript{52} Jose Antony Kevin, S.V., *op.cit.*, p.34.
### TABLE No. 1.2

INTERNATIONAL TOURIST ARRIVALS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>650.0</td>
<td>698.3</td>
<td>3.8</td>
<td>7.4</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Africa</td>
<td>26.5</td>
<td>26.9</td>
<td>6.1</td>
<td>1.5</td>
<td>4.1</td>
<td>3.8</td>
</tr>
<tr>
<td>America</td>
<td>122.3</td>
<td>130.2</td>
<td>2.3</td>
<td>6.5</td>
<td>18.8</td>
<td>18.6</td>
</tr>
<tr>
<td>East Asia/Pacific</td>
<td>97.6</td>
<td>111.7</td>
<td>10.8</td>
<td>14.5</td>
<td>15.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Europe</td>
<td>379.8</td>
<td>403.3</td>
<td>1.7</td>
<td>6.2</td>
<td>58.4</td>
<td>57.8</td>
</tr>
<tr>
<td>Middle East</td>
<td>18.1</td>
<td>20.0</td>
<td>18.1</td>
<td>10.2</td>
<td>2.8</td>
<td>2.9</td>
</tr>
<tr>
<td>South Asia</td>
<td>5.8</td>
<td>6.3</td>
<td>10.7</td>
<td>9.0</td>
<td>0.9</td>
<td>0.9</td>
</tr>
</tbody>
</table>

**SOURCE:** World Tourism Organisation

**NOTE:** *As collected from WTO database in January 2001.

East Asia/Pacific achieved the highest rate of growth of 14.5 percent in tourism and travel in 2000 followed by West Asia and South Asia (Table No. 1.2). With this gradual shift in focus, the outlook for the growth of tourism in the region is promising. In Asia, China has emerged as a leading tourist destination and is poised to become the world’s top tourist destination by 2020.

The World Travel and Tourism Council (WTTC) has identified India as one of the world’s foremost tourist growth centres in the coming decade. After Turkey, India is expected to achieve the fastest rate of growth of the total amount of economic activity likely to be generated by travel and
tourism, at 9.7 percent over the next 10 years. Also, the largest employment creation after China is expected to take place in India over the same period. The growth in ‘visitor exports’ or spending by international tourists, is likely to be the fastest in India at 14.3 percent per annum over the next decade. On the whole, the WTTC forecast for India is promising, subject to key policy issues that affect the growth of the sector being addressed.

**TABLE No. 1.3**

**CONTRIBUTION OF TRAVEL AND TOURISM TO EXPORTS AND RECEIPTS**

<table>
<thead>
<tr>
<th>Tourism Exports and Receipts</th>
<th>World Average</th>
<th>India</th>
<th>World Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tourism exports as percentage of total exports</td>
<td>12.15</td>
<td>9.5</td>
<td>31</td>
</tr>
<tr>
<td>Tourism Receipts</td>
<td>5.2</td>
<td>11.8</td>
<td>29</td>
</tr>
</tbody>
</table>

SOURCE: WTTC, Department of Tourism, Government of India.

If India is to realise its enormous potential in tourism it must provide exclusive world-class tourism products and destinations to compete successfully for a larger share of the Asian tourism market. Today, outbound tourism from India far exceeds visitor traffic to the country partly because there is a lack of world-class destinations within the country and partly because the domestic tourism policy has been largely directed towards those in the lower end of the spending spectrum. The high spender from India
prefers to visit neighbouring countries as he gets better value for money. The scope and reach of domestic tourism will have to be broadened in the Tenth Plan through the development of competitive destinations that match international standards in terms of price and quality and also satisfy the international traveller. India’s international arrival figures have not been able to keep pace with neighbouring countries and have been exceeded by Thailand, Malaysia, Indonesia, Dubai and the Maldives.

TABLE No.1.4

INTERNATIONAL AND DOMESTIC TOURISM

<table>
<thead>
<tr>
<th>Arrivals and Receipts</th>
<th>World</th>
<th>India</th>
<th>Percentage Share of India</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Arrivals</td>
<td>698 million</td>
<td>2.64 million</td>
<td>0.38%</td>
</tr>
<tr>
<td>Tourism Receipts</td>
<td>$595 billion</td>
<td>$3.2 billion</td>
<td>0.69%</td>
</tr>
<tr>
<td>Domestic tourism worldwide</td>
<td>6,980 million</td>
<td>210 million</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

SOURCE: WTTC, Department of Tourism, Government of India.

Since 1995, India’s share of the world market has remained virtually stagnant at 0.38 percent, while domestic tourism has grown at a phenomenal rate and India now accounts for 4.6 percent share of domestic tourism worldwide. In terms of tourism receipts, India has shown relative buoyancy because of the interest shown by visitors in traditional handicraft items and particularly in diamonds. The Tenth Plan visualises a mutually supportive role for tourism and handicrafts by encouraging.
India’s Tourist Profile

India receives the largest number of overseas tourists from the United Kingdom, which is its largest source market, followed by the United States, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore. Of the tourists coming to India, 27.5 percent are in the age group of 35-44 years, 23.4 percent in the age group of 25-35 years and 20.8 percent in the age group of 45-54 years. Women constitute only 30.5 percent of India’s total international arrivals. Repeat visitors account for 44.9 percent of the overseas visitors. A substantial number of these may be non-resident Indians, as hotel reservations do not correspond to the number of international arrivals in the country. The average length of stay of foreign tourists in the country in 1998 was 31.2 days.\(^5^4\)

India has many attractions to offer to tourists of varying tastes and temperaments because of the unique and happy blending of the past and the present, places of extra-ordinary natural beauty, flora and fauna of all kinds, temples with delicate works of art, world-famous historical monuments and enchanting mausoleums like the Taj Mahal, ancient cities still retaining a great deal of their age-old splendour and mystique, colourful festivals – these and many other attractions are available for the tourists all across the length and breadth of the country. In India, tourism is considered the fifth largest export

Industry. National Productivity Council (NPC) findings are based on the interview of a total of 12,250 foreign tourists visited India in 2001 to six major cities namely New Delhi, Mumbai, Chennai, Kolkatta, Bangalore and Hyderabad. Only those tourists who had completed their purchases were interviewed. Silk is the most preferable item among the tourists, as 23 percent of the total expenditure. Other items brought by tourists include metal jewellery, cotton and wool textiles and leather products. Total expenditure on handicrafts by foreign tourists has been estimated at Rs.29,852.54 million in 2001, which constitutes about 18 percent of the total value of production of handicraft items in India in 2001-2002.55

Tourism Industry in India has been experiencing phenomenal growth. Privatisation of bus services and domestic air services and the promotion of time-share holidays are bound to show results within the next five or six years. The major factors that attract tourists to India include beautiful natural scenery, attractive customs and way of life, wildlife sanctuaries, backwaters and rivers, mountains, beautiful creations of man, traditional art and dance forms and typical festivals.56 India has designated 1991 as 'Visit India Year' to attract tourists from all over the world. During

the ‘Visit India Year’ efforts would be made to attract tourists from the United States, Britain, Western Europe, Japan, West Asia and Australia.\textsuperscript{57}

**Foreign Exchange Earning**

Tourism is a major foreign exchange earner. India’s foreign exchange reserves declined from Rs.7287 crores at the end of March 1988 to Rs.4760 crores at the end of August 1989. The Centre’s decision to launch the “Year of Tourism” during 1991 is a prudent step as it would encourage tourism and push up foreign exchange earnings.\textsuperscript{58} India earned an estimated Rs.11051.43 crores in foreign exchange from about 2.4 million tourists during 1997, showing a marginal increase over the previous year when Rs.10049.95 crores had been generated from about 2.29 million visitors.\textsuperscript{59}

With foreign exchange earnings of Rs.11,744.94 crore in 1998 and providing employment to 10.1 million, it is an engine of growth.\textsuperscript{60} Tourism is an industry growing day by day. The job opportunities which it will provide for the unemployed people is in itself a blessing for the unemployed young generation of India. Earlier, tourism was only considered as a means of foreign exchange, but now a days domestic tourism is also gaining importance.\textsuperscript{61}

\textsuperscript{57} Manorama Year Book, Tourism: Visit India Year, 1990, p.505.
\textsuperscript{60} Brij Bhardwaj, Infrastructure for Tourism Growth, Yojana, Vol.43, No 8, August 1999, p.31.
Pandit Jawaharlal Nehru the first Prime Minister of Independent India was the first person to notice the importance of tourism in the country. According to him it was not only an instrument of earning foreign exchange but also a means of seeking international cooperation, understanding and peace between the nations and thus giving meaning to the idea of "Vasudhaiv Kutumbakam".62

Tourism is the number two foreign exchange earner in the 49 LDCs, second only to petroleum exports which are concentrated in just three of the countries – Angola, Yemen and Equatorial Guinea. Tourism earnings far outpace those of the cotton and textile industries in LDCs.63

**Tourism and Five Year Plans**

Under the different Five Year Plans the Government had been taking considered efforts to develop tourism industry in the country.

**First Five Year Plan:**

The First Five Year Plan covered the period 1951-56. At that time tourism was not a conspicuous economic activity and that tourism was not given a specific allocation. However many promotional schemes for tourism were taken up. During this period tourist promotion offices in India

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were established at 9 places. During the period foreign tourists arrivals registered a compound growth of 8.6 percent per annum and foreign exchange earnings from tourism registered 10 percent growth.

**Second Five Year Plan:**

The Second Plan (1956-61) recognised tourism as a significant industry and made a small, but specific allocation for tourism. A modest allocation of Rs.3.36 crores was made for the development of tourism infrastructure.

**Third Five Year Plan:**

The Third Plan (1961-66) made an allocation of Rs.8 crores, again a small allocation, considering the vastness of the industry. During this plan period infrastructural facilities that were commissioned during II plan were completed. Ten percent annual growth in earnings and 2 percent growth in foreign tourist arrivals took place during the period.

**Annual Plans:**

Annual plans were adopted for 1966-67, 1967-68 and 1968-69. During the three annual plan periods total of Rs.7 crores were allotted for the tourism sector. The Indian Tourism Development Corporation (ITDC) was set up. Ministry of Tourism and Civil Aviation was established, with two full fledged departments, viz., Department of Tourism and Department of Civil
Aviation. Tourist arrivals registered a growth of 6 percent per annum during the period.

**Fourth Five Year Plan:**

The broad approach of IV Plan was to expand and improve tourist facilities with a view to promoting destinational traffic as distinct from transit traffic. An outlay of Rs.36 crore was proposed for tourism including Rs.25 crores for the central programmes and Rs.11 crores for the states. The provision in the central sector included Rs.14 crores for the Department of Tourism and Rs.11 crores for the ITDC. Foreign tourist arrivals registered substantial growth, about 15 percent compound annual growth during the period.

**Fifth Five Year Plan:**

The Fifth Plan made a provision of Rs.2362 crores for the Department of tourism and Rs.17.12 crores for the India Tourism Development Corporation. In the state sector an outlay of Rs.32.21 crores was made, making the total outlay to Rs.73.95 crores. The outlay in the V Plan was more than double the amount provided for in the IV Plan.

**Sixth Five Year Plan:**

During the VI Plan, the major objectives of the investment in the tourism sector were to optimise the use of existing capacity and to increase substantially tourist accommodation in the public and private sectors. An
outlay of Rs.187.46 crores had been made in the plan for 1980-85 which included Rs.115.46 crores for the state sector, Rs.72 crores for the central sector. Of the central sector share, Rs.30 crores were provided to the Department of Tourism and the balance to the ITDC. Investment of the tune of Rs.5100 crores in Indian Railways, Rs.2252 crores in the Airways and Rs.4625 crores in the roadways was decided upon, which would help the tourism industry.

**Seventh Five Year Plan:**

For the Seventh Plan period, the aim was to achieve an annual growth rate of 7 percent in the tourist arrivals. An outlay of Rs.326.16 crores was provided in the Seventh Plan 1985-90 which includes Rs.138.68 crores in the central sector and Rs.187.48 crores in the state sector.64

**Eighth Five Year Plan:**

The Eighth Plan had as its thrust acceleration on the overall growth of tourism. During the five-year period the centre spent Rs.425.87 crore on a diversified spectrum of services including adventure tourism, wildlife and beach resort development.

**Ninth Five Year Plan:**

The plan approach would be to concentrate on a few selected centres and circuits to achieve a balanced development of infrastructure in an

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integrated manner. The Planning Commission has approved an outlay of Rs.511.32 crore as budgetary support during the five year period ending 31st March 2002.65

**Tenth Five Year Plan:**

The Tenth Plan objective is to integrate tourism with the socio-economic objectives of the plan by creating 3.6 million jobs a year through the promotion of domestic and international tourism and to enhance India's share of international arrivals from 0.38 percent to at least 0.62 percent by 2007. The New Tourism Policy 2002, introduced in this plan period. The Tenth Plan target of the creation of 18 million jobs through tourism requires a substantial investment of Rs.38,800 crore at the rate of 47 jobs per one million rupees of investment, both from the public and the private sector. The central sector outlay for tourism during the 10th Five Year Plan is Rs.2,900 crores.66

**Employment Generation**

The direct employment in the sector during 1997-98 was about 9.8 million persons. It accounts for about 2.4 percent of the total labour force. Tourism also encourages preservation of monuments and heritage properties and helps the survival of art forms, crafts and culture. India is a multi-destination country with a variety of tourist attractions and facilities.

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66 Government of India, Mid Term Appraisal of Tenth Five Year Plan (2002-2007), New Delhi, pp.821 & 828.
"No Hotels – No Tourism" is the slogan. Hotel industry depends on the expansion of tourism. Hotel industry is directly linked with tourism so much so that it is responsible for about 50 percent of the foreign exchange earnings from tourism. The hotel and catering industry is an important sector of the tourist infrastructure of the country. Hotels have a direct impact on rural development and employment generation. The industry has used handlooms, handloom carpets and handicraft, artefacts for decoration. It encourages substantial investments in shops and arcades in hotels.

Textiles, furnishings, furniture, machinery, food stuffs, breweries, crockery and handicrafts are some of the industries directly benefited. The industry also requires the services of professionals like architects, accountants, contractors and interior decorators.67

Tourism provides enormous opportunity for employment generation. According to an estimate, the travel and tourism industry would have directly generated 9.3 million jobs in India.

TABLE No. 1.5

CONTRIBUTION OF TRAVEL AND TOURISM TO EMPLOYMENT

<table>
<thead>
<tr>
<th>Contribution of Travel and Tourism</th>
<th>World Average (%)</th>
<th>India (%)</th>
<th>World Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution of Travel and Tourism Economy Employment</td>
<td>8</td>
<td>5.6</td>
<td>140</td>
</tr>
<tr>
<td>Contribution of Travel and Tourism Industry Employment</td>
<td>3.1</td>
<td>2.9</td>
<td>111</td>
</tr>
</tbody>
</table>

SOURCE: WTTC, Department of Tourism, Government of India.

Tourism Boom

There has been a global tourism boom in the recent times. Tourism has already achieved the distinction of being the world’s largest export industry. India had received just over 16,800 international tourists in 1951. The arrivals increased to 1.7 million in 1990 and further to 2.64 million in 2000. The growth rate between 1990 and 2000 has been 4.46 percent per annum. A higher growth rate of 6.4 percent has been achieved in the year 2000 over the previous year.

There has been a phenomenal growth in domestic tourism in country during the last one decade. The domestic tourist visits increased from 63.8 million in 1990 to 210 million in 2000.68

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Development of Tourism in India

India being a vast and diverse country has something to offer to everyone. The traditional treatment of a visitor in India is based on the mythological concept of “Atithi Devo Bhavah” (Guest is God). This is the latest mantra of the Indian tourism sector. The Tenth Plan approach to the sector is also aimed at ensuring that the tourist to India gets “physically invigorated mentally rejuvenated, culturally enriched, spiritually elevated and feels India within him”.

The Tourism Ministry, through the India Tourism offices abroad, undertakes a series of promotional activities in tourist generating markets for increasing the number of tourists visiting India.69 The beauty of its ancient monuments, the best and rhythm of its folk and classical dances that have come down the ages almost unchanged, its colourful crowded bazaars contrasting with the peace and grandeur of the snowcapped mountain tops, the quiet backwaters of Kerala and their beautiful beaches and above all its well-meaning, charming people. These are a few of the countless facets of India which are timeless in their appeal.

The development of tourism in India is a fascinating subject. Tourism thrives of the history of the country. In fact, tourism cannot be isolated from history much less in a country like India whose cultural heritage

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has a wealth of attractions. The following are the efforts of the Government to promote tourism in India.

1. The Sargent Committee:

The first conscious and organised efforts 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 Sargent, the then Educational Adviser to the Government of India. The main objective of the committee was to survey the potentialities of developing tourist traffic in the country.

2. Tourist Traffic Section:

It was to look after a large number of travel trade subjects which included development of both internal and external tourist traffic, legislative matters, five-year plans, travel agencies, hotels and rest houses, facilitation, tourist statistics and monthly reports. It also dealt with international conferences on tourism and references relating to UN and its agencies, coordination with railways, establishments of tourist bureaus in states and development of tourist spots and the training of guides.

3. Tourist Administration Section:

Tourist Administration Section was to deal with administration work relating to tourist offices both in India and abroad, budget, delegation of
financial powers to tourist offices, opening of new tourist offices in India and abroad and periodical inspection of tourist offices.

4. Tourist Publicity Section:

It was to deal with publication of the tourist literature such as pamphlets, guide books and posters, issue of advertisements and participation in exhibitions and fairs.

5. Tourist Distribution Section:

It was to deal with the distribution of tourist publicity literature in India and abroad.

6. Tourist Information Section:

Tourist offices were opened in Delhi, Mumbai, Calcutta and Chennai. By the year 1955, nine such offices were opened. The functions of the tourist offices in India included supply of up-to-date information on places of tourist interests to tourists after they had arrived in India, keeping in touch with all the segments of travel trade, assisting the tourists in the clearance of various travel formalities, distribution and display of tourist literature and periodic inspection of various facilities available for tourists. In addition to attending to foreign tourists, the tourists, the tourist offices were also to cater to the needs of domestic tourists.70

70 Unni Krishnan Nair, G., op.cit., pp.7-10.
Role of ITDC

Tourism in India has taken rapid strides since 1966 when ITDC was set up. ITDC’s most significant success has come from the growth it has stimulated all over the country, ITDC broke new ground and extended the frontiers of Indian tourism. It was in the city of Bangalore that the first major step in this direction was taken. The opening of the Hotel Ashok gave the southern region a tremendous boost. A whole new experience of India has opened to international tourism, and private enterprise, following ITDC’s lead came forward to build hotels in the South.\(^7\)

The ITDC was on the threshold of introducing ‘day-return’ tours between Mamallapuram and Kancheepuram, Mamallapuram and Pondicherry, besides longer duration tours to the Navagraha temple and hill stations. The ITDC was engaged in up-grading its duty-free shops to provide them not only a new look but also reflect traditional culture.\(^7\)

India thus has tremendous tourist potential with its mountains, beaches and huge tapestry of monuments. Tourism in India should include allied services, such as hotels, restaurants and other tourist complexes, travel agencies and tour operators. Transport facilities for tourists by air, road,

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railways and waterways. Amusement, entertainment and sports units for experiences to tourists.

In conclusion, the most effective tourism promotion is the “image of happy memories of the India visit” that the tourist carries back home with him. Our tourism motto should be “Welcome a visitor warmly and send back a friend”.73

**Tamil Nadu Tourism**

Tamil Nadu is not only an ancient land, but its diversity – whether historical, religious, cultural or natural – is what has made it an important tourist destination. Besides, music and dance and the colourful series of festivals, all of which are celebrated with pomp and splendour, the particular cuisine of the region has become an international favourite. For all these reasons, visitors, either from India or abroad, can find something of interest to make a tour of the region very memorable.74

Tamil Nadu is a window to the modern south as much as it is an archive of ancient legacies. Yet amazingly, for all its modernity, Tamil Nadu retains its old-world charm. The blend of the ancient and the new and the picturesque is truly remarkable. It is the land that has seen the rise and fall of many an ancient kingdom – the Cholas, the Pandyas, the Cheras, the Pallavas

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and many others, each leaving behind indelible cultural treasures from Chennai, the capital and gateway to Tamil Nadu.

Tamil Nadu is also the home of Carnatic music and Bharatha Natyam, a legacy of temple songs and dances handed down through the centuries, the home of many a stately school of art and architecture, and of great cultures and philosophies, gloriously ancient, a proud preserver of India’s traditions, now magnificent, modern and splendid.75

Tamil Nadu, a tropical state in southern peninsular India is encompassed by the Bay of Bengal on the east, Western Ghat mountains on the west, the Indian Ocean on the south and the Deccan Plateau on the north. The topography of Tamil Nadu is delightfully varied and diverse. Of the 130058 sq.km. land area, 17.6 percent is covered with forest area. The flora and fauna found in these forests and lands are spectacular. There are 5 National Parks and 17 Wildlife Sanctuaries in Tamil Nadu. 123 plants have been identified in Tamil Nadu by the Botanical Survey of India as endangered. Forests and Hills of Tamil Nadu could be explored by trekking, hang-gliding and other adventure sports. The valleys are ideal playground for gold.76

Tamil Nadu boasts of several ideal locations to attract the visitors, who have concern on preservation of ecology. The eco-friendly areas

75 Tourist Map of Tamil Nadu, Department of Tourism, Government of Tamil Nadu, Chennai, December 003.
of Tamil Nadu are for exploring the nature at its best and to be a part of it. Get into Tamil Nadu. Get acquaint with the Nature.\textsuperscript{77}

\textbf{Tourist Arrivals}

Tourism Commissioner Shaktikanta Das says, “Tamil Nadu is a multi-product and all-season tourist destination”. Tamil Nadu is an amazing gift of Mother Nature. Tamil Nadu receives about 2.58 crore visitors every year (2002) of which 8 lakhs are foreigners. The government intends to increase the tourist inflow by 10-12 percent annually against the present growth of 7-9 percent. According to the tourist profile of Tamil Nadu, nearly 75 percent of the visitors are leisure tourists while the rest have other reasons like education, business, auspicious occasions and pilgrimages that attract them to the State. The Tamil Nadu Tourism Development Corporation (ITDC) prepares itinerary, food, accommodation and transport arrangements targeted at these categories of tourists.\textsuperscript{78}

\textsuperscript{77} Adventure Trails, \textit{op.cit.}, p.2.
\textsuperscript{78} Enchanting Tamil Nadu, Tamil Nadu Tourism, Chennai, 2005, pp.4 & 5.
## TABLE No. 1.6
### TOURISTS ARRIVAL IN TAMIL NADU

<table>
<thead>
<tr>
<th>Tourist Arrivals</th>
<th>In Lakhs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Tourists</td>
<td>82.08</td>
</tr>
<tr>
<td>Foreign Tourists</td>
<td>6.14</td>
</tr>
<tr>
<td>Total Tourists Arrivals</td>
<td>188.22</td>
</tr>
<tr>
<td>% Increase</td>
<td>5.7</td>
</tr>
</tbody>
</table>

SOURCE: Tourist Office, Government of Tamil Nadu.\(^79\)

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**Tamil Nadu Tourism Development Corporation (TTDC)**

The Tamil Nadu Tourism Development Corporation set up in 1973 has engaged in raising infrastructure for promotion of tourism industry in the state. As a commercial concern this Corporation has been running a chain of Hotels and Restaurants in Tamil Nadu which cater to the needs of the foreign and domestic tourists as well. The ITDC has good co-ordination with the Tourism Departments of other states and tourism trade organisations for better liaison for the successful conduct of tours in other parts of the country.\(^80\)

According to data available with the ITDC, last year more than 10 lakh foreign and three crore domestic tourists visited Tamil Nadu. The

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\(^80\) Tamil Nadu – A Land of Enduring Heritage, India, Director of Tourism, Chennai, March 1999.
ITDC turnover was to the tune of Rs.38 crores, with a net profit of Rs.30 lakhs, which can increase to Rs.1 crore this year.

The allotment for infrastructure in 15 districts last year was to the tune of Rs.5 crores. This year, Rs.12 crores was allotted for the remaining districts. Further, the Tourism Department has allotted Rs.8 crores towards advertisement and marketing strategies.\textsuperscript{81}

**Problem Formulation**

Tourism is the interdisciplinary by nature, each of its aspects being too complex and too complicated and hence any amount of knowledge may still leave much quarters for further studies. Tremendous development in this tourism industry over the last four decades, its multifarious benefits and the magnitude of impacts and its future growth prospects have all together made tourism is a subject of extensive study and research. The researcher is interested to understand the different forms of tourism development and types of tourism related to specific travel motivations. In this district nature themes relate to flora, fauna, parks, scenic beauty, geology and marine environmental available in a modest way. Apart from the cultural themes include music, dance, fine arts, drama, architecture, handicrafts and archaeology traditional life styles are also available here. An attempt is made to find out the tourism potential in this district which deserves a more serious investigation. The

study area also reflects most of the characteristics of a typical Indian district that has been undergoing a transitional way.

Chapterisation

The investigator proposes to confine this study into seven chapters.

Chapter I

Introduction contains a general explanation of tourism, employment generation, foreign exchange earnings, tourism at the national level, state level, district level Five Year Plans and the problem formulation.

Chapter II

It deals about concepts, review of literature objectives and hypotheses of the study.

Chapter III

It is concerned about methodology. This chapter is devoted to explain need for the study, choice of the study area, selection of samples, collection of data, statistical tools and techniques used, research design, period of study and limitations of the study.

Chapter IV

It explains the tourism potentials in the study area. It contains a general introduction about the study area, the socio-economic situation and
general infrastructural facilities found in this district and tourist attractions of Kanyakumari District is given in detail.

Chapter V

Profile of tourists and their impression and problems are given in detail.

Chapter VI

Analysis and interpretation of the study are given in detail.

Chapter VII

It is mainly concerned about findings, suggestions and conclusion. A summary of findings of the study and a few suggestions for the improvement of tourism industry in this district.