Chapter III

TOURISM - AN OVERVIEW

This chapter deals with the economic perspectives of tourism, unique features of tourists, tourism destinations of Kerala and Tamil Nadu and the emerging concepts of tourism.

3.1 Introduction

Tourism is the world’s largest industry with an annual revenue of almost $550 billion\(^1\). Tourism industry has earned over $735 billion worldwide, generated over 842 million international travellers in the year 2006 and number of tourists has increased to 898 million in 2007(as per WTO records). Domestic tourism also has been increased upto atleast 9000 million worldwide. According to ‘World Tourism Institute’ and ‘World tourism and travel Corporation’ (vision 2020) the prediction for tourism is that till 2020, the number of tourist traveling across the world will be nearly 1600 million and they will spend nearly $2000 billion on it. The average growth in tourism industry will be nearly 4.3% and the receipts will be 6.7% of the total receipts\(^2\).

Tourism involves basically three elements namely man (human element as the creator of the act of tourism), space (the physical element to be necessarily covered by the act itself), time (the temporal element which is compared by the trip itself and the stay at the destination). Tourism is defined as the sum of the phenomenon and relationships arising from the travel and stay of nonresidents in so far as they do not lead to permanent residents and they are not connected with an earning activity. Tourism is an industry which is capable of providing economic growth in income and standard of living.

Tourism with multi-dimensional activity has evolved as one of the largest and lucrative industries of the new millennium. It is therefore worthwhile to examine India’s position in the world tourism map. Despite varied and rich cultural
heritage, compared with the rest of the countries, India’s share in world tourism has been reported to be dismal.

India is the seventh largest country in the world covering an area of 32.8 lakh sq.km which accounts nearly 2% of the world’s total land surface. It has got 6100 kms of coastal line and 15168 kms of land frontier. It is bounded on the south-west by the Arabian sea and on the south-east by the Bay of Bengal.

India’s amazing diversity offers everything for everyone that they would like to have for a holiday. The moment a person sets foot in India, he is greeted by a graceful namaste, a gesture that denotes both welcome and respect. India is a land of contrasts. The vast snow-covered Himalayas, fertile Gangetic plain, Great and little desert regions, virgin and verdant rain forests, spectacular beaches, backwaters coastal areas etc adds the mesmerizing physical diversity of India. But the success of the tourism sector is highly influenced by the supporting industries such as hotels, transportation, communication, banking and so on.

The vast civilisational heritage of our country ranging from Himalayas to Kanyakumari has a lot to attract tourists. Considering the size, population and resource, India is way below its justified position.

According to WTTC, India will rank sixth worldwide in terms of real growth of international tourists spend in the forthcoming decade (2006 to 2015) and Indian tourism is expected to grow at an impressive 8.6% for the same period. Further, WTO has estimated that there will be 1.6 billion international tourists by the year 2020 and Asia will emerge as the second region to be the most visited in the world. The contribution from services sector today stands over 45% of the total GDP in India. The sector currently employs close to 22 million people in India.

India’s earnings from tourism increased to $11.95 billion in the year 2007. The average growth rate for tourism industry in India is 13% as compared to growth rate in the world as 7%. Tourism industry in India has to its share of 0.52% of
world tourism and the receipts as 0.89% of the world receipts. The Indian tourism industry has earned over $735 billion generated worldwide over 842 million international travelers in the year 2006 and the number of tourists has increased to 898 million in 2007 (WTO)\(^6\). Domestic tourism has also increased up to 9000 million worldwide.

India’s tourism sector is projected to grow at 8.8 per cent ahead of China over next 10 years\(^7\). According to WTTC, capital investment in Indian tourism sector is expected to touch the $21.4 billion mark in 2014\(^8\). India being rich in cultural heritage is likely to experience its share in global tourism. India, however, faces two challenges in the global world that is exploitation of tourism potential and designing strategies from tapping such potential. But it is to be noted that tourism in India during last 50 years has shown tremendous progress. From a beginning of 17000 international tourists in 1950 contributing Rs.7.7 crore to the economy the present arrival of 2.64 million tourists contributing about $3.5 billion in foreign exchange earnings and the number of domestic tourists has swelled to a massive 200 million is really a substantial progress. Tourism industry being labour intensive has potential to solve the problem of unemployment and reducing poverty. Moreover, tourism is most effective instrument for national integration, harmony and thus leading towards social transformation and upliftment of rural poor. Domestic tourism is generally thought to be upto five times that of international arrivals.

The major highlights of Indian tourism are the following:

- Helping to preserve and retain our rich cultural heritage
- Giving more innovative promotional measures for tourism
- Increase in international trade
- Progress in healthcare industries
- Increase in GDP making tourism industry a unifying force
- Growth in hotel industry
- Focus on rural tourism
- Advancement with sophisticated communication network
Enriching peripheral services like developing websites for Indian tourism and offering hotel, hospitality, booking tickets online etc.

The concept of tourism is so complex to define though several attempts have been made by renowned writers to explain it. The International Dictionary of tourism points out that *tour* in English and in French means journey, a circulative trip. The nineteenth century dictionary defines tourist as people who travel for pleasure of traveling, out of curiosity and because they have nothing better to do and even for the joy of boasting about it afterwards. The International Union of Official Travel Organisation (IUOTO), now called World Tourism Organisation (WTO) has defined tourist as a temporary visitor staying for at least twenty four hours in a country. The purpose of the journey can be classified under one of the following headings: (a) leisure-recreation, holiday, health, study, religion and sports (b) business, family, mission meetings etc.

### 3.2 Economic Perspectives

The economic benefits from tourism can be assessed considering the flow of foreign tourist arrivals, domestic tourist arrivals, earnings from tourism for various years and plan allocation for tourism in Kerala and Tamil Nadu.

#### 3.2.1 Kerala

In the year 2000, the number of foreign tourist arrivals in India were 2649378 whereas in 2009 it was 5108579. In the year 2000, the number of foreign tourist arrivals to Kerala were 2,09,933 whereas in 2009 it was 5,57,258. The foreign tourist arrivals to Kerala has been remarkable as seen in the figures in table no.3.1:-
Table No. 3.1
Foreign Tourists Arrival in Kerala and India

<table>
<thead>
<tr>
<th>Year</th>
<th>India (No.s)</th>
<th>Kerala (No.s)</th>
<th>Kerala’s Share (%) in Country’s tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>26,49,378</td>
<td>2,09,933</td>
<td>7.93</td>
</tr>
<tr>
<td>2001</td>
<td>25,37,282</td>
<td>2,08,830</td>
<td>8.23</td>
</tr>
<tr>
<td>2002</td>
<td>23,84,364</td>
<td>2,32,564</td>
<td>9.75</td>
</tr>
<tr>
<td>2003</td>
<td>27,26,214</td>
<td>2,94,621</td>
<td>10.81</td>
</tr>
<tr>
<td>2004</td>
<td>34,57,477</td>
<td>3,45,546</td>
<td>9.99</td>
</tr>
<tr>
<td>2005</td>
<td>39,18,610</td>
<td>3,46,499</td>
<td>8.84</td>
</tr>
<tr>
<td>2006</td>
<td>44,47,167</td>
<td>4,28,534</td>
<td>9.64</td>
</tr>
<tr>
<td>2007</td>
<td>50,81,504</td>
<td>5,15,808</td>
<td>10.15</td>
</tr>
<tr>
<td>2008</td>
<td>52,82,603</td>
<td>5,98,929</td>
<td>11.34</td>
</tr>
<tr>
<td>2009</td>
<td>51,08,579</td>
<td>(P)</td>
<td>5,57,258</td>
</tr>
</tbody>
</table>


P - Provisional
Table No. 3.2 shows the WTTC’s current and projected impact of the travel and tourism industry on employment at an industry and economy level, at a global level, for India and for Kerala. Clearly, travel and tourism at both the industry and economy level is expected to be a major contributor for future employment growth in Kerala, well above the Indian and international average.

Over the next 10 years, Kerala’s travel industry is expected to create 757,100 new jobs, while the broader impact of the travel economy will create 1.4 million new jobs.

| Table No. 3.2 |
| Employment Impact of Travel and Tourism in the World, India and Kerala |

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2003</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jobs</td>
<td>Share</td>
</tr>
<tr>
<td><strong>World</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T &amp; T Industry Employment</td>
<td>67441.1</td>
<td>2.6</td>
</tr>
<tr>
<td>T &amp; T Economy Employment</td>
<td>194562</td>
<td>7.6</td>
</tr>
<tr>
<td><strong>India</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T &amp; T Industry Employment</td>
<td>11093.1</td>
<td>2.7</td>
</tr>
<tr>
<td>T &amp; T Economy Employment</td>
<td>23839.8</td>
<td>5.8</td>
</tr>
<tr>
<td><strong>Kerala</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T &amp; T Industry Employment</td>
<td>378.6</td>
<td>3</td>
</tr>
<tr>
<td>T &amp; T Economy Employment</td>
<td>788.6</td>
<td>6.2</td>
</tr>
</tbody>
</table>

Source: WTTC Report, Kerala’s Approach to Tourism Development: A Case Study Ministry of Tourism & Culture, Government of India

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The trend in the arrival of domestic and foreign tourists arrivals to Kerala reveals that there has been a corresponding increase in the growth of both domestic tourists and foreign tourists arrival from 2000 to 2009. This fact remains true for domestic tourists except in the year 2005, where there was a decline of 4.3% and for foreign tourists, in the year 2009, there was a decline of 6.96%. The domestic tourist arrivals in the year 2000 were 50,13,221 whereas in the year 2009 it were 79,13,537. The case of foreign tourists arrival is not much different as there has been an increase in the trend of foreign tourists arrival from 2,09,933 in the year 2000 to 5,57,258 in the year 2009. The figures are shown in table no.3.3:-

Table No.3.3
Trends in Domestic & Foreign Tourists Arrivals to Kerala

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists</th>
<th>% Var.</th>
<th>Foreign Tourists</th>
<th>% Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>50,13,221</td>
<td>2.6</td>
<td>2,09,933</td>
<td>3.8</td>
</tr>
<tr>
<td>2001</td>
<td>52,39,692</td>
<td>4.5</td>
<td>2,08,830</td>
<td>-0.5</td>
</tr>
<tr>
<td>2002</td>
<td>55,68,256</td>
<td>6.3</td>
<td>2,32,564</td>
<td>11.3</td>
</tr>
<tr>
<td>2003</td>
<td>58,71,228</td>
<td>5.4</td>
<td>2,94,621</td>
<td>26.7</td>
</tr>
<tr>
<td>2004</td>
<td>59,72,182</td>
<td>1.7</td>
<td>3,45,546</td>
<td>17.3</td>
</tr>
<tr>
<td>2005</td>
<td>59,46,423</td>
<td>-4.3</td>
<td>3,46,499</td>
<td>.27</td>
</tr>
<tr>
<td>2006</td>
<td>62,71,724</td>
<td>5.47</td>
<td>4,28,534</td>
<td>23.7</td>
</tr>
<tr>
<td>2007</td>
<td>66,42,941</td>
<td>5.92</td>
<td>5,15,808</td>
<td>20.37</td>
</tr>
<tr>
<td>2008</td>
<td>75,91,250</td>
<td>14.28</td>
<td>5,98,929</td>
<td>16.11</td>
</tr>
<tr>
<td>2009</td>
<td>79,13,537</td>
<td>4.25</td>
<td>5,57,258</td>
<td>-6.96</td>
</tr>
</tbody>
</table>

There has been a remarkable increase in the earnings generated from tourism. The foreign exchange earnings from tourism in Kerala rose to Rs 3066.52 crores in the year 2008 from Rs. 525.30 crore in the year 2000. The year 2009 reflected a decline in foreign exchange earnings by 6.96%. The total revenue generated from tourism, (both direct and indirect) increased from Rs. 4500 Crores in 2001 to Rs.13231 Crores in 2009. There has been a fall in the percentage of increase from 14.84 in 2008 to 0.77 in 2009. Table No.3.4 shows the earnings generated from tourism in Kerala:-

Table No.3.4

Earnings From Tourism in Kerala showing Percentage increase
(Rs. In Crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Exchange Earnings</th>
<th>% of Increase</th>
<th>Total revenue generated from Tourism (Direct &amp; Indirect)</th>
<th>% of Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>525.30</td>
<td>26.25</td>
<td>4000.00</td>
<td>N.A</td>
</tr>
<tr>
<td>2001</td>
<td>535.00</td>
<td>1.85</td>
<td>4500.00</td>
<td>12.50</td>
</tr>
<tr>
<td>2002</td>
<td>705.67</td>
<td>31.90</td>
<td>4931.00</td>
<td>9.58</td>
</tr>
<tr>
<td>2003</td>
<td>983.37</td>
<td>39.35</td>
<td>5938.00</td>
<td>20.42</td>
</tr>
<tr>
<td>2004</td>
<td>1266.77</td>
<td>28.82</td>
<td>6829.00</td>
<td>15.01</td>
</tr>
<tr>
<td>2005</td>
<td>1552.31</td>
<td>22.54</td>
<td>7738.00</td>
<td>13.31</td>
</tr>
<tr>
<td>2006</td>
<td>1988.40</td>
<td>28.09</td>
<td>9126.00</td>
<td>17.94</td>
</tr>
<tr>
<td>2007</td>
<td>2640.94</td>
<td>32.82</td>
<td>11433.00</td>
<td>25.28</td>
</tr>
<tr>
<td>2008</td>
<td>3066.52</td>
<td>16.11</td>
<td>13130.00</td>
<td>14.84</td>
</tr>
<tr>
<td>2009</td>
<td>2853.16</td>
<td>-6.96</td>
<td>13231.00</td>
<td>0.77</td>
</tr>
</tbody>
</table>


The total earnings from tourist arrivals in the State were Rs.2747.66 crores in the year 2000 whereas foreign exchange earnings were Rs 525.30 crores which constituted 19.12 %. This revenue increased to Rs.10657.77 crores in the year 2008 while foreign exchange earnings grew to Rs.3066.52 crores showing a percentage share of 28.77% . The year 2009 has seen a decline in both foreign exchange earnings and total earnings with Rs.2853.16 crores and Rs. 9975.34
crores respectively. There has been a slight fall in the percentage share of foreign exchange earnings to total earnings at 28.60%. It is interesting to observe that there has always been an increase in the earnings from international tourists till 2008. For details see table no.3.5:-

Table No.3.5
Earnings from Tourism in Kerala
(Rs. in crore)

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign exchange earnings</th>
<th>Earnings from domestic tourists</th>
<th>Total Revenue generated from Foreign and Domestic tourists</th>
<th>Percentage of foreign exchange earned to total earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>525.30</td>
<td>2222.36</td>
<td>2747.66</td>
<td>19.12</td>
</tr>
<tr>
<td>2001</td>
<td>535.00</td>
<td>2561.16</td>
<td>3096.16</td>
<td>17.28</td>
</tr>
<tr>
<td>2002</td>
<td>705.67</td>
<td>3011.31</td>
<td>3716.98</td>
<td>18.99</td>
</tr>
<tr>
<td>2003</td>
<td>983.37</td>
<td>3492.68</td>
<td>4476.05</td>
<td>21.97</td>
</tr>
<tr>
<td>2004</td>
<td>1266.77</td>
<td>3881.92</td>
<td>5148.69</td>
<td>24.60</td>
</tr>
<tr>
<td>2005</td>
<td>1552.31</td>
<td>4281.42</td>
<td>5833.73</td>
<td>26.61</td>
</tr>
<tr>
<td>2006</td>
<td>1988.4</td>
<td>4891.94</td>
<td>6880.34</td>
<td>28.90</td>
</tr>
<tr>
<td>2007</td>
<td>2640.94</td>
<td>6642.94</td>
<td>9283.88</td>
<td>28.45</td>
</tr>
<tr>
<td>2008</td>
<td>3066.52</td>
<td>7591.25</td>
<td>10657.77</td>
<td>28.77</td>
</tr>
<tr>
<td>2009</td>
<td>2853.16</td>
<td>7122.18</td>
<td>9975.34</td>
<td>28.60</td>
</tr>
</tbody>
</table>

*Source: Tourist Statistics 2000-2009, Department of Tourism, Government of Kerala*

The plan allocation for tourism in the State of Kerala from 2004-05 to 2010-11 shows an increase from Rs.69.29 Crores to Rs.90 Crores. The central financial assistance for tourism in the State of Kerala from 2004-05 to 2009-10 shows an increase from Rs.21.99 Crores to Rs.50.44 Crores. The figures are shown in table no.3.6:-
### Table No.3.6
State Plan and Central Plan Allocation For Tourism
(Rs. In Crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>State Plan Allocation</th>
<th>Central Plan Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>69.29</td>
<td>21.99</td>
</tr>
<tr>
<td>2005-06</td>
<td>88.02</td>
<td>48.09</td>
</tr>
<tr>
<td>2006-07</td>
<td>81.57</td>
<td>40.89</td>
</tr>
<tr>
<td>2007-08</td>
<td>83.18</td>
<td>41.24</td>
</tr>
<tr>
<td>2008-09</td>
<td>97.54</td>
<td>44.16</td>
</tr>
<tr>
<td>2009-10</td>
<td>65.01</td>
<td>50.44</td>
</tr>
<tr>
<td>2010-11</td>
<td>90.00</td>
<td>N.A</td>
</tr>
</tbody>
</table>

Source: *Tourist Statistics 2004-2010, Department of Tourism, Government of Kerala*

N.A Not Available

#### 3.2.2 Tamil Nadu

The economic benefits from tourism to Tamil Nadu is presented by reference to the trend of domestic and foreign tourist arrivals, percentage share of Tamil Nadu in country’s tourism and earnings from tourism.

The trend in tourist arrivals to Tamil Nadu shows that in the case of domestic tourists there has been declining trend during 2001 and 2002 later on showing an increase but further showing a percentage variation of 7.52% in the year 2005. From then there is a corresponding increase in the percentage change in domestic tourists arrivals to the extent of 24.63%. In the case of foreign tourist arrivals, the percentage variation has been changing from 8.86% in the year 2000 to 16.13% in 2009. But there has not been a marked increase in the number of foreign tourists. The survey results are given in table no.3.7:-
Table No.3.7
Trends in Domestic & Foreign Tourist Arrivals into Tamil Nadu

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists (in lakhs)</th>
<th>% Var.</th>
<th>Foreign Tourists (in lakhs)</th>
<th>% Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>229.82</td>
<td>8.73</td>
<td>7.86</td>
<td>8.86</td>
</tr>
<tr>
<td>2001</td>
<td>238.12</td>
<td>3.61</td>
<td>7.73</td>
<td>-16.54</td>
</tr>
<tr>
<td>2002</td>
<td>246.61</td>
<td>3.57</td>
<td>8.05</td>
<td>4.14</td>
</tr>
<tr>
<td>2003</td>
<td>270.59</td>
<td>9.72</td>
<td>9.02</td>
<td>12.05</td>
</tr>
<tr>
<td>2004</td>
<td>300.77</td>
<td>11.15</td>
<td>10.58</td>
<td>17.30</td>
</tr>
<tr>
<td>2005</td>
<td>323.39</td>
<td>7.52</td>
<td>11.79</td>
<td>11.44</td>
</tr>
<tr>
<td>2007</td>
<td>506.47</td>
<td>29.16</td>
<td>17.53</td>
<td>31.31</td>
</tr>
<tr>
<td>2008</td>
<td>626.18</td>
<td>23.64</td>
<td>20.40</td>
<td>16.37</td>
</tr>
<tr>
<td>2009</td>
<td>780.386</td>
<td>24.63</td>
<td>23.69</td>
<td>16.13</td>
</tr>
</tbody>
</table>

Source: Tourist statistics, Department of tourism, Tamil Nadu

In the year 2002, the number of foreign tourist arrivals in India were 23,84,364 whereas in 2009 it was 51,08,579. In the year 2002, the number of foreign tourist arrivals to Tamil Nadu were 8,04,641 whereas in 2009 it was 23,69,050. The foreign tourist arrivals to Tamil Nadu have been remarkable as seen in the figures in table no.3.8:-
Table No.3.8
Foreign Tourists Arrivals to India And the Percentage Share of Tamil Nadu

<table>
<thead>
<tr>
<th>Year</th>
<th>India (No.s)</th>
<th>Tamil Nadu (No.s)</th>
<th>Tamil Nadu’s Share (%) in Country’s tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>23,84,364</td>
<td>804641</td>
<td>33.75</td>
</tr>
<tr>
<td>2003</td>
<td>27,26,214</td>
<td>901504</td>
<td>33.06</td>
</tr>
<tr>
<td>2004</td>
<td>34,57,477</td>
<td>1058012</td>
<td>30.60</td>
</tr>
<tr>
<td>2005</td>
<td>39,18,610</td>
<td>1179319</td>
<td>30.09</td>
</tr>
<tr>
<td>2006</td>
<td>44,47,167</td>
<td>1335661</td>
<td>30.03</td>
</tr>
<tr>
<td>2007</td>
<td>50,81,504</td>
<td>1753103</td>
<td>34.49</td>
</tr>
<tr>
<td>2008</td>
<td>52,82,603</td>
<td>2040419</td>
<td>38.63</td>
</tr>
<tr>
<td>2009</td>
<td>51,08,579 (P)</td>
<td>2369050</td>
<td>46.37</td>
</tr>
</tbody>
</table>

Source: Commissioner of Tourism, Chennai-2

There has been a spectacular increase in the earnings generated from tourism in Tamil Nadu. The foreign exchange earnings from tourism in Tamil Nadu rose to Rs 6236 Crores in the year 2008 from Rs. 1760 Crore in the year 2001. There has been a tremendous change in the percentage of increase of foreign exchange earnings to Tamil Nadu at 79.80%. The percentage of increase of foreign exchange earnings were 14.84 in 2008. Table No.3.9 shows the earnings generated from tourism in Tamil Nadu:-
### Table No.3.9

**Earnings from Tourism in Tamil Nadu**

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Exchange Earnings (Rs. In Crores)</th>
<th>% of Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>1760</td>
<td>NA</td>
</tr>
<tr>
<td>2002</td>
<td>1809</td>
<td>2.87</td>
</tr>
<tr>
<td>2003</td>
<td>1913</td>
<td>5.75</td>
</tr>
<tr>
<td>2004</td>
<td>2283</td>
<td>19.34</td>
</tr>
<tr>
<td>2005</td>
<td>2556</td>
<td>11.96</td>
</tr>
<tr>
<td>2006</td>
<td>3020</td>
<td>18.15</td>
</tr>
<tr>
<td>2007</td>
<td>5430</td>
<td>79.80</td>
</tr>
<tr>
<td>2008</td>
<td>6236</td>
<td>14.84</td>
</tr>
</tbody>
</table>

*Source: Tourism Policy Note 2006, Government of Tamil Nadu*

*N.A Not Available*

### 3.3 Popular Forms of Global tourism

Today global tourism has so many diverse forms which are discussed below:-

#### Agritourism

It is a style of vacation in which hospitality is offered on farms. It is often practiced in the countries like Italy, France and Spain. In America also, agritourism is widespread and includes any farm open to the public at least part of the year. Tourists can pick vegetables, fruits, ride horses, taste honey and much more. It is being developed as a valuable component of a business model to support many agricultural entities when the farm products they produce are no longer economically competitive otherwise.

#### Adventure tourism

It is a type of niche tourism involving exploration or travel to remote areas, where the traveler should expect the unexpected. It may involve the performance of acts that require significant effort and grit and may also involve some degree of risk.
Cultural tourism
It generally focuses on traditional communities who has diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types of tourism. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities and their values and lifestyle.

Disaster tourism
It is the act of traveling to a disaster area, not to help, but to look with interest upon the devastation. It can become a nuisance if it hinders rescue, relief and recovery operations.

Drug tourism
Drug tourism is the travel for the purpose of obtaining or using drugs for personal use that are unavailable or illegal in one’s home jurisdiction.

Eco-tourism
It means ecological tourism; where ecological has both environmental and social connotations. It is defined both as a co-incept-tourism movement and as a tourism section. Generally speaking, eco-tourism focuses on local cultures, wilderness adventure, volunteering, personal growth and learning new ways to live on the planet.

Garden tourism
It is a type of niche tourism involving visits or travel to botanical garden and places which are significant in the history of gardening. Garden tourists often travel individually in countries with which they are familiar but often prefer to join organized garden tours in countries where they might experience difficulties with language, travel or finding accommodation in the vicinity of the garden.
**Cultural heritage tourism**

Cultural attractions play an important role in tourism at all levels, from the global highlights of world culture to attractions that underpin local identities. Cultural heritage tourism is a branch of tourism oriented towards cultural heritage. Cultural heritage tourism is important for various reasons, it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism.

**Neo-tourism**

It is a term coined by Korea Tourism Organisation (KTO) that describes the newly changing trend of tourism. It satisfies individual interests and purposes appearing with post modern social change. It further avoids environmental destruction and ensure experiencing the un-touched nature. It also manages various matters such as gathering information and making reservation through internet.

**Literary tourism**

It is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has created place. In addition to visiting author and book sites, literary tourists often engage in bookstore tourism, browsing local bookshops for titles specifically related to the sites as well as other regional books and authors.

**Medical tourism**

It is the act of travelling to other countries to obtain medical, dental, and surgical care. Here people travel to other countries to obtain medical care while at the same time touring, vacationing and enjoying the attractions of the countries which they are visiting.
Space tourism
It is the recent phenomenon of space travel by individuals for the purpose of personal pleasure. Among the primary attractions of space tourism are the uniqueness of experience, the thrill and awe of looking at Earth from space, the experience’s notion as an exclusivist status symbol, and various advantages of weightlessness.

Virtual tourism
It refers to the planning of tourist activity before it happens, by utilizing several different sources to explore other areas in the world without having to physically travel. The phrases panoramic tour and virtual tour are often used to describe a variety of video and photographic based media. However, both these phrases have mostly been associated with virtual tours created using still cameras. Such virtual tours are created with still cameras are made up of a number of shots taken from a single point. The camera and lens are rotated around which are referred to as a nodal point. Theses images are stitched together using specialist software; the movies are each resized and configured for optimal online use.

Wine tourism
It refers to tourism whose purpose is or includes the tasting, consumption, purchase of wine, often at or near the source. It consists of visits to wineries, vineyards, and restaurants known to offer unique vintages as well as organized wine tours, wine festivals, or other special events.

3.4 Popular Forms of Indian Tourism
Medical tourism
Medical tourism is a concept that is attractive to visitors who love combining well-being and lifestyle healthcare service with the strong desire to travel overseas. With the cost of medical care being about 10 times cheaper in India, health tourism is also emerging as an important segment. It is estimated that medical tourism can alone contribute a good sum of Rs.5000 million to 1,00,000 million of additional revenue by way of super speciality hospital by the year
India can earn over $2 billion annually from medical tourism. Many foreign patients prefer Indian medical sector for bypass surgeries, dental problems, orthopedic ailments and even plastic surgery.

India’s health care industry is growing fast 30 percent annually. According to government sources, the country’s $17 billion a year healthcare industry could grow at 13 percent annually during the next five years. Medical tourism is said to be growing at 30 percent annually. It could provide the boost to the health care industry and become a $2 billion industry in the next five years.

A primary reason for this is cost effectiveness. For example, open heart surgery costs $4500 in India, whereas in other healthcare destinations, it may cost around $18000. It can be seen from the table no.3.10:

Table No: 3.10
Medical tourism: Advantage India (in $)

<table>
<thead>
<tr>
<th>Nature of treatment</th>
<th>Approximate cost in India</th>
<th>Cost in other major healthcare destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open heart surgery</td>
<td>4500</td>
<td>18000</td>
</tr>
<tr>
<td>Cranio-facial surgery and skull base</td>
<td>4300</td>
<td>13000</td>
</tr>
<tr>
<td>Neuro-surgery with hypothermia</td>
<td>6500</td>
<td>21000</td>
</tr>
<tr>
<td>Complex spine surgery with implants</td>
<td>4300</td>
<td>13000</td>
</tr>
<tr>
<td>Simple spine surgery</td>
<td>2100</td>
<td>6500</td>
</tr>
<tr>
<td>Biopsy</td>
<td>1000</td>
<td>4300</td>
</tr>
<tr>
<td>Surgery</td>
<td>4000</td>
<td>10000</td>
</tr>
<tr>
<td>Lesion</td>
<td>2100</td>
<td>6500</td>
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<tr>
<td>DBS</td>
<td>17000</td>
<td>28000</td>
</tr>
<tr>
<td>Hip replacement</td>
<td>4300</td>
<td>13000</td>
</tr>
</tbody>
</table>

Source: Revathy. S. Tourism: India Awakens to ‘Incredible’ Opportunities The Southern Economist Vo.46 No.20 February 15, 2008 pp-30-32

Ecotourism

Ecotourism is a purposeful travel to nature’s lap within a country to understand its natural and cultural history. It is the management of ecology in such a way as to
obtain maximum pleasure with an eye on conservation needs. Eco-tourism also involves participation of the local community in nature tourism projects.

**Rural tourism**
In a country like India, rural tourism deserves special attention. It involves visiting existing rural environments for recreational experience. It can be participation in rural activities, mingling with local people and experiencing the rural culture expressed in customs, values, beliefs, traditions, economy, history, agriculture etc. Rural tourism signifies the tourists’ interest in the customs of the indigenous and exotic people. Foreign tourists are deeply interested in local customs, festivals, dances, rituals and infact the very lifestyle of the indigenous people intrigues them. Rural tourism development is community-based where the environment is not to be spoilt. It needs to be protected and promoted. Places with bio-ethnic diversity, mountains, lakes, valleys, rivers, tea estates, handicrafts, dance and music etc has ample scope for developing rural tourism.

**Alternative tourism**
It is a type of tourism activity, sustainable in nature, which allows the tourist to directly experience the host culture and environment and provides possibilities for controlled nature-based and small scale activities. In alternative tourism, traditional accommodation units are welcomed than the multinational chain hotels, individual travelers than a big group and neutral power resources than the most modern unsustainable power generation methods and nature friendly activities than mass tourists’ activities.

**Plantation tourism**
The ecofriendly bungalows or resorts, home stays etc located amidst the lush green plantations offer unusual boarding opportunity within the untouched splendour of nature. Setting up resorts amidst spice gardens and plantations attract inbound tourists in plenty. The giggling streams, mist hooded hills, cool shadows, soothing breeze, enchanting scenic beauty, light sunshine of the forests
etc rejuvenate the spirit. It benefits the locals when returns from agricultural sector are low.

**Spice tourism**

It allows tourists to come, see, learn and experience spices which may finally end in its purchase.

**Monsoon tourism**

It is an unexplored area in which South Indian States and North Eastern States have the highest potential, if carefully planned and executed. It offers tourists an opportunity to experience and enjoy the monsoon rains in the coastal Southern India.

**MICE tourism**

It is an acronym for Meetings, Incentives, Conventions and Exhibitions. Tourism which is connected to the above four activities is called MICE tourism. The basic purposes of conferences and conventions are to educate the members, introduce new products, undertake an image building exercise, provide a forum for debate, for entertainment etc.

**Accessible tourism**

This market represents a huge opportunity with new investment opportunities and service requirements usually not provided by regular travel agencies.

**Indigenous tourism**

It can be defined as all forms of participation by natives, tribals, aboriginals and islander people in tourism as employers, employees, investors, joint venture partners, facilitating indigenous tourism products and providing mainstream tourism products\(^2\).
3.5 Destinations of India

3.5.1 Kerala-God’s own country

Although Kerala has always been a land of breathtaking natural beauty, with its coconut lagoons, paddy fields, mountains and verdant forests all so close to the sea, it was not packaged as a tourism destination. Initial efforts to weave a charm with Kerala's untapped tourism potential did originate from the State government, but it often lacked focus and met with much scepticism. Even the branding of Kerala as "God's Own Country" failed initially to receive the admiration that it now gets from all over the world.

Kerala reinvented itself in a span of a mere 10 years. It shook off the incredulity that had seemed to meet every effort it made to proclaim itself as a "Paradise on Earth". It went much beyond being a place that interested the world's economists thanks to its unique development indicators. Gradually, derision changed to scepticism. Scepticism gave way to respect. And respect turned into adoration. The State became the new wonder-child of tourism in India, winning rave reviews in the world's travel magazines as hordes of travel writers began to arrive to re-discover everyday scenes from the nooks and corners of Kerala. To the international traveller, the State became "another India entirely", "a green Venice", "a time travel into another century", "the most acclaimed destination of the millennium", one among the "50 places of a lifetime" - and, "one of the ten paradieses of the world."

Kerala's human development index is a glowing reflection of the state's developmental achievements. The state's progress in key areas such as health and education has been widely appreciated. Illiteracy has been almost eradicated and infant mortality reduced to nearly that of some developed countries. The fertility rate has also seen a sharp decline. Human Development Index places Kerala far above the general situation prevailing in the other states of India, and indeed, most parts of the developing world.
3.5.2 Destinations of Kerala
Kerala is a beautiful piece of land bridged between palm fringed Arabian sea on the west and lumbgreen sahyadri on the east. Kerala was celebrated as a 'Paradise Found' - one of the ten in the world, A perfect description for a land renowned as "God's Own Country". What adds to the charm of its backwaters, beaches, Ayurveda health holidays, hill stations, wildlife, festivals, monuments and vibrant art forms, is its amazing social development indices that are on par with the developed world. Tourism sector plays a vital role in the economic and development process of Kerala. Kerala tourism is considered by the National Geographic Traveller as one of the must see destinations in the world. Further tourism industry is a major contributor to the State’s economy. Today Kerala tourism is a global superb and regarded as one of the destinations with the highest brand recall. According to the World Travel and Tourism Council Report, tourism in Kerala is expected to grow at the rate of 11.40% per annum till 2013.

- Beaches
- Hill stations
- Pilgrimage centres
- Health centres
- Backwaters
- Eco-tourist centres
- Festivals
- Wildlife sanctuaries

Some of the major attractions are discussed below:-

Beaches
Kovalam
An uncluttered beach of silvery sands fringed with rows upon rows of tall palms, a sheltered bay, a wide choice of water sports, Kovalam is about the perfect place for a seaside holiday. Kovalam is an internationally renowned beach with three adjacent crescent beaches. It has been a favourite haunt of tourists, especially Europeans, since the 1930s. A massive rocky promontory on the beach has created a beautiful bay of calm waters ideal for sea bathing. The leisure options at
this beach are plenty and diverse. Sunbathing, swimming, herbal body toning massages, special cultural programmes and catamaran cruising are some of them. The beach complex includes a string of budget cottages, Ayurvedic health resorts, convention facilities, shopping zones, swimming pools, Yoga and Ayurvedic massage centres.

Alappuzha

Referred to as the Venice of the East, Alappuzha has always enjoyed an important place in the maritime history of Kerala. Today, it is famous for its boat races, backwater holidays, beaches, marine products and coir industry. Alappuzha beach is a popular picnic spot. There is an old lighthouse nearby which is greatly fascinating to visitors.

Another delightful experience while in Alappuzha is a houseboat cruise. The ones you find in the backwaters of Alappuzha are in fact reworked version of kettuvallams of olden times. Of late, houseboats come with all creature comforts of a good hotel including furnished bedrooms, modern toilets, cozy living rooms, a kitchen and even a balcony for angling. And one can always enjoy uninterrupted views of backwater life while staying in a houseboat.

Bekal

Kasaragod, the Northern most district of Kerala is renowned as the land of gods, forts, rivers, hills and beautiful beaches. The imposing fort at Bekal is one of the largest and best preserved forts in Kerala. The beautiful expanse of the shallow beach near the Bekal fort known as Bekal Fort. Beautification of the site includes installation of two sculptures of Theyyam created using laterite on the beach and a shed the walls of which are adorned with murals created by artisans from Nilambur. Apart from these a rock garden at the parking area has been developed where laterite boulders of various sizes have been utilised. Under the social forestry scheme, trees have been planted in the beach area.
Fort Kochi

Munnar
Kovalam

Varkala
Varkala

Varkala, a calm and quiet hamlet, lies on the outskirts of Thiruvananthapuram district. It has several places of tourist interests like a beautiful beach, a 2000-year-old Vishnu Temple and the ashraramam - Sivagiri Mutt a little distance from the beach. At the serene Varkala beach is a quiet sea resort rich in mineral water springs. A dip in the holy waters at this beach is believed to purge the body of impurities and the soul of all sins; hence the name 'Papanasam beach'. A two thousand year old shrine the Janardhanaswamy Temple stands on the cliffs overlooking the beach, a short distance away. The Sivagiri Mutt, founded by the great Hindu reformer and Philosopher Sree Narayana Guru (1856 - 1928) is also close by. The Samadhi (the final resting place) of the Guru here attracts thousands of devotees every year during the Sivagiri Pilgrimage days - 30th December to 1st January.

Muzhappilangad

The Muzhappilangad beach which stretches across four kilometres of sand is a drive-in-beach where one can drive down the entire length. Calm and serene, the place is secluded and remains unexplored. Huge black rocks scattered here protect this long beach from the deep currents, and form a tranquil pool of shallow waters that is a swimmer's paradise. The palm groves fringing the beach are a cool hideaway from the tropical sun.

Fort Kochi

To explore the historic town of Fort Kochi, there is no better choice than setting out on foot. At each and every nook of this island steeped in history, there is something amusing awaiting you. It is a world of its own, retaining the specimens of a bygone era and still proud of those days. If you can smell the past, nothing can stop you from walking through these streets.
Hill stations

Munnar

It is one of the attractions that contributed to Kerala's popularity as a travel destination among domestic and foreign travellers. Situated at the confluence of three mountain streams - Muthirapuzha, Nallathanni and Kundala, and perched about 1600 m above sea level, the hill station of Munnar once used to be the summer resort of the erstwhile British administration in south India. This hill station is marked by vast expanses of tea plantations, colonial bungalows, rivulets, waterfalls and cool weather. It is also an ideal destination for trekking and mountain biking.

Backwaters

Kumarakom

The village of Kumarakom is a cluster of little islands on the Vembanad Lake, and is part of the Kuttanad region. The bird sanctuary here, which is spread across 14 acres is a favourite haunt of migratory birds and an ornithologist's paradise. The best way to watch the birds of the Kumarakom Sanctuary is a boat trip round the islands. An enchanting backwater destination, Kumarakom offers visitors many other leisure options. Boating and fishing facilities are available at the Taj Garden Retreat, a sprawling old bungalow-turned-resort. Waterscapes, the backwater resort of the Kerala Tourism Development Corporation has independent cottages built on stills, set amidst coconut groves and panoramic view of the backwaters. Holiday packages involving houseboats, traditional Kettuvalloms (rice barges) offer great experiences.

3.5.3 Tamil Nadu-Experience Yourself

It is a land where traditions and culture blend and continue to live in harmony. The state abounds in monuments and temples that are ancient and each has its
own story of religious, artistic and cultural accomplishment and specialty waiting to be heard. Tamil Nadu has a long coastline that stretches nearly a 1000 kms. The Coromandel Coast, along the Bay of Bengal, boasts of many ideal locations for sun and surf.

Tamil Nadu is a unique state from the tourism point of view. The immense tourist wealth of Tamil Nadu is one of the greatest assets of the State. Nature has bestowed Tamil Nadu with countless number of tourist spots such as hill stations, beaches, wild life sanctuaries, bird sanctuaries, zoological parks etc. The long and rich history of the Tamil language and society is marked by temples, pilgrim centres, historical and heritage monuments etc. Tamil Nadu, the gateway of South India, has emerged as the hub of tourism for West Asia and South East Asia. UNESCO has declared 788 places in the world as heritage sites, out of which, 26 are in India. Of these, Tamil Nadu has been bestowed with 5 world heritage sites (i.e.) Rock cut monuments at Mamallapuram, the Brahadeesvara Temple at Thanjavur, the Iravadisvara Temple at Darasuram, the Brahadeesvara Temple at Gangaikondacholapuram and the Nilgiris Mountain Railway.

In an analysis conducted by HVS covering 29 states of India, HVS India has identified Tamil Nadu as the best state for hospitality. Tamil Nadu leads the hospitality competitiveness index by a small margin. It tops the individual rankings for four parameters. The state has been able to maintain impressive tourist arrivals and offers a relatively secure environment for business and leisure. Consistency in policies and a business-friendly approach has helped the state government attract a good investment in tourism. However, the state's scores poorly in terms of its rate of luxury tax and in its allocation of budgetary provisions for travel and tourism. Kerala comes a close second. The state was also able to achieve the highest scores for its marketing efforts and for the availability of branded hospitality products. Though the investment climate in the state is marked by an indecisive Leftist government, its consistent focus on the travel and tourism sector has brought sustained results.
3.5.4 Destinations of Tamil Nadu

Tamil Nadu is a State with several distinguished tourism genre. It has cerulean mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence. Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Yelagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkeyfalls, Thirumurthi Malai etc. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanic Gardens in Ooty, Kodaikanal and Coimbatore. It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mammallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Elliot, Thiruvanmuyur, Tiruchendur, Rameswaram and Kanyakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour. The destinations of Tamil Nadu as identified and classified by the Department of Tourism of Tamil Nadu are in the form of:

- Beaches
- Hill stations
- Pilgrimage centres
- Health centres
- Backwaters
- Eco-tourist centres
- Festivals
- Wildlife sanctuaries

Some of the major attractions are discussed below:-
Beaches

Marina Beach

Marina beach is situated to the east of Chennai (Madras) at Kamaraj Road. It is said to be the longest beach in India and one of the longest in Asia, extends to a length of 13 Km, from Fort St. George all the way to Mahabalipuram.

It's 12 km-long stretch is the second longest in the world. It is located on the eastern side of the city adjoining the Bay of Bengal. There are beautiful statues of Tamil scholars, patriots, and noted personalities. Of these, the Statue of Labour is a splendid sculpture, an evidence of the industrious team of labourers who are at strenuous, manual work.

Covelong Beach

Merely, 40 kms away from the hustle and bustle of Chennai, Covelong is a dreamy village. The charming spot of Covelong is at a distance of forty kilometers from the capital city of Chennai. The environs, ambience, peace, tranquility and the infrastructure at the Covelong beach come together to make it one of the most popular beach resorts on the Coromandel Coast. In the yester years Covelong was the renowned port of the Nawabs of the Carnatic. On digging the past it is revealed that Saadat Ali, Nawab of Carnatic, built the ancient port of Covelong. In the year 1746, Covelong was taken over by the troops of the French General Laboudonnais and in 1752 destroyed by Clive.

Mahabalipuram Beach

Mahabalipuram, also known, as "Mamallapuram" is located 58-km, south of Chennai, nestling on the shores of the Bay of Bengal, offers many breath-taking monuments with Sculptural Panels, Caves, Monolithic Rathas (chariots) and Temples.

The spectacular beach of Mahabalipuram attracts thousands of tourists all through the year. The dreamy rock cut art is an amazingly extravaganza. For the more ecclesiastical tourists there are the temples besides the shores, rathas, a crocodile
bank, snake venom extracting centre, schools of art and sculpture and a wide spectrum of resorts along the beach entice holiday-seekers all round the year.

**Kanyakumari Beach**

Kanyakumari is often referred as the 'Land's End' of India. Here, the Bay of Bengal confluences with the Indian Ocean and the Arabian Sea and, at Chaitrapurnima (the Tamil name for all full moon day that generally falls in April), it is possible to enjoy the unique experience of seeing the sunset and the moon rise over the ocean simultaneously. Kanyakumari (also spelt as Kanniyakumari) district is contoured by Tirunelveli district in the north and northeast, by Kerala state in the northwest and confluence of Arabian Sea and Indian Ocean in the west and south. Kanyakumari is the district headquarters of the district of the same name. At the southern most land tip of India, where the Arabian Sea, the Indian Ocean and the Bay of Bengal meet, lies Kanyakumari, an important revered pilgrim centre.

Kanyakumari is famous for its beach and the magnificent sunrises and emotive sunsets, especially on full moon days. Kanyakumari is also popular for its vast foliar stretches of paddy fields, rich forests, coconut groves and mineral sands. The Kanyakumari beach es an overwhelming sight with the sand which has played with the colours of the sky. There is a lighthouse from where one can get a panoramic view. The sea is fairly rough, so it is entertaining to watch it beat itself against the rocks and then subside, before it gathers itself up for another attack. A spectrum of shells is on sale on the Kanyakumari beach.

**Rameshwaram Beach**

Rameshwaram is a sacred island positioned off the mainland circumscribed by Palk Strait and the Gulf of Mannar anchored with the longest ever constructed bridge on sea in India. It is a major Hindu pilgrimage site. The maximum temperature varies between 28-31 degree Celsius, while minimum temperature is around 25 degree. Between January and March is the best time to visit Rameshwaram. The population size of Rameshwaram is 32,700. The serene beach and shallow water here are ideal for swimming and sunbathing.
Ooty

Kanyakumari
Hill stations

Kodaikanal
Kodaikanal is one of the most popular hill resorts in India. It is a appealing hill station which stands amidst sylvan beauty on the southern crest of the upper Palani Hills near Madurai in Tamil Nadu. Kodaikanal is a quiet hill resort where the attractions include Coaker’s Walk, Solar Physical Laboratory, pillar rocks, the golf course etc. The centre of attraction is the star shaped lake with greenery all around. Kodaikanal Lake is a magnificent man-made lake, which spreads out in a star shape over sixty acres is a main attraction as it is set among the greenery. The boat club here offers several pleasure and racing trips. Shenbaganur Museum is located about 5-Km from the lake. Other attractions include pillar rocks, water falls, Kurunji Andavar temple etc.

Udhagamandalam(Ooty)
Ooty is often called the “queen” of hill stations. Ooty offers the visitor an unending array of walks and heights to conquer, not to mention the scenic beauty to be enjoyed in the most pleasant of climate. The Ooty Botanical Gardens are set on different levels of elevation and contain hundreds of varieties of exotic, ornamental and other plants for observation and study. Ooty lake provides boating facilities and the Children’s lake gardeh located near railway station with its musical lights is delight for children. The highest peak in the Nilgris, Dodabetta, offers beautiful vistas of the surrounding hills, plateaus and plains. The other attractions include Kalhatty waterfalls, ketty valley view, Mudumalai wild life sanctuary etc.

Coonoor
Coonoor is a hill station close to Ooty. It has the advantage of being pleasant throughout the year, and unlike Ooty it does not get chilly in winters. It is therefore a round- the- year hill resort. There are several vantage points around Coonoor from where the visitor can get an excellent view of the undulating surrounding. Lamb’s Rock, Lady Canning’s Seat and Dolphin’s nose are some of them. The other attractions include Law’s falls, Kattery falls, Sim’s park etc.
**Yercaud**

It is a quiet hill station in Tamil Nadu. Yercaud boast of a mild climate so that it can be visited throughout the year. It is one of the moderately placed hill stations in India. A prominent feature of Yercaud is the lake. It is a picturesque place surrounded by lush vegetation. Boating at the lake is both refreshing and enjoyable. Another attraction is lady’s seat, a point overlooking the winding ghat road.

**Cuddalore**

It is a large industrial city in Tamil Nadu and is located south of Pondicherry on the Bay of Bengal. A great deal of the city's population is employed in the industries spread over Cuddalore. The word Cuddalore means ‘sea town' in Tamil.

It is highly known for its wonderful sea beaches and therefore it is an emerging tourism hub. The town is also well known for its temples, the most famous being that of Shiva. Popular tourist destinations of Cuddalore district are : Pichavaram, Natrajar Temple at Chidambaram, Padaleeswarar Temple at Cuddalore.

**Kancheepuram**

Kancheepuram is the city of thousand temples. Kancheepuram is admired for its prominent crafted world famous silk sarees, a traditional home industry. Kancheepuram is also known for its culture and civilization. Kancheepuram is easily reachable from the state capital Chennai. The city of a Thousand Temples Ancient Kancheepuram is one of the most holy pilgrim centers for the Hindus.

Kanchi has glorious temples of unique architectural beauty bearing eloquent testimony to its splendid Dravidian heritage. Adi Sankara made his Episcopal seat (Kamakoti peetam). Attractions in Kancheepuram include visiting the glorious temples.
Pilgrimage Centres
Madurai

Madurai, once the seat of Tamil learning and still the place where Tamil language is spoken in its purest form, is an ancient city. The city of Madurai was planned out in the shape of a lotus with the famous Meenakshi Sundareswarar temple in the centre. It is situated on the banks of river Vaigai. The twin temples of Sri Meenakshi Sundareswarar, one dedicated to Sri Meenakshi, the consort of Lord Sundareswarar (Shiva) and the other to Lord himself, is the main attraction at Madurai. This is one of the biggest temple complexes in India. Further, Thirumalai Nayakar Mahal, temple art museum, Gandhi museum are the major attractions in Madurai.

Kanyakumari

It is also a renowned pilgrimage centre. It includes Temple of Goddess Bhagavathi which commands a picturesque location and meeting point of Indian Ocean, The Arabian Sea and the Bay of Bengal. Swami Vivekananda rock Memorial is a superb memorial which attracts thousands of visitors.

Other major tourist attractions of Kanyakumari include the famous Kumari Amman Temple (also known as Kanyakumari Temple) dedicated to goddess Parvathi, Vivekananda Rock Memorial, the 6th century Fort of Vattakottai or the Circular Fort, Gandhi Mandapam and more. On your Kanyakumari Tour, you can also enjoy excursions to Suchindram (13 km) to visit the famous Thanumalayan Temple, Udayagiri Fort (34 km) and Padmanabhapuram Palace (45 km).

Whether it is revelling on the Marina beach, going crushing in the theme parks, relishing the mouth-watering dosas, savouring the refreshing coffee, enjoying bharat natyam, performances are just being awestruck by the magnificence of the ancient temples of Tamil Nadu - The journey never ends.
3.5.5 Concepts of tourism-Tamil Nadu Scenario

The most popular concepts of tourism followed in the State of Tamil Nadu is discussed below:-

1. Leisure Tourism:
Some tourists visit Tamil Nadu only for fun or enjoying their leisure. They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

2. Pilgrimage Tourism:
Tourists especially senior citizens are interested only in visiting temples and offering worship to their favourable deity. They move to tourist centres only if time permits and provided the trip is easy on the purse. It requires planning and meticulous follow up.

3. Heritage Tourism:
Tourists irrespective of their varied interests, have one thing in common i.e. they would like to go around heritage monuments which are in plenty in Tamil Nadu, viz.
   i. 5 world heritage monuments identified by the UNESCO.
   ii. 48 centres declared as heritage towns by the Government of Tamil Nadu.
   iii. Innumerable heritage monuments declared by the Archaeological Survey of India and the Archaeology Department, Government of Tamil Nadu.

4. Adventure Tourism:
Youngsters, once they land in tourist spots, always look out only for thrilling and adventurous air /water sports, trekking, etc.

5. Cruise Tourism:
Rail and road transport are very common among the people. Some tourists go in for Air / Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot. Tourists
who are reaching Chennai and Thoothukudi Ports by cruise are taken to the nearby tourist destinations i.e. Mamallapuram and Madurai.

6. Rural Tourism:
The rapid industrialization has forced the people to move out of villages. As a result, people especially children do not know what constitutes a village. The parents are keen to show their children the idyllic surroundings of our native villages.

7. Responsible Tourism:
The growth of tourism shall ensure overall development of the destination. While promoting tourism, the carrying capacity of the destination, civic amenities, waste management, socio cultural values, ecology, environs and energy management will be kept in mind to ensure positive and sustainable growth.

8. Business Tourism:
Top business executives toil throughout the year to make more and more profits. They rarely find time to go anywhere except where the business demands their presence. Whenever they find even a small gap, they will not hesitate to make a short visit to the nearest tourist spot.

9. Medical Tourism:
The Government of Tamil Nadu and the Non-Governmental Organizations have created sufficient awareness among the people on health care. As Tamil Nadu offers one of the best medical facilities in the country, patients visit Tamil Nadu in large number. They combine Tourism and treatment. After treatment, they convalesce in the tourist spots comfortably. Tamil Nadu is a leader in providing medical care, on par with the finest hospitals in the West, in almost all the medical fields. It has one of the best qualified professionals in each and every field and this fact has now been realized both in domestic and international circle. It has plush corporate hospitals especially in Chennai, the Capital. It is a leader especially in Eye care, Oncology,
Orthopaedics, Dialysis and Kidney transplant. With the most competitive charges for treatment, Tamil Nadu is a very lucrative destination for people wanting to undergo treatment of certain medical problems. With the most competitive prices, treatment can be done and along with that enjoy the famous tamil tourist and pilgrim destinations, as and when advised by the Doctors. The importance of hospitals in tamil nadu can be identified from the following data:

**India’s top 10 hospitals**

1. AIMS, New Delhi
2. Apollo Hospitals, Chennai
3. Post Graduate Institute of Medical Education and Research, Chandigarh
4. Tata memorial hospital, Health and Neuro Sciences, Bangalore
5. Sankara Netralaya, Chennai
6. Lilavati Hospital and Research Centre, Mumbai
7. Indraprastha Apollo Hospital, Delhi
8. CMC, Vellore
9. Escorts Heart Institute and Research Centre, New Delhi


**10. Eco Tourism:**
Some of the tourists evince keen interest only in nature. There are abundant natural tourist wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries, beaches, etc.

**11. Culture Tourism:**
During leisure days, festive days, etc., people intend to visit nearby places to exchange their views among kith and kin.

**12. Educational Tourism:**
Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered.
13. Sports Tourism:
People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

14. Allied Tourist Forms:
People visiting other places for celebrating festivals or to join in social functions and students forming part of excursion groups also show much interest in Tourism.

3.5.6 Concepts of tourism-Kerala Scenario
1. Eco-tourism: A fast growing segment within international tourism is gaining roots in Kerala too. Eco-tourism is a purposeful travel to natural and cultural history of the environment taking care not to alter the eco-system while producing economic opportunities that make conservation of natural resources beneficial to local people. Kerala is the fist state to have planned an eco-tourist destination in Thenmala. Some of the eco-tourism hotspots of the state that have captured tourism over the past few years and yet continue to be just as alluring include Munnar, Kumarakom, Periyar Tiger Reserve, Peruvannamuzhy, Kuruva island, Thriunelli etc.

2. Backwater tourism: Kerala is a land of canals, lagoons, lakes and rivers. Kerala’s uniqueness lies in these backwaters found nowhere else in the world. The backwaters are a gateway for the visitor to see first hand the unhurried village life of rural Kerala.

3. Beach tourism: By virtue of having the most of India’s finest beaches, Kerala offers surf and sand like no other place. The internationally renowned Kovalam beach, Marari beach in the heart of ‘spice coast’ of Alappuzha, the historic Kappad beach, Bekal, etc are some of the most popular beaches in Kerala.
4. **Pilgrimage tourism:** Kerala is home to many pilgrimage centres like, Guruvayur, Malyattoor Church, Potta Divine Retreat Centre, Padmanabha Swamy temple, sabarimala, Jewish Synagogue at Mattancherry etc. A unique blend of tourism and pilgrimage would result in a large number of tourists opting to add one pilgrim centre in their tour itinerary.

5. **Health tourism:** Kerala pioneered in the field of health tourism and medical tourism through ayurveda. Though Kerala has strongly focused on ayurveda and its wide array of treatments and medications, good facilities are also available in the other treatment.

6. **Heritage tourism:** Kerala has a vibrant heritage that is reflected across the State. This cultural wealth is best seen at two places, Fort Kochi in Ernakulam and East Fort in Thiruvananthapuram. Kerala tourism launched an exclusive conservation project to safeguard these treasures for posterity and showcase them to the world.

3.5.7 **Recent Measures initiated by Tamil Nadu and Kerala**

The far-sighted approach of creating affordable infrastructure, exploring new markets and focussed marketing have contributed to sustained growth as far as Tamil Nadu 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 "Virundinar Potruthum – Virundinar Potruthum" 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.

The Government have identified eighteen lesser known tourist destinations for focused development and to ease the pressure on core tourist centres. The new tourist centres identified include Pulicat, Tranquebar, Vedaranyam, Yelagiri, Tharamangalam, Valparai etc. The new tourist products identified by the Department of Tourism, Government of Tamil Nadu include adventure tourism, educational tourism, creative tourism, rural tourism etc.

New products of Kerala tourism include responsible tourism, avian tourism, monsoon tourism etc. New initiatives have been taken by the Department of Tourism, Government of Kerala in the promotion of tourism in Kerala which include Ente Nadu, Jet2Kerala Campaign, A Day with Masters programme and Login.Kerala. The Proposed Special tourism Zones are at Kovalam, Kumarakom, Munnar and Fort Kochi.

Green Farms Kerala is wonderful project awaiting government approval which would revitalize the agricultural sector through tourism. It will be another feather in the cap for Kerala Tourism once this project becomes a reality. This project will prepare the Farms/Plantations of Kerala to receive tourists in view of revitalising the agriculture sector through tourism with minimal investment. It will also result in direct and indirect employment of people into this new stream of tourism business.

Among the ongoing projects that are making headlines these days in Kerala is the Muziris Heritage Project. Rightly so, the annual state budget has sanctioned Rs. 20 million for the project, which is currently going through various restoration works. This amount is meant for setting up of museums, cultural complexes,
renovation of forts, publication works and other tourism activities in the heritage zone.

Another project is to implement a 'Spice Route' heritage project. A sum of Rs. 5 million has been allocated in the budget for preliminary works of the Spice Route project at Muziris and another Rs. 5 million for the Kochi-Muziris International Art Festival.

The other notable budget allocations for tourism-related projects in the current year are for the implementation of the Fort Kochi - Mattancherry conservation project backed by the UNESCO, for which an amount of Rs. 10 million has been earmarked in the budget and Rs. 20 million for the Thalassery Heritage project.

Kerala Tourism walked away with four of the top honours at the Pacific Asia Travel Association (PATA) Awards 2011 for outstanding achievement in tourism. Kerala Tourism’s new global campaign film ‘Your Moment is Waiting’ bagged an unprecedented three PATA Gold awards.

Kerala, which is the only Indian state to figure in the PATA awards this year, picked up one of the four PATA Grand awards in the environment category for its ‘responsible tourism’ efforts in Kumarakom. PATA has announced four Grand and 22 Gold awards this time and Kerala is the only winner from India among the four prestigious PATA Grand awards. Kerala Tourism won three Gold awards making it the largest haul ever by a state government in the history of PATA awards.

Launched in September 2008, the ‘responsible tourism’ programme of Kerala was the first such initiative by a tourism board in the country. Under the project, ordinary people of Kumarakom worked with industry representatives like hotels and resorts, tour operators, travel agents, home-stay operators and souvenir shop owners, NGOs and government agencies to protect the environment in the high-profile destination. Some of the steps taken under the initiative were declaring Kumarakom a ‘plastic-free zone’, organic farming, promotion of bicycle as a mode
of transport, efforts to transform Kumarakom into a ‘waste-free area’ and green practices in hotels and resorts. Kerala had won the ‘Favourite Indian State’ award at the Outlook Traveller tourism awards 2010 besides the CNBC Awaaz Awards for the ‘most preferred destination’ and ‘best tourism board’ in September last year.

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