SYNOPSIS

Tourisms play a vital role in promoting goodwill among the people and social economic development of the country. Tourism as an industry earns large foreign exchange reserves and creates direct and indirect employment opportunities to very large sections of society. Besides promoting handicrafts and fine arts of a nation, it helps in preserving the nature’s beauty, cultural heritage of the land, and strengthens the process of national integration and universal brotherhood. In millennium year tourismcomes surging forward as a movement with a new look adding luster to the nation.

The State Government priorities tourism schemes for implementation in the state with the approval of the Central Government. The project cost is being shared by both the state and central government. In addition, the department also encourages private entrepreneurs for investment in Tourism projects.

The Department of Tourism is coordinating in providing and maintaining basic amenities in all the important tourist centers in the state through the respective department. In order to popularize traditional art and culture among the foreign tourists, efforts are being made to advertise the products at the world Travel Mart mainly with a view to attracting more number of foreign tourists. These efforts are being made in coordination with the Ministry of Tourism, Government of India.

Nature and type of Tourism

It is necessary to make a distinction between different types of tourism for an analytical purpose. For instance, tourism is usually classified into two broad categories; international tourism and domestic tourism defined in terms of territorial boundary of the permanent residence of the tourist. There need not be any minimum length of the trip to qualify it as a tour and the critical factor is the movement away from the place of permanent resident to the destination or destinations not in the same locality.

Another common form of distinction that is made is between elite tourism and mass tourism. A tourist belonging to the former phase of tourism is likely to be independent minded and somewhat individualistic. He could be an antiquarian, a naturalist, and an explorer visiting places not frequented by or not known to many. Being a snob in nature and non-conformist, if not offbeat, his enjoyment is diminished with an increase in the tourist traffic to the place. For that reason alone, he has a preference for less accessible spots. The nature-loving tourist is often a loner wanting a mountain or a game sanctuary all for himself. The primary urge of such a
nature-loving tourist is the interaction between nature and himself. Even when he is found to travel in a group, this must be a very close group, say of his family members or close friends with whom he wants to share his own most intimate experience. Antique-lover, when frequenting a historical site or a monument also prefers solitude. Motivated by the spirit of adventure, difficulty in getting to tourist site may act as a challenge for him. He conforms well to local conditions and is not demanding as regards accommodation, food and related facilities. On the other hand, a tourist belonging to the mass tourism phase of the tourist spot is a gregarious tourist, with the herd instinct. He avoids places not so well known and flocks at a destination, which is already passing through mass tourism phase. An increase in tourist traffic has a bandwagon effect on him. This provides a rationale for applying box Jenkin type forecasting methods based on auto regressions. He demands facilities to which he is accustomed and does not want a change in his life style. The primary urge of a gregarious tourist does not come from nature or historical sites, but from a possible interaction between persons. Nature may provide a suitable backdrop, but not more than that. Usually he prefers company and hankers for sports and other entertainment facilities.

Tourists may often move in formal and informal groups. There are different types of group tourists. There are exclusive groups like married couples, particularly honeymooners, family groups, friends-circles or groups of students studying in the same class. Recently cooperative holidays are enjoyed also by a group of workers belonging to a common business establishment. Secondly people may form their group in the course of the journey itself. For instance, pilgrims may start their journey separately but the different terrain and the strain of the journey may often bring them together. Lastly tour operators like Thomas Cook with their pre-paid package tours usually form the largest and most heterogeneous polyglot. A single tourist could be a social drifter or army personnel in search of drug, sex or other excitement. He could also be a high business executive or government official who comes to the tourist spot to shed his inhibitions. A great majority of them would, however behave like any other tourist. Similarly, there are no reasons to think that married couples would not visit night clubs or gambling dens together. But, it cannot be denied that a solitary unaccompanied tourist would be least bound by conventional morality and norms of behaviour to which he is likely to conform in his known surroundings. On the other hand, a family group tourist would stick to the same code of behaviour when traveling abroad as in the home town. A newly married couple will fall somewhere between the two, since the
accepted code of behaviour is still not yet firmly established. To provide accommodation, transport and related facilities to a larger group is however, more difficult because of the bulky nature of the required services. Such difficulties are felt most acutely in the case of a package tour. The amount and pattern of expenditure per day of a package tourist is expected to be different from that of a non-package tourist. Package tours, therefore, are based on some special arrangements like chartered flight (in the case of International tourism), a separate reserved railway compartment (in the case of domestic tourism) or a tourist bus (in the case of both international tourism and domestic tourism).

**Motives for Tourism**

From the motivational point of view, a distinction can be made between a recreational tourist and a motivated tourist. The primary urge of the first type of tourist is travel for pleasure with its entertainment value or recreation as an end in itself. The primary urge of motivated tourist (as defined here) may be altogether different, to him, traveling for pleasure is there, but not as a primary motive. For instance, a commercial traveler travels widely from one place to another to form or renew his business connections. His choice of place of tourism is determined primarily by business considerations though he may often mix business with pleasure. Similarly the primary urge of a pilgrim, whether traveling alone or in a group is not to enjoy the scenic surroundings of the place of pilgrimage but to fulfill some inner religious urge and to perform some religious rites sanctioned by some commonly held religious norms. The sense of fulfillment of his religious urge may increase (rather than decrease) with the hardship of the journey. A student going abroad for higher study or to attend a summer school selects the university or college as his place of study not by the same consideration that would reign supreme for a vacation tourist. Similarly in the case of a group of students accompanied by their teachers on an education tour, the declared motivation is not only pure enjoyment but educational also. But, in practice, such educational tours may often be a camouflage for an outing or picnic. It may be pertinent to add here that different motives for a tour need not necessarily lead to different types of tour. The mode of behaviour of a person attending a business convention or a seminar or a conference would be more or less same whether he is by profession, a businessman or a government official or an educationist. Similarly the same motive for tourism (say, business or education) may leads to different types of touristic behaviour pattern. Thus, the continuous nature of journey of a commercial traveler may not be observed in the case of a business magnet attending a convention held abroad or within the
country. Similarly, the nature of tourism of an educationist attending a seminar would be different from that of an exchange student. Besides, as usually it is said, all forms of travel are educational in nature. Hence, education may be regarded as a generalized motive, if not the primary motive for all forms of travel.

**Pleasure Travel: Type**

A distinction can be made between two polar types of pleasure travel which is, by far, the largest and the most dynamic component of tourism. Some holidaying tourists make a careful selection of the spot where the entire holiday or any leisure time (say privilege leave or a week-end) is spent. In making such a selection, more than climatic and other natural attribute of and the type of facilities available at the tourist spot, it is the user’s preference pattern that plays the major role. Holiday homes or cottages cater for such resort tourists. Holiday homes are usually maintained by business establishments for the recreation of their employees only. Cottages are usually run by private entrepreneurs and are usually available on rent. A resort tourist prefers a peaceful life and a period of rest from work. Accordingly, he wants a change away from the din and hustle of his place of work. Often the resort tourist may own second home of his own (either owned or rented for a time longer than the occasional staying period) away from his usual place of residence. The sites of such homes are likely to be closer or to home. At the opposite end, we have tourists with wander lust. Their tour itinerary covers as many travel spots of natural wonders, historical sites and cultural centers as possible seeking as many different cultures, cuisines or ways of life all packed in a short period of time. The drab monotony of their nature of work forces them to spend their vacation (or any leisure time) by enjoying a hectic life, hustling about from place to place. Their holiday may consist of a continuous journey from one destination to another. Travel companies and tour operators with their pre-paid package tours cater to the above type of tourists. It is these persons for whom the popular refrain; “If it is Tuesday, it must be Belgium” would apply. Often such tourists are bitten by the culture bug, particularly those who move in a society where to be an accepted member of the inner circle, one must have visited Paris, Rome and other places of continent. The latter type of tourists perhaps should more appropriately be grouped under motivated tourists, making their own pilgrimage to the places of culture. Another suitable term for this type of wander lust tourism is therefore cultural tourism. The resort tourist not only wants a peaceful life but he also would not want to change his life style (food-habit, home comfort etc). So, the demand for this type of tourism is therefore, very much responsive to the
accommodation and supporting facilities and services, such as building up of tourists oriented facilities, luxurious hotels, restaurants and other eating places catering to food habits of the tourists. His period of stay being longer, he would demand cloth, furniture and other items of expenditure which would not be demanded by non-resort tourist. On the other hand, wander lust tourism is propelled mainly by the historical and cultural attraction of the tourist sites. A somewhat esoteric, culture or a different cuisine or a distinguished local craft may itself be a source of attraction for a wander lust tourist. Package tourism is a new type of development which is a compromise between the user oriented facilities of resort tourism with wander lust tourism. Since such tours are organized by some tour promoters they, in order to attract a larger number of tourists, often arrange for food and accommodation facilities to which the tourists are accustomed. But, tourists in a package tour could not remain individualistic and must conform to the norms as laid down by the tourist company.

**Other Visitors**

In general, there are two major components of flow of visitors in a particular locality. As we have noted already, those visitors staying at least 24 hours and spending at least one night at the destination are defined as tourist, according to the W.T.O. Those who come for less than 24 hours during the day time could be designated as day trippers or excursionists. The two groups have very distinct preference patterns especially in the nature of facilities demanded and in their expenditure patterns. Stay over tourists have not a larger average length of stay than the day trippers, but also usually require commercial accommodation and spend considerable amount on a wide spectrum of goods. Day trippers will not require commercial accommodation and their expenditure pattern are heavily tilted towards shopping.

**Importance of the Study**

When many people consider tourism, they think of international travel to exotic destinations. However, most tourism is domestic—that is, it relates to tourists traveling within their own country. Both international and domestic tourism are dominated by industrial countries. Europe, North America and the Pacific region receive more than two thirds of international visitor arrivals. However, tourism is a major industry worldwide.

In the mid 1990s the tourism industry contributed more than 6 per cent of the value of all the goods and services produced throughout the world. It also accounted for more than 7 per cent of global capital investment and 13 per cent of world consumer spending. Experts estimated
that tourism supported more than 130 million jobs worldwide and contributed more than 5.6 per cent to total tax payments.

The tourism industry is made up of all the businesses that directly provide goods or services for the business and leisure activities of tourists. The industry includes international and domestic airlines; shipping lines and ferry operators; railway, bus and taxi operators; accommodation suppliers; restaurants, clubs, and other catering establishments; tour and excursion operators, travel agents; managers of entertainment facilities (theatres, cinemas, discotheques, night clubs, funfairs and so on); theme parks; national parks and heritage attractions; manufacturers and retailers of souvenirs; visitor information centers; and conference, convention and meeting centers. Many of these businesses serve non-tourists too.

Tourism creates many job opportunities. Tourism is a labour-intensive industry—that is, it requires a large number of workers. But most tourism is seasonal, that is, there are times in a year when visits to a destination reach a peak, especially at seaside and ski resorts. As a result, many tourism jobs are part time and casual. The majority of tourism jobs are also low skilled and low paid. However, the large numbers of people that tourism employs and the links it has to other industries, such as catering and restaurant work, mean that governments actively encourage tourism development.

Tourism has brought economic benefits to many places in terms of employment and income. But it has also created problems when it has grown too rapidly or in an uncontrolled way. Experts believe that tourism destinations go through a life cycle. After a destination is discovered by tourists, it undergoes rapid development. Large numbers of tourists who visit the destination then change its character by affecting its physical environment and the culture of its people. Changes to the destination may mean that whatever attracted tourists to it in the first place are lost. The destination will then go through a stage of stagnation and possible decline. By recognizing this life cycle, the tourism industry has revived many tired destinations. Atlantic City in the United States increased its visitor arrivals after a long decline by allowing casino development. Other cities have built new attractions such as conference halls, museums, art galleries, and leisure centers. Some have hosted a major event, such as the Olympic Games.

In many regions, the natural environment is a major tourist attraction. Bird and whale-watching scuba diving, wildlife photography and safaris are some of the major growth areas in the field of nature based tourism. International attractions of this type include the game parks of eastern and southern Africa, the national parks of North and South America and the unspoilt habitats of Antarctica.
Statement of the Problem

Tourism developments on coasts and estuaries, particularly in Southeast Asia and the Pacific, have disturbed bird and fish breeding and feeding grounds.

Uncontrolled hotel development has caused many problems in coastal resorts. As well as damage to sand dunes, some hotels have been built too close to the neighbouring beaches, leaving them in shadow for much of the day.

Pollution is another problem. Water pollution may cause a decline in water quality for swimming. It may also affect the growth of coral reefs. The coastal resorts of Pattaya and Phuket in Thailand have recently embarked on a major programme to stop the water pollution caused by inadequate sewage systems.

Tourism has exposed destinations in developing countries to the behaviour and values of visitors from foreign, mostly western, cultures. In some destinations, the local residents copy the visitors, and the culture changes. Old customs die out. Traditional foods are replaced by dishes that foreigners expect and prefer. In many locations, craft workers make low quality, inauthentic souvenirs for a quick profit.

Tourism sector at present is plagued by a number of factors which include Government’s apathy, poor infrastructure, law and order problem, visa problems, poor sanitary conditions and pollution etc.

The government’s support to the industry has fallen well short of expectations and budgetary and other allocations to the sector have been 1 per cent of public spending, as against global average of 6.8 per cent. The capital expenditure that goes into the industry is a meager 6.4 per cent of the GDP as against the global average of 11.8 per cent. Tax paid by tourists in India is the highest in the world. Compared to other Asia countries where the tax rate is between 3-6% Indian hotel charge about 40 per cent tax. It is not surprising, therefore, that repeat visits of international travelers to India few and far between.

Poor infrastructure is another area which is responsible for dismal performance of tourism sector. Roads are potholed dusty and narrow to say the least. Our airports are bursting at the seam. The industry is also worried about airline seat capacity. About 10 million seats are required in the international segment while the supply is just about 5 million. In the domestic segment against a demand of 19 million, supply is just about 10 million. There is a huge gap in the availability of hotel rooms also. Total requirement of hotel rooms is estimated to be about 130000 rooms as against
the availability of just 60000 rooms. The biggest shortfall is in 3 star category.

The moment a tourist sets his foot in India, there is a tendency to view him only from the point of view of making money. Astronomical amounts of money are charged from him for accommodation, local travel, food and local handicrafts items, etc. Our newspapers are full of stories of tourists being cheated, incidence of robbery, eve-teasing, rape and murder etc. All presents a very dreary picture of the country discouraging people to visit India.

Procedural delays in getting visas are another area of concern. Eligibility criteria and cumbersome procedures in getting visa put off many visitors from visiting India. We follow the policy of reciprocity in issuing visas. Visas are issued to the citizens of only those countries which give visas to Indians.

**Objectives of the Study**
1. To document the growth and development of tourism business in India, Tamilnadu and Tiruchirapalli District.
2. To identify the potential services offered to tourists by hotel owners and room occupancy level in order to promote tourism in the Tiruchirapalli District.
3. To analyse the business prospects at the tourist spots.
4. To assess the socio economic status of tourists, their purpose of visit and problems faced by them at the tourist spots.
5. To assess the level of satisfaction of foreign and domestic tourists in the Tiruchirapalli District.

**Hypotheses of the Study**
a. More member of foreign Tourists occupy Hotel Rooms in Winter Season and Domestic Tourists demand for hotel rooms is high in summer season.
b. There is multi-collinearity and hence the existence of Autocorrelation among the explanatory variables.
c. Satisfaction levels are not different between foreign tourists and domestic tourists.
d. The carrying capacity of tourist spots of the study area is highly insufficient to accommodate tourist inflow.

**Methodology**

This study is an analytical one based on primary and secondary data. The secondary data required for the study was drawn from published documents of tourism development corporation Limited, journals, articles, books and reports relating to tourism.
The data collected from the above sources are supplemented by the information collected through discussions with the persons related to the tourism industry.

For collecting primary data three questionnaires were prepared. Before preparing the questionnaire a pilot study was conducted in which discussions were held with restaurant owners, tour operators, commercial shops and tourists. After the completion of the pilot study the questionnaire was modified and restructured and split into three; one questionnaire for restaurant owners, another questionnaire for commercial shops and the third questionnaire for tourists.

**Sampling**

Convenient sampling method is adopted for choosing 250 foreign tourists and 250 domestic tourists in the study area. There are 600 commercial shops in and around tourist spots. Out of these 600 shops, 120 shops are chosen through simple random sampling method. There are 150 hotels providing services to tourists in the study area. Out of these 150 hotels 45 hotels are chosen through simple random sampling method.

**Statistical Tools used**

Data collected are carefully fed into the computer and tables are prepared with the help of computer. Statistical tools such as simple percentage, mean and trend are used for analysis of data. Chi square test is used for testing the hypothesis. Kathleen Carry model is used for finding out the significant effects of hotel room occupancy by foreign and domestic tourists. Factorwise satisfaction index is used to find out the level of satisfaction of sample respondents.

**Area of the Study**

Tiruchirapalli District in the state of Tamilnadu is chosen as an area of the study.

**Period of the study**

Secondary data are collected for a period of 10 years from 2001 to 2010. Primary data are collected from October 2009 to September 2010.

**Limitations of the study**

All possible care to avoid short comings and errors in the collection of data has been taken during the study. Utmost care and skill are exercised to derive the conclusions and bring out the findings of the study. In spite of all the efforts taken in this regard, the present study is restricted to Tiruchirapalli District. The collected data may spell out only the attitude of respondents based on the experiences with regard to tour. The opinion of the respondents is collected throughout the period of one year and hence, there
may be some cognitive changes in their attitude as well as their opinion due to some external clues.

**Chapter Scheme**

The study is divided into seven chapters. The first chapter deals with introduction of the study. It consists of objectives, statement of the problem and methodology of the study.

The second chapter deals with related review of literature consisting of both foreign study and Indian study.

The third chapter deals with growth and development of tourism in India, Tamilnadu and Tiruchirapalli District. It consists of analysis of tourist arrival to India, Tamilnadu and Tiruchirapalli, relating into account the seasonwise and areawise distribution of tourists.

The fourth chapter deals with perception of hotel owners towards services offered by them to tourist and room occupancy level.

The fifth chapter deals with the perception of commercial shop owners towards their business prospects.

The sixth chapter deals with the socio economic status of tourists and their problems and level of satisfaction.

The seventh chapter deals with findings, suggestions and conclusion.