

The Impact Of Tourism On The Socio - Economic Development Of Tamil Nadu

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Tourism is the world's largest and fastest growing industry. As more and more economies are relying on tourism as one of their growing sectors, tourism industry is receiving its recognition and importance. The tourism industry is highly employment intensive and can earn significant revenues including foreign exchange. It offers immense socio- economic development potential. It generates high levels of economic output, with minimum capital investments.

India's tourism potential is unlimited. It is a land of colorful contrasts; modern projects of science and technology, the wild grandeur of the Himalayas, the historical monuments, forts and palaces, the varied flora and fauna, a wide variety of costumes and a diversity of customs make India a desirable destination for domestic and foreign tourists.

Tourism is the third largest foreign exchange earner in India .Every year, the tourism industry earns more income in the form of tax on accommodation, restaurants and sales. These economic benefits percolate across all levels making tourism a potential sector for acquiring top priority status in the national development agenda.

Table 1: Foreign Exchange Earnings From Tourism

Years	Earnings (Rs. Crores)	% change
1995	8430	-
1996	10046	19.2
1997	10511	4.6
1998	12150	15.6
1999	12951	6.6
2000	14238	9.9
2001	14344	0.7
2002	14195	-1.0
2003	16429	15.7
2004	21828	32.9

Source: Incredible India.

Tamil Nadu has a rich and vast tourism potential. The ancient temples with dense large towers, architectural monuments, rivers, dams, forts and palaces, forests, wild life sanctuaries, hill stations, water falls and long beaches adorn the state with their panoramic landscape.

The colorful festivals, the varieties of food, the package tours and holiday resorts attract thousands of both domestic and foreign tourists to visit Tamil Nadu. There are four international tourist centres in Tamil Nadu namely Mahabalipuram, famous for its historical monuments, Rameswaram, the ancient holy island temple, Ooty, the renowned hill station and Kanyakumari, the southern-most tip of India.

Table 2 : Share of Top Ten States / UTs in Domestic Tourist Visits - 2004

S.No.	State / UT	Share (%)
1	Uttar Pradesh	24.4
2	Andhra Pradesh	24.4
3	Tamil Nadu	11.5
4	Karnataka	7.4
5	Rajasthan	4.4
6	Maharashtra	3.6
7	West Bengal	3.4
8	Uttarakhand	3.2
9	Madhya Pradesh	2.3
10	Bihar	2.2
11	Others	13.2
	Total	100.0

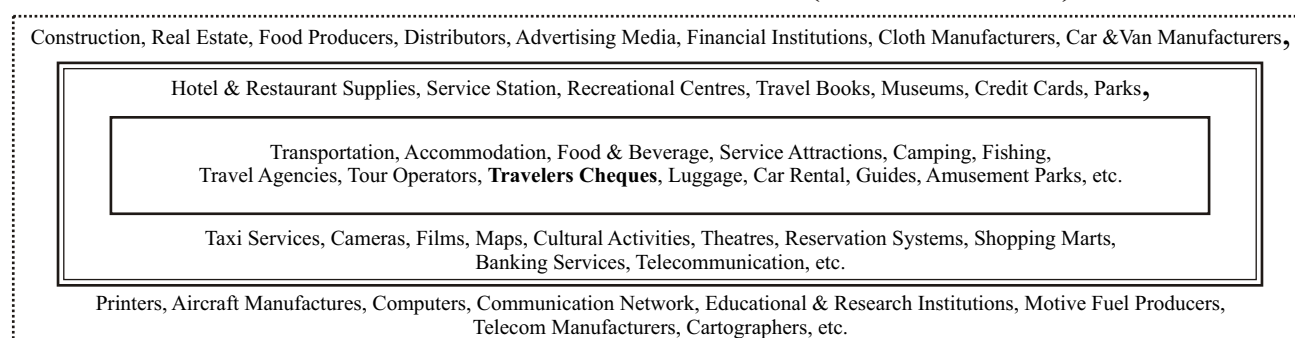
Source : Incredible India

The Tourism industry has a very strong relation with the socio- economic progress of the country. Tourism has a very high capital output ratio with the highest employment output ratio; every additional investment has the

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potential to generate more direct jobs. Every direct job created leads to the creation of indirect jobs. Travel and tourism is labour intensive, creating jobs for both skilled and unskilled labour.

TABLE 3 : Tourism and its Allied Industries (Chain of Industries)



Source: Tamil Nadu Tourism Statistical Handbook - 2007

———— Direct Tourism
 ===== Related Services
 Suppliers to Industry

Tourism mainly helps the growth of handicraft and small-scale industries, which supply wonderful products to the tourists at large. Travel agencies play an important role in the promotion of tourism in a country. They provide required information about tourist centres and the means of transport to reach the places.

TABLE -4 : Analysis of Tourist Arrivals Into Tamil Nadu During 1995 - 2004 (No. of Persons in lakhs)

Year	Domestic Tourist Arrivals	Foreign Tourists Arrivals
2001	238.1	7.7
2002	246.6	8.0
2003	270.6	9.0
2004	300.8	10.6
2005	297.4	10.10
2006	310.64	10.55

Source: Department of Tourism, Government of Tamil Nadu.

Railways extend the fastest and the most convenient land transport facility to tourists. The 'Unique Train' plying between Mettupalayam and Udagamandalam (Ooty) in Tamil Nadu is the most attractive train service. Tourism is a highly competitive sector and for its success, the coordination among the Government agencies, private agencies and the public is very essential.

TABLE 5 : Tourist Arrivals from Major Countries Into Tamil Nadu during 1999-2003

S.No.	Name of the Countries	1999	2000	2001	2002	2003
1	Sri Lanka	146836	178292	148476	156379	167481
2	Malaysia	100802	108023	107508	107692	132296
3	Singapore	77987	82362	82679	90840	94189
4	USA	71611	69669	55477	55626	58493
5	France	45183	41987	48635	51807	54267
6	UK	34744	38592	43549	50861	54188
7	Germany	21602	22917	24536	32518	43819
8	Australia	19130	22091	20987	21650	32464
9	Japan	15009	17205	18226	21437	30747
10	Others	189538	205016	223998	215831	233560
	Total	722442	786165	773073	804641	901504

Source: Department of Tourism, Government of Tamil Nadu

Tourism industry has a multiplier effect and has the potential for giving employment to the skilled and semiskilled alike. From craftsmen to tourist guides to drivers and interpreters, the list endless and the opportunities are immense.

Tamil Nadu, the Land of the Tamils, derives its name from the ancient language spoken here. Tamil is one of the oldest and most developed of all the Indian languages. The Tamil language was declared as a “Classical Language” in 2005 by the Government of India.

Tamil Nadu is a land of temples, which reflect their time, their architecture and their benefactors. Tamil Nadu's recorded history commences from about 1st century A.D., and upto 14th century is largely the history of the Pallavas, the Pandyas, the Cholas and the Cheras; some of them were empire-builders, and all of them were renowned patrons of culture.

In 1956, nine years after India became independent, the Tamil speaking areas of South India were brought together to form Tamil Nadu (Tamil Country) as it is today.

There are more than “30,000 temples” in Tamil Nadu, which has given the state the distinctive title of “A Land of Temples”. Built by various dynasties, these temples bear a superficial resemblance to each other- in that they share the same physical features- the Gopuram or the imposing tower over the entrance from all four directions and the Vimanam, which is the tower over the sanctum and the spacious halls and corridors.

TABLE 6 : SWOT ANALYSIS: TAMIL NADU AS A TOURIST DESTINATION

STRENGTHS	WEAKNESSES
1. More literate and tourist friendly people as compared to other states.	1. Lack of direct flight connections for foreign travelers.
2. More safety & security as compared to other states.	2. Pre-dominant image as a “temple destination”.
3. Secular State – temples, churches & mosques are predominant.	3. Poor infrastructural facilities in some tourist centres.
4. Abundance of nature based tourism centres.	
5. Home to several pilgrim centres.	
6. Strong culture, heritage and tradition.	

OPPORTUNITIES	THREATS
1. More number of Airports at Chennai, Trichy, Madurai, Coimbatore, Thanjavur and Thoothukkudi.	1. Competition from neighboring states.
2. Growth in tourism sector.	2. Relatively weak positioning when compared with other destinations.
3. Bright scope for business travelers.	
4. Tremendous scope for ecotourism.	

Tamil Nadu has a tropical climate with no wild swing between summer and winter temperatures. Summers are hot and the winters are mildly cold in the plains. The state provides the visitors with a wide variety of delicacies both for the vegetarians as well as the non-vegetarians, though the staple diet of the Tamils consists of grains, lentils, rice and vegetables.

Table 7 : Foreign Tourist Arrivals During January-September, 2008

S.No.	Months	2006	2007	2008	Percentage change	
					2007 / 06	2008 / 07
1	January	459489	535631	591337	16.6	10.4
2	February	439090	501692	561393	14.3	11.9
3	March	391009	472494	541478	20.8	14.6
4	April	309208	350550	384203	13.4	9.6
5	May	255008	277017	300840	8.6	8.6
6	June	278370	310364	340159	11.5	9.6
7	July	337332	399866	429456	18.5	7.4
8	August	304387	358446	391423	17.8	9.2
9	September	297891	301892	330874	1.3	9.6
	Total	3071784	3507952	3871163	14.2	10.4

Source : Business line dt : 15.10.08

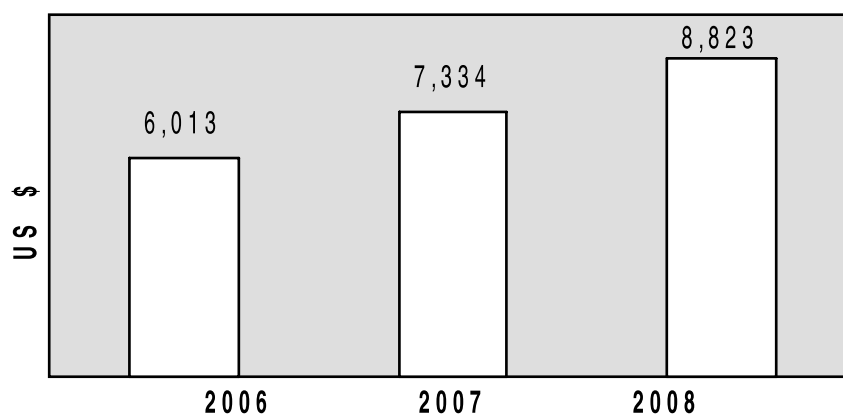


TABLE 8 : PLACES OF TOURIST INTEREST

1	CHENNAI Planetarium, Vandalur Zoo, Beach Resorts, Art Gallery, etc.	Gateway to the South
2	CHIDAMBARAM Poompuhar, Taramgambadi, The Church of Zion, The Gate, Masilamaninathar Temple, Rehlings Gard, British Collector's House, Karaikal, etc.	Seat of the <i>Cosmic Dance</i>
3	COIMBATORE Indira Gandhi Wildlife Sanctuary, Maruthamalai Temple, etc.	Manchester of the South
4	HOGENAKKAL – FALLS	Misty Enchantment
5	KANCHEEPURAM Tiruttani, Vellore, Vedanthangal, Elagiri Hills, etc.	The City of Silks and of a Thousand Temples.
6	KANYAKUMARI Suchindram, Nagercoil, Pechiparai Dam, Udayagiri Fort, Padmanabhapuram, Valluvar Statue, etc.	Where the three seas meet
7	KODAIKKANAL Palani, Hill range	Princess of the Hill Stations
8	MADURAI Alagarkoil, Pazhamudircholai, Thiruparankunram, Thiruvadavur, Tiruvudagam, etc.	The Glory of the Pandyas
9	THENI Mavoothu, Devadanapatti, Periyakulam, Sothuparai Dam, Kumbakarai Falls, Kuchanur, Chinnamanur, Suruli Falls, Chinna Suruli, Tiger Falls, etc	Heaven for Nature Lovers
10	MAMALLAPURAM Tirukkalukunram, Crocodile bank, etc.	Poetry in Stone
11	NAGAPATTINAM Nagore, Velankanni, Kodiyakarai, Sikkal, Ettukudi, etc.	The Glory of Chola Mandalam
12	PUDUKOTTAI Sittannavasal, Kudimianmalai, Kodumbalur, Viralimalai, Kumaramalai, etc.	Treasure Trove of Archaeology
13	PONDICHERRY Auroville, Cuddalore, Tiruvanamalai, Sathanur, Gingee Fort, etc.	The French Connection
14	POOMPUHAR Thiruvavur, Thirunallar, Nagoor, Seerkali, Vaitheeswarankoil, etc.	Cholas Port Capital
15	RAMESWARAM – Kurusadai Islands, Pamban bridge, Thanuskodi, etc.	The Corridor of Faith
16	THANJAVUR Thiruvaiyaru, Swamimalai, Tirubuvanam, Darasuram, Kumbakonam, Thiruvavur, Nagapattinam, Velankanni, Nagore, Tirunallar, Vedaranyam, Kodikkarai (Point Calimere), etc.	The Chola Legacy
17	TIRUCHI Srirangam, Thiruvanaikkaval, Gangaikondacholapuram, etc.	City of the Rock Fort
18	TIRUNELVELI Tiruchendur, Manappad, Thuthukudi, Panchalamkurichi, Ettaiyapuram, Kazhugumalai, Sankarankoil, Tenkasi, Courtallam, Krishnapuram, etc.	The Nine Falls
19	UDAGAMANDALAM – OOTY Hill Station, Mudumalai, Coonoor, etc.	Queen of the Hill Stations
20	YERCAUD Boat House, Hill Station, etc.	A Jewel of the South

Source: www.tamilnadutourism.com

TABLE-9 : LIST OF SELECTED TOURISM-SPECIFIC PRODUCTS RELATED TO VISITOR CONSUMPTION (as approved by WTO)

S. NO.	PRODUCTS
1	Hotel and Motel Lodging Services.
2	Holiday centre and holiday home services.
3	Youth hostel services.
4	Children's training and holiday camp services.
5	Meal-serving services with full restaurant services.
6	Scheduled skill-hills services.
7	Taxi services.
8	Rental services of passenger cars.
9	Rental services of buses and coaches with operator.
10	Coastal and transoceanic water transport services of passengers by ferry.
11	Cruise ship services.
12	Inland water transport services of passengers by ferries.
13	Sightseeing excursion services.
14	Sightseeing services, aircraft or helicopter.
15	Bus station services.
16	Travel agency services.
17	Tour operator services.
18	Tourist information services.
19	Tourist guide services.
20	Travel Card Services.
21	Travel loan services.
22	Vehicle loan services.
23	Travel life insurance services.
24	Foreign exchange services.
25	Passport/Visa photo services.
26	Sports school services.
27	Guide services (mountain, hunting and fishing).
28	Amusement park services.
29	Fair and carnival services.
30	Spa services.

CONCLUSION

Tourism industry provides various jobs to people of Tamil Nadu. Tourism industry is to be fully recognized and given importance. The Government should take necessary steps to improve the infrastructural facilities provided at various tourist centres. There is no doubt that the tourism industry will have more impact on the socio - economic development of Tamil Nadu.

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