

PalArch's Journal of Archaeology of Egypt / Egyptology

A STUDY ON IMPACT OF TOURISM IN TAMIL NADU

Dr.S.Praveenkumar, Assistant Professor & Research Supervisor,
Centre for Tourism and Hotel Management, Madurai Kamaraj University, Madurai – 625021,
Tamilnadu, India Email:s.praveenkumarus@gmail.com

**Dr.S.Praveenkumar, -- A Study On Impact Of Tourism In Tamil Nadu -- Palarch's
Journal Of Archaeology Of Egypt/Egyptology 17(6), ISSN 1567-214x**

***Key words:* Research design, data discussion and Suggestion and conclusion**

ABSTRACT

Tourism plays an important part in humanity's economic and cultural growth. Tourism is a mix of events, facilities that include transport, lodging, and restaurants for individuals or groups who travel away from their homes to have a travel experience, accommodation and other tourism facilities. It includes all service providers and it is the whole travel, hotel, transport and all other components of the world industry that meets the needs and desires of travellers, including promotion. Tourism is described by the Tamil Nadu Tourism Society as their stay at each destination, temporary short-term travel of individuals to destinations beyond the locations where they normally live and work and their activities. It also includes facilities such as lodging, restaurants, cafes, bars and canteens, as well as tour operators and travel agencies. The goal of the research was to examine the effect of tourism in Tamil Nadu.

INTRODUCTION

Today tourism is not only an entertainment practice, but the world has also welcomed it as an industry. Export earnings, jobs, tax revenue growth and event marketing activities such as transport, fruit processing, agriculture, crafts, hotels, leisure or productive services have enormous potential. The tremendous potential for tourism is evident in the fact that more than 1600 million people, more than one third of the global population, travel away from an area of residences every year. More than 850 million people, within their country and abroad, are expected to do so on vacation, on a global scale. Tourism is gaining popularity not only in the world's industrialized and developed countries, but also in countries like India that are emerging. The continuous rise in tourist arrivals and thus in foreign exchange earnings has resulted in numerous tourism promotional measures. Tourism is a multi-sector enterprise characterised by a variety of suppliers delivering various services. It is the

country's largest service sector. Its significance lies in being a tool for economic development and job creation, particularly in remote and backward regions. It leads to overall socio-economic improvement and to rapid economic development. Through the growth of tourism in the form of increased national and state revenues, company profits, jobs, salaries and wage income, economic benefits flow into the economy. Tourism is mainly that private sector supplier sector, and the public sector plays a major role in infrastructure areas either indirectly or through a public-private partnership mode. Tourism is one of the economic sectors of India that has the potential to grow rapidly and can ensure the consequent creation of infrastructure for destinations.

STATEMENT OF THE PROBLEM

Tourism is viewed as a smokeless business for all practical purposes. For the growth of tourism, adequate support facilities should be provided to attract and inspire visitors. To a large degree, the sweet experience of visitors depends on the availability and quality of good tourist facilities. The provision of support services and the provision of quality tourism services can lead to tourist satisfaction. To encourage and improve good tourist facilities, there is a need for objective assessment of tourist preferences and knowledge. As far as Tamil Nadu is concerned, the encouraging upward trend reported over the years by the tourism industry more than compensates for its industrial backwardness. Tamil Nadu is a lovely place with an enormous number of tourist centers. Yet, significant numbers of tourists remain unidentified in these tourist centers. Nature themes in this district relate in a modest way to the flora, fauna, parks, scenic beauty, geology, and marine environment available. Besides cultural themes, traditional lifestyles are also available here including music, dance, fine arts, drama, architecture, crafts, and archaeology. Competition and creativity in advertising campaigns is the most critical issue in the tourism industry. The tourist attractions and facilities are not very successful. It is important to fix the following aspects of the problems with waste disposal, cleanliness in public areas, lack of tourist guides, lack of work opportunities, lack of transport facilities and poor accommodation within the tourist location. This problem generated an unflagging curiosity in the investigator's mind to embark on a review of Tamil Nadu's tourism industry.

REVIEW OF LITERATURE

R.B.L. Garg (2014) experienced some very significant problems in his research on the ills of Indian tourism. Rising uncertainty in the lives of visitors occupies a predominant position among the major problems mentioned. He makes an allusion to concern among tourists about rail travel in the course of his debate on this issue. Incidents such as the looting of foreign tourists on a train near Agra are still fresh in their memories. Then he goes on to deal with concerns such as bad hotel and restaurant hygiene and sanitation, unscrupulous shopkeepers, racketeers in foreign exchange, greedy tax collectors, and the sneers of fundamentalist religion and fanatics.

In an integrated way, Prakash Adnur (2012) has researched precisely the problems and issues involved in promoting tourism. He highlighted the general potential and also discussed the steps to be taken with promising incentives to achieve optimal travel in this intricate field. In the sense that a number of aspects of the tourism industry were also explored from the demand side, this work could be classified as a path breaking one.

In this analysis, Vivek Sharma (2015) adds one more dimension. In his view, tourism is advantageous, apart from the benefits of better contact with the citizens of other nations. The tourist traffic gives a boost to the development of the small and village industries' handicraft products and has its spin on all village industries. K. has also upheld these theories. Bhat⁵⁴ Shiva Shankar. V.K Gupta (1987) has created a good work in a region-wise pattern with descriptions of places with tourist attractions and facilities in India. He has equipped visitors and hotel facilities with helpful upgrades. This author has mentioned the principal merits of a number of places in India. In his job, he also provided tourists with helpful suggestions.

OBJECTIVES

- To Showing the effects of Tamil Nadu's tourism industry
- To determine the ability of natural resources to promote tourism as an industry in Tamil Nadu.
- To evaluate tourists' opinion of the tourism industry

RESEARCH DESIGN

The analysis was carried out in two steps. Secondary data from the publications of the Government of India, the Government of Tamil Nadu, as well as related records, newspapers and periodicals are collected and analyzed in the first process. In the second process, via a sample survey, primary data was obtained from individual visitors. For this reason, a sample of 200 was selected, and business people in the tourist area were also selected for this analysis. A formal schedule for the interview was used. With the aid of feedback, experts in the subject sector, and tourist guides, the content of the questionnaire was created. The sample size of 200 respondents is.

DATA DISCUSSION

TABLE NO: 01

AGE WISE CLSSIFICATION OF THE RESPONDENTS

S.NO	AGE	NO.OF RESPONDENTS	PERCENTAGE (%)
01	Up to 20 Yrs	33	16
02	20 yrs to 30yrs	68	34.5
03	30 yrs to 40 yrs	40	19.5
04	40 yrs to 50 yrs	28	14.5

05	50 yrs to 60 yrs	23	11
06	Above 60 yrs	8	4.5
Total		200	100

From the above table show that 16 percent of the respondents belongs to 20 yrs age group, 34.5 percent of the respondents belongs to 20 yrs to 30 yrs, 19.5 percent of the respondents belongs to 30 to 40yrs age group, 14.5 percent of the respondents belongs to 40yrs to 50 yrs age group, 11 percent of the respondents belongs to 50 to 60yrs age group and above 60 yrs of the respondents falls in 4.5 percentage.

TABLE NO: 02

GENDER OF THE RESPONDENTS

<i>S.NO</i>	<i>GENDER</i>	<i>NO.OF RESPONDENTS</i>	<i>PERCENTAGE (%)</i>
01	Male	105	51.5
02	Female	95	48.5
Total		200	100

From the table reveals that 51.5 percentage of the respondents in male category and 48.5 percent of the respondents in female category.

TABLE NO: 03

RELIGION WISE CLSSIFICATION OF THE RESPONDENTS

<i>S.NO</i>	<i>RELIGION</i>	<i>NO.OF RESPONDENTS</i>	<i>PERCENTAGE (%)</i>
01	Hindu	55	28
02	Christian	88	44.5
03	Muslim	42	20.5
04	Others	15	8.00
Total		200	100

From the above table indicate 28 percent of the respondents belongs to Hindu, 44.5 percent of the respondents belongs to Christian, 20.5 percent of the respondents belongs to Muslim and 8percent of the respondents in others category.

TABLE NO: 04

EDUCATION WISE CLSSIFICATION OF THE RESPONDENTS

<i>S.NO</i>	<i>EDUCATION</i>	<i>NO.OF RESPONDENTS</i>	<i>PERCENTAGE (%)</i>
-------------	------------------	--------------------------	-----------------------

01	Up to SSLC	11	5
02	HSC	31	16.5
03	UG	104	51.5
04	Professional	37	19
05	Others	17	8
Total		200	100

The above table shows that 5 percent of the respondents in SSLC, 16.5 of the respondents in HSC, 19 percent of the respondents in UG, 19 percent of the respondents in professional and 8 percent of the responds others.

TABLE NO: 05

OCCUPATIONAL WISE CLSSIFICATION OF THE RESPONDENTS

S.NO	OCCUPATIONAL	NO.OF RESPONDENTS	PERCENTAGE (%)
01	Professional	14	6.5
02	Business	31	16
03	Govt. employee	40	18.5
04	Private	56	28.5
05	Unemployment	20	09
06	Others	5	21.5
Total		200	100

From the above table reveals that 6.5 percentage of the respondents belongs to professional, 16 5 percentage of the respondents belongs to business, 18.5percentage of the respondents belongs to Government employee, 09 5 percentage of the respondents belongs to unemployment. 21.5 percentage of the respondents belongs to other category.

TABLE NO: 06

INCOME WISE CLSSIFICATION OF THE RESPONDENTS

S.NO	INCOME	NO.OF RESPONDENTS	PERCENTAGE (%)
01	Up to 10000	43	22
02	10001 to 30000	64	31.5
03	30001 to 50000	55	28
04	Above 50000	38	18.5
Total		200	100

From the above table shows that 22 percentage of the respondents income level is up to 10000, 31.5 5 percentage of the respondents income level 10001 to 30000, 285 percentage of the respondents income level 30001 to 50000, 18.5 5 percentage of the respondents above 50000 income group of people.

TABLE NO: 07**FREQUENCY OF VISIT OF THE RESPONDENTS**

S.NO	FREQUENCY	NO.OF RESPONDENTS	PERCENTAGE (%)
01	First Time	116	58.5
02	Second Time	50	24.5
03	Third Time	23	11
04	More than third time	1	4
Total		200	100

From the above table indicate 58.5 percentage of the respondents to visit first time, 24.5 percentage of the respondents to visit second time, 11 percentage of the respondents to visit third time and 4 percentage of the respondents to visit the place more than three time.

TABLE NO: 08**OPINION REGARDING TO VISIT TOURISM IN TAMIL NADU**

S.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
01	Excellent	57	29
02	Good	90	44.5
03	Fair	31	16
04	Satisfactory	21	10
05	Unsatisfactory	2	1
Total		200	100

From the above table shows that 29 percentage of the respondents to give their opinion in excellent, 44.5 percentage of the respondents to give their opinion in good, 16 percentage of the respondents to give their opinion in fair, 10 percentage of the respondents to give their opinion in satisfactory and 1 percentage of the respondents to give their opinion in unsatisfactory.

TABLE NO: 09**INFORMATION SOURCES OF THE RESPONDENTS**

S.NO	INFORMATION	NO.OF RESPONDENTS	PERCENTAGE (%)
01	Through advertisement	41	21
02	Friends & relatives	68	33.5
03	Tourism department	21	11
04	Tour agent	19	09
05	Tour guide	23	12
06	Own curiosity	28	13.5
Total		200	100

From the above table indicate 21 percentage of the respondents to know the tourisms place through advertisement, 33.5 percentage of the respondents to know the tourisms place through their

Friends and relatives, 11 percentage of the respondents to know the tourisms place through tourism department, 9 percentage of the respondents to know the tourisms place through tour agent, 12 percentage of the respondents to know the tourisms place through tour guide and 13.5 percentage of the respondents to know the tourisms place in own curiosity.

CHI SQUARE TEST

Comparison between demographic factors and tourist satisfaction and study has been carried out to assess whether demographic factors have any effect on tourist satisfaction. The hypothesis was framed by the Chi-square test and checked.

Ho: There is no relationship between the age of the respondents and their level of satisfaction.

TABLE NO: 10

AGE GROUP AND LEVEL OF SATISFACTION

S.NO.	AGE LEVEL	LEVEL OF SATISFACTION			TOTAL
		HIGH	MEDIUM	LOW	
01	Up to 20 Yrs	14(26)	22(34.44)	3(8.22)	39
02	20 yrs to 30yrs	12(12.46)	40(21.72)	8(24.22)	60
03	30 yrs to 40 yrs	8(16.46)	29(23.77)	6(20.02)	43
04	40 yrs to 50 yrs	7(14.38)	14(13.87)	5(19.99)	26
05	50 yrs to 60 yrs	9(16.36)	15(13.20)	3(9.47)	27
06	Above 60 yrs	2(6.77)	3(10.33)	2(4.28)	7

The Chi-square test has been applied to test whether there is any association between age and degree of satisfaction. If at a specific level of trust, the measured value is greater than the table value, say at a level of five percent, it can be inferred that the level of satisfaction of tourists depends on the variable on which Chi-square is calculated. Value measurement 7.9, Table Value 17.283 and Degree of freedom 10.

SUGGESTION AND CONCLUSION

Compared to any other district, Tamil Nadu has a tremendous potential for tourism. As far as tourism infrastructure is concerned, however, it is still missing. The government must prepare to improve the tourist infrastructure, and the government should undertake various projects, such as the introduction of special tourist trains, the connection of World Heritage Sites and places of tourist interest with highways, the provision of clean and cheap hotel accommodation for tourists, etc. A good number of information booths at bus stations, shopping malls, and busy commercial complexes must be opened by

the tourism department. In order to communicate with visitors, proper individuals with the right mindset are hired. It is important to keep the tourist office open every 24 hours. Awareness workshops can be carried out to inform the porters, waiters and taxi drivers who have direct contact with the visitors in order to provide the guests with their best services. As the winds of privatisation are already flowing through the various sectors of the economy, tourism can also be tried out. For the convenience of tourist information on lodging in hotels, lodges, clubs, resort hotels, the train station, airports, bus stations and the tariff should be shown. This will allow visitors to select their choice of accommodation. In order to achieve socio-economic growth in any region, the tourism industry is absolutely necessary. Over the years, the tourism industry in Tamil Nadu has developed by leaps and bounds due to the unique environmental and scenic beauty of the locale it has been blessed with as well as the historic role it has played in the nation's life. The growth record and the effect of the tourism sector on Tamil Nadu's economic history and its social and political climate have been very impressive. The ever-growing tourism industry has made some changes to it through Tamil Nadu has a weak track record as far as industrial growth is concerned.

REFERENCE

1. Rabindraseth., "Tourism: Problem and Prospects" , Yojana, Vol.43, no.8 August 1999. Ravindra Seth., "ITDC: Catalyst in Tourism", Eastern Economist, Vol.78, No.1, January 1982.
2. Ravindra Singh, "Tourism Prospects in Uttar Pradesh", Yojana, Vol.43, No.8, August, 1999. RituGaliti, "Tourism in Utttaranchal: Prospects and Problem", Yojana, Vol.37, No.19, October 31, 1993. Sarngadharan, "Needs for Promotion of Tourism in India", Employment News Weekly, Vol. XX, No.12, New Delhi, June 17-23, 1998.
3. Sathyanaryana, G., and Raghavalu, M.V., "Problem and Prospect of Tourism in Backward Aareas", Southern Economist, Vol.44, No.4, June 15, 2005.
4. Selvam, M., "Tourism: Social Impacts", Kisan World, Vol.20, No.4, April 1993. Selvam, V., "Medical Tourism - The Next Big Opportunity", Indian Journal of Marketing, Vol.XXXVI, No.2, February 2006.
5. Shankar, T.S., "ITDC to Focus on Profit-making", The Hindu, Monday, June17, 2002. Shiv Shankar Bhat, K., "Promoting Indian Tourism", Southern Economist, Vol.29, No.1, May 1990.
6. Singh, L.P., "Tourism Marketing in India - Problem and Prospectus", Southern Economist, Vol.29, No.18, January 1991.
7. Srihari, N., "Tourism Development", HRD Times, Vol.12, No.4, April 2010. Surenjit Singh, "Tourism Industry in Manipur", Kurukshetra, Vol.55, No.8, June 2007.
8. VeeraSekharan, R., "Significance of Tourism in India", Southern Economist, Vol.32, No.9, September 1, 1993.
9. LajiPathi Ra., "Development of Tourism in India", Print well, Jaipur, 1993. Maneet Kumar,

10. "Tourism Today - An Indian Perspective", Kanishka Publishing House, New Delhi.
11. Mc Callen, D., "The Tourist: A New Theory of the Leisure Class, London", Mac Millan, 1976.
12. Middleton, V., and Clarke, J., "Sustainable Tourism: A Marketing Approach", Oxford Butter Worth-Heinemann, 1998.
13. MohmmmedZulfikar, "Tourism and Hotel Industry", Vikas Publishing House Pvt. Ltd., New Delhi, 2006. Murphy, Peter, E., "Tourism A Community Approach", Methuen Inc., New York, 1985.