



## TOURISM DEVELOPMENT IN TAMILNADU: AN EXPLORATORY ANALYSIS

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### Abstract

Tourism has a high potential for sustainable economic growth through the generation of employment, promoting exchange of ideas and views and facilitates interaction of people and their culture. Tourism acts as an instrument for achieving national integration, better international understanding and gives a direct stimulus to socio-economic development. Recognizing the importance of Tourism, Government is giving a major fillip to the Tourism Sector (Tourism Policy Note 2013-14). India currently holds the 12<sup>th</sup> position in Asia and 68<sup>th</sup> position in the list of overall in the list of the world's most attractive tourist destinations, as per the Travel and Tourism Competitiveness Report 2011 by the World Economic Forum (WEF). FOREX is foreign exchange earned by conversion of money of other country which means to be a value addition to a nation's economy. The present study intended to analyse the changes in tourism development in the state of Tamil Nadu by exploring the arrivals of tourists since 2001; analyzing intensively both at macro and micro level i.e. country wise tourist arrivals, State wise Tourist arrivals of the country and District wise tourist arrivals of the state; and the major initiatives taken by the government for promoting tourism in the state through secondary data gathered from various publications. Vision Tamil Nadu -2023 envisages an investment of Rs.10,000 Crores in Tourism and Hospitality sectors through Government and Private investments by 2023. The foreign tourist arrivals targeted for 2023 is 15 million tourists from the present 3.60 million tourists. The infrastructure development schemes and marketing plans of this Department is aimed at achieving the long term goals set by the Vision Tamil Nadu-2023

**Keywords:** Tourism, Tourists Arrivals, Tourism Development, Tourism Policy.

### Rationale

Tamil Nadu, one of the fastest growing states in India, is rapidly emerging as the destination of choice for MNCs keen on a slice of India's booming economy. Currently investment projects worth billions of dollars are in full flow. A large number of these are in the automobile industry and have earned the State the epithet "Detroit of South Asia". The Government aims to make use of Tourism for the promotion of the services sector and for the generation of employment. While Tamil Nadu has a strong industrial base, there is scope on the business side also. Chennai and Coimbatore are emerging as popular conference centres with modern day facilities, where conferences and exhibitions at the international level can be hosted. The Chennai Trade Centre in the State capital and the Codissia Complex in Coimbatore have been set up to hold these events. MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism is taking off. Tamil Nadu is a state with several distinguished tourism genre. It has cerulean mountains, verdant vegetation, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has continuing heritage, cultural confluence and aesthetic magnificence. As Tamilnadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad through the tourist spots throughout the years. To facilitate the tourists, Tamilnadu tourism has been taking enduring efforts to promote tourist, places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking, etc., The Economic benefits from tourism to Tamilnadu is presented by reference to the trend of domestic and foreign tourist arrivals, percentage share of Tamilnadu in tourism and earnings from tourism. Number of tourist arrival in the state rose by 34.1% in 2012 to 187.6 million from 140 million. Meanwhile, 150 the sector further the Government in formulating a new Tourism policy & to take up Rs. 500crs worth project, with Asian Development Bank (ADB'S) assistance. It is said that tourist arrivals in 2012 was 187.6 million, includes 184.1 million domestic & 3.5 million foreign tourist, as compared to 140 million in 2011 & 105.8 million in 2010 includes 103 million & 2.8 million domestic & foreign tourist respectively. T.N Stands Second next to Maharashtra in foreign tourist arrivals in 3<sup>rd</sup> in domestic tourist arrivals and aims to achieve no one position, said the minister. The first Tourism Policy for the State was released on 1992 which guided new investments in Tourism and Hospitality sector. Government gave a major fillip to infrastructure development and tourism promotion, which has resulted in Tamil Nadu becoming a leading state in Tourism growth and development of tourist infrastructure. Recently, "Vision Tamil Nadu – 2023" envisages a major role for Tourism in the overall development of the state. To achieve the targets set in the Vision document, a new Tourism Policy is being formulated. The New Tourism Policy aims to attract more high spending tourists and also investments in tourism and hospitality related infrastructure. The Policy will also ensure employment for skilled and unskilled persons, besides inclusive development for the local people. The present paper tries to study the developments in the tourism in Tamil Nadu.

### Studies on Tourism

There have been a number of studies made on the development of tourism, its positive and negative impact on the society, environment, problems in the tourism, tourists' attitude and awareness etc. by Nagendran G.R and Raju G.(2004); Niranjana Das, Syiemlich, H.J (2004); Antony Joseph (2004); Selvam.M, Babu.M and Vanitha.S. (2004); Bagri & Amitabhishra (2004) ; G. Ganesan and Dr. K. Chandrasekar Rao (2006) Rimi Mutsuddi and Indaranil Mustuddi (2007); Poyamoli, (2007); Nyakaana Jockey Baker (2008).; Prashanta Athma & Vijaya Lakshmi (2008).; S. Revathy (2008) T. Mohamed Iiyas (2008) D.Anbalagan (2008) Ravichandiran K. (2008); A. Ramachandran, Dr. G.B. Karthikeyan and Kavitha (2008); Manish Srivastava (2009); Guledgudda & et al., (2010) E. John Suriya Kumar (2010) Saravanan et al., (2011) K. Suganya (2011) R.M. Patil (2011); Sheeba Julius (2012); Dr.C.K.Kotravel Bharathi (2014) to mention a few.

### Objectives

The present study attempts to trace the trends in source wise tourist arrivals in Tamil Nadu; to explore destination wise tourist arrivals in Tamil Nadu; to know tourism development programmes in Tamil Nadu; and to suggest possible measures to strengthen the tourism promotion in the state.

### Materials and Methods

The present study is Explorative in nature since it tries to explore the developments and changes in tourism in Tamil Nadu. It is purely based on secondary data relating to the arrivals of Foreign and Domestic tourists, Destination wise arrivals of tourists, allocation of funds for tourism development schemes in the state. The data have been collected from various Govt. publications, Office of the Commissioner of Tourism, Tamil Nadu- An Economic Appraisal, Statistical Hand Book of Tamil Nadu New Delhi. Further the collected information have been processed and tabulated for strengthening the analysis.

### Tourist Arrivals

The year wise and source wise tourist arrivals in Tamil Nadu has been given in the Table 1 which infers that there is the highest rate of tourist visitors in the year of 2013 and 2014 in Domestic and Foreign visitors. The Lowest rate of Tourist visitors in the year of 2001 and 2002 in Domestic and Foreign visitors. Tamil Nadu is ranked first in both domestic and foreign tourist arrivals in 2014 and 2015 consecutively in the country. The number of tourist's arrivals in the state was 24.5 million in the year 2001 and it has tremendously increased to 348.6 million in the year 2016. It is also observed that about 80% are domestic tourists while 20 % are foreign tourists. This may be because of steps which are being taken to sustain the Top position in both domestic and foreign tourist arrivals in the ensuing years. Targeted promotional strategies and extensive marketing campaigns through print and electronic media at the national and international levels and creation and up gradation of basic amenities and infrastructure at tourist destinations have resulted in the increase of tourist arrivals to Tamil Nadu.

**Table 1: Year Wise - Source Wise Tourist Arrivals in Tamil Nadu**

S. No	Year	Domestic	Foreign	Total
1	2001	23812043	773073	24585116
2	2002	24661754	804641	25466395
3	2003	27059002	901504	27960506
4	2004	30076832	1058012	31134844
5	2005	32339498	1179319	33518787
6	2006	39214721	1335661	40550382
7	2007	50647188	1753103	52400291
8	2008	62618252	2040419	64658671
9	2009	78037607	2369050	80406657
10	2010	103010435	2804504	105814939
11	2011	136750750	3308438	140059188
12	2012	184136840	3561740	187698580
13	2013	244232487	3990490	248222977
14	2014	327555233	4657630	332212863
15	2015	333459000	4685000	338144000
16	2016	343810000	4720000	348530000

Source: Commissioner of Tourism, Chennai

**Table 2: Destination wise Number of Tourist Arrivals in Tamil Nadu**

S. No	Destination	Domestic	Foreign	Total
1	Chennai	34237753	986721	35224474
2	Elagiri	3040920	5611	3046531
3	Mamallapuram	11690933	604461	12295394
4	Kancheepuram	14564678	336552	14901230
5	Tiruttani	6247711	5986	6253697
6	Chidambaram	7102262	25383	7127645
7	Pitchavaram	686278	4965	691243
8	Udhagamandalam	17292988	333566	17626554
9	Coonor	2587248	27706	2614954
10	Mudumalai	1227855	18113	1245968
11	Thanjavur	13346094	219881	13565975
12	Velankanni	7435350	69825	7505175
13	Nagore	5867411	17885	5885296
14	Poompuhar	3041722	13319	3055041
15	Madurai	20274902	289745	20564647
16	Kodaikanal	13265093	250316	13515409
17	Palani	12913093	92551	13005644
18	Rameswaram	21969506	122170	22091676
19	Coutrallam	7978257	48106	8026363
20	Panchalakurichi	448206	1483	449689
21	Kanniyakumari	16900227	413162	17313389
22	Tiruchirapalli	11332399	306431	11638830
23	Salem	13461241	19927	13481168
24	Yercaud	9314892	20996	9335888
25	Hogenakkal	14475054	30269	14505323
26	Tiruchendur	15510834	94538	15605372
27	Coimbatore	14014724	64453	14079177
28	Kumbakonam	10473214	78642	10551856
29	Thiruvannamalai	16854388	154867	17009255

Source: Commissioner of Tourism, Chennai – 2

### Tourist Destination

The important destination wise tourist arrivals registers that Chennai city stands first rank followed by Rameswaram, Madurai, Trichirappalli, Udagamandalam, Kanyakumari and the minimum number of tourists i.e. 449689 was registered by Panchalankurichi. It can be observed that the tourists arrived to Chennai, Tiruchirappalli and Coimbatore are may be Business tourists, Kanjeeपुरam, Chidambaram, Velankanni, Nagore, Kumbakonam, Tiruchendur and Palani may be Spiritual tourists, destinations Elagiri, Pichavaram, Udagamandalam, Poompuhar, Yercaud may be recreational tourists. (see Table 2)

### Domestic and Foreign Tourists

Tourists from other state of India to Tamil Nadu are mainly from 14 states only ( Refer Table 3) viz, Andrapradesh, Assam, Gujarat, Bihar, Haryana, Punjab, Jharkhand, Kerala, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan and Uttar Pradesh. Among these states maximum of 28.5% of the tourists are coming from Andrapradesh and 22% are from Karnataka. Followed by each 10% are from West Bengal and Maharashtra; around 7% each from Rajasthan and Gujarat. From the States Uttar Pradesh, Haryana and Assam only less than 1% of the tourists are coming to the state.

Similarly, among the Foreign tourists to the state, one-third of the tourists are from France (22%) and Australia (13%) followed by 10% are from UK, each 8% from Germany and USA, 5% from Switzerland and each 2% from South Korea, UAE and Japan. It is to be noted that 75% of the total foreign tourists to the state are from these 10 countries and only the rest of the 25% of the tourists are from other countries of the world. (Vide Table 4)

**Table 3: Tourist Arrivals to Tamil Nadu from the Major States of India**

S. No	State	Numbers	%
1	Andhra Pradesh	5352	26.5%
2	Assam	62	0.3%
3	Bihar	242	1.2%
4	Gujarat	1474	7.3%
5	Haryana	101	0.5%
6	Punjab	384	1.9%
7	Jharkhand	303	1.5%
8	Kerala	1757	8.7%
9	Karnataka	4504	22.3%
10	Madhya Pradesh	586	2.9%
11	Maharashtra	1959	9.7%
12	West Bengal	2020	10%
13	Rajasthan	1353	6.7%
14	Uttar Pradesh	101	0.5%

Source: Commissioner of Tourism, Chennai

**Table 4: Country Wise Tourist Arrivals in Tamil Nadu:**

Country	Number	%
Australia	1002	13
China	231	3
Germany	616	8
France	1695	22
Japan	154	2
UAE	156	2
UK	770	10
USA	616	8
Switzerland	385	5
South Korea	154	2
Others	1926	25
<b>Total</b>	<b>7705</b>	<b>100</b>

Source: Commissioner of Tourism, Chennai

**Table 5: State wise Allocation of Fund for Tourism Development during Recent Plan (Rs. in Lakh)**

S. No	Name of the State	No. of Projects	Amt. Sanctioned	Amount Released
1.	Andhra Pradesh	31	25075.23	6425.83
2.	Arunachal Pradesh	35	22571.49	5888.89
3.	Assam	3	3568.11	255.12
4.	Bihar	21	19738.83	5110.28
5.	Chhattisgarh	3	990.13	238.02
6.	Daman & Diu	1	775.54	155.11
7.	Delhi	4	8230.89	1939.60
8.	Goa	3	929.04	225.81
9.	Gujarat	1	486.75	389.40
10.	Haryana	11	1608.91	464.11
11	Himachal Pradesh	12	6401.40	2438.89
12	Jammu and Kashmir	42	19611.04	6136.28
13	Jharkhand	3	5385.71	2242.35
14	Kerala	15	11294.16	3316.66

15	Karnataka	10	8353.50	1790.53
16	Maharashtra	11	14709.97	3450.09
17	Manipur	24	32530.51	5010.50
18	Meghalaya	16	64.84	64.84
19	Mizoram	16	9690.00	1364.85
20	Madhya Pradesh	35	34720.58	12365.69
21	Nagaland	32	15758.87	4301.76
22.	Odisha	17	13092.72	2591.23
23.	Puducherry	1	4945.54	979.74
24.	Punjab	6	5915.84	1242.25
25.	Rajasthan	12	5324.64	1184.78
26.	Sikkim	35	22749.18	5140.85
27.	Tamil Nadu	2	2041.97	1116.17
28.	Telangana	16	8158.01	4259.78
29.	Uttar Pradesh	44	22354.52	5127.71
30.	Uttarakhand	31	23070.14	7251.08
31.	West Bengal	3	4694.46	2360.23
	<b>Total</b>	<b>496</b>	<b>354842.52</b>	<b>94828.43</b>

### Tourism Development Schemes

It is observed from the Policy Note on Tourism, there have been a numbers of measures taken by the state government of Tamil Nadu for the promotion of tourism to meet the demand of the visiting tourists, infrastructure facilities like rest shed public convenience, parking lot, drinking water, roads civic amenities etc. have been provided at all destinations/places/spots through the centre and state funds. With the view to promote tourism to make a destination or an area grow into an important tourist centre, it is essential to build infrastructure in the form of roads, rails, power houses etc. and these are provided by the government from the national budget.

The Ministry of Tourism, Government of India is also extending financial assistance for the development of tourist destinations, for the development of Kancheepuram and Velankanni, detailed project reports have been prepared and sent to the Ministry of Tourism, Government of India under PRASAD Scheme (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) for sanction. For the years 2011-2012 and 2012-2013, the Ministry of Tourism, Government of India had sanctioned a total sum of Rs.2384.32 lakhs towards provision of infrastructure facilities at important tourist centres in Tamil Nadu.

Asian Development Bank – IDIPT Project (Infrastructure Development Investment Programme for Tourism) ;The Infrastructure Development Investment Programme for Tourism in Tamil Nadu – Project 2 was prepared with the assistance of ADB which approved the same on 15-12-2011 at a cost of Rs.450 crore. Out of this, ADB financing is Rs.315 crore (i.e.70%) and State Government financing is Rs.135 crore (i.e.30%). The Project Cost for Tranche-II is Rs.135 crore out of which ADB funding is Rs.95 crore (i.e.70%) and State Government funding is Rs.40 crore (i.e.30%). Of the Rs.135 crore allotted in Tranche-II, a sum of Rs.69.43 crore was allotted for works. Works have been taken up for Rs.65.87 crore consisting of 20 packages viz. *Supply and Installation of Signages at 12 major cities / towns; Supply and Installation of Aesthetic Lighting at 7 major cities / towns ;Supply and Installation of Street Furniture and Litter Bins at 10 major cities / towns ; Construction of new Public Toilets and Sanitary Complexes at 10 places ;Improvements of Danish Fort at Tranquebar ;Supply and installation of energy efficient flood lights at Arulmigu Uchi Pillaiyar Koil (Rock Fort),Tiruchirapalli ;Boating Area Improvement in Mudaliarkuppam,;Boating Area Improvement in Muttukadu ;Improvement works at TTDC Beach Resort Complex, Mamallapuram ; and Underground Sewerage System in uncovered area at Udthagamandalam (Phase-I and Phase-II).* Further an expenditure of Rs.9.14 crore and Rs.24.98 crore has been incurred towards the Administrative & Consultancy charges and Civil works respectively for the period from April 2012 to July 2016.

### Vision Tamil Nadu-2023

The “Vision Tamil Nadu -2023” envisages an investment of Rs.10,000 crores in Tourism and Hospitality sectors through Government and Private investments by 2023. The foreign tourist arrivals targeted for 2023 is 15 million tourists from the present 3.60 million tourists. The infrastructure development schemes and marketing plans of this Department is aimed at achieving the long term goals set by the Vision Tamil Nadu-2023. Further, the Vision has aimed to promote the tourism through the Development Strategies of *Identifying and developing lesser known tourist centres to decongest the popular destinations; Creating employment opportunities through tourism growth; Participating in Fairs, Festivals and Travel*



Marts ; Capacity Development Programs for service providers including the Staff of the Tourism Department; Accrediting tourist guides; displaying schedule of rates on the Web Site of Tamil Nadu Tourism Development Corporation; training them in collaboration with other departments like Museums, Archaeology and Hindu Religious and Charitable Endowments Department; Improving the tourist infrastructure facilities at the existing tourist centres, through Government and private sector investments; To provide ramp facilities wherever possible for differentlyabled and elders at the tourist centres; To discourage the use of disposable plastics at tourist destinations and to encourage the use of eco-friendly materials ; To promote high end tourism by encouraging adventure tourism, cruise tourism, chartered flights and caravan services; To enhance the quality of experience by ensuring cleanliness through waste management and awareness campaigns at the tourist destinations; Provision of well maintained toilets of acceptable standards; Provision of waiting shelters and infrastructure at temples, tourist places; Developing Tamil Nadu as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination to attract group tourists; Tamil Nadu is already an important medical tourist centre. This segment called Health and Wellness Tourism will be given emphasis considering that the in-patient, out-patient treatment in Allopathy, Siddha and Ayurveda is very advanced; Publicity blitzkrieg for tourism promotion in India and abroad to realize the potential; To make extensive use of advancements in information technology for cost effective reach to potential tourists.

The State Government is taking steps to ensure cleanliness and hygiene at tourist centres. The excellent road connectivity to tourist centres provided by the State is appreciated by the tourists. During long travel, the tourists need rest and refreshments en-route. To facilitate this, the Tourism Department is taking steps to provide Wayside facilities of high standards at an interval of every 50 kms. along the highways by encouraging private and corporate investors. The facilities will have uniformity in architecture, reflecting the ethnicity and standardization of services. The travelers will be able to have facilities like restaurants, book shop, medical shop, ATM Centres, handicrafts / handloom shops, toilets, landscaping, automobile servicing, internet cafe and adequate parking facilities

### Conclusion

From the above, Tamil Nadu State has achieved first rank in both Domestic and Foreign Tourist Arrivals. Due to implementation of innovative tourism development strategies, the arrival of both national and international tourists have increased considerably and has retained first position in domestic tourist arrivals for the third consecutive years. It is suggested that Eco Tourism has to be developed on sustainable basis without causing damage to environment and wildlife by integrating facilities at hill stations, wild life sanctuaries and national parks for the benefit of tourists. While promoting eco-friendly destinations, the carrying capacity of the destinations will be taken into consideration and the local community is to be made actively involved in all developmental activities, to ensure inclusive development.

This can be achieved only with active cooperation from the Union Government, other States and UTs. As tourism is a multi-sectoral activity the state planning would also have an important role in facilitating the issues involved with other Ministries/Organisations at State level as well as with the Local governments. Aggressive promotion and marketing campaigns through print and electronic media at the Local, Domestic, National and International levels and creation and upgradation of basic amenities and infrastructure at tourist spots have resulted in the increase of tourist arrivals to Tamil Nadu

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