

A STUDY ON IMPACT OF TOURISM IN TAMIL NADU WITH SPECIAL REFERENCE TO TRICHY DISTRICT

Ms.Mahalakshmi Venkatesh

Asst.Teacher, SIES College of Arts, Science & Commerce, Mumbai.

Dr.P. Stanly Joseph Maicheal Raj

Associate Professor, Department of Economics, St. Joseph's College (Autonomous) Tiruchirappalli.

Ms.R.Buveneswari

Assistant Professor, Department of Commerce, Srimad Andavan Arts & Science College, (Autonomous), Trichy.

Abstract

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"

Tourism has become a popular global leisure activity. It can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance.

Today, tourism studies mean the multi-disciplinary bundle of academic approaches in the sense of an undisguised "trans-discipline", which can find different applications. However, tourism studies do not exist as an integrated field of study. Instead, there are countless empirical accounts, case studies, approaches, theories and perspectives in individual disciplines, including economy, geography, psychology, architecture, ecology, sociology, political science and medicine.

Tourism is vital for many countries, such as Maldives, Sri Lanka, Thailand, Japan, Portugal, Switzerland, Argentina, Mauritius, Malaysia, Oman, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism.

Introduction to Tourism



Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people

"traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"

Tourism has experienced continued growth and deeper diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and includes more new destinations for tourists. These dynamics turned tourism into a key driver for socio-economic progress. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries.

Economic Impact of Tourism

The tourism industry in India has become a key growth driver of the country's socio-economic development. According to government statistics, the contribution of tourism in the GDP and total jobs in the country is estimated at 6.23 percent and 9.24 percent, respectively. Foreign Exchange Earnings (FEE) from tourism was USD 16.56 billion in 2011, registering a growth of 16.7 percent over the previous year.

Further, tourism has also helped in preserving national heritage sites such as the Taj Mahal, the Ajanta and Ellora caves, the Qutub Minar, among many others. Similarly, several natural habitats of endangered species have been conserved by the efforts of the tourism department.

The Indian government is also putting emphasis on promoting the tourism sector by increasing the budgeted outlay, over the years. The Ministry of Tourism plans to continue its efforts to explore and promote the huge untapped potential of India as a world-class tourist destination.

Tourism as a Globalized System

Tourism is often seen as a global phenomenon with an almost incomprehensibly massive infrastructure. Its importance is evident from the fact that its influence thoroughly penetrates society, politics, culture and, above all, the economy. Indeed, this is the branch of the global economy with the most vigorous growth: the World Tourism Organization (WTO) estimates that in 2007 it encompassed 903 million tourists who spent 625 billion US dollars.

They thereby supported a global system with roughly 100 million employees in the modern leisure and experience industry. There exists a complex, interwoven world-wide structure dedicated to satisfying the specific touristic needs of mobile individuals, groups and masses. Since its inception, tourism has polarized: it reveals numerous views ranging from the total approval of its potential for enriching self-realization combined with recreation to critical rejection due to the belief that it causes harm through the systematic dumping down of entertainment and avoidable environmental destruction.

Beginning in the early 1920s, an early theory of *Fremdenverkehr* – a now obsolete term for tourism – emerged in the German-speaking world that dealt mainly with business and economic problems; since the 1960s, it has been replaced by the ever-expanding field of tourism studies. This gives many disciplines the space to approach the subject of tourism, or at least aspects of it, from their own particular academic perspective.

Aim of the Study

1. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines Tourists as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".
2. Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a

country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance.

3. Tourism is an important, even vital, source of income for many countries. Its importance was recognized in the *Manila Declaration on World Tourism of 1980* as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.
4. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The Places Having Tourism Potential Must

Have tourism resources (attractions) allowing the attraction of considerable amounts of tourist flows, securing a short term or medium term economically effective development of tourism; Be situated relatively close to important centers of forming and distributing tourism demand. Tourism potential can be viewed conventionally as primary (resource) or potential in the narrow meaning of the word, and secondary, or potential in the broad meaning of the word – including the position and accessibility of the territory, the availability of ecological problems, the contemporary level of development and cultivation etc.

Tourism Components

Indicator	Measure	Rationale for Indicator	Data for Analysis	Age Reliability of Data
Visual Quality	See Visual Resource Analysis Report High value VLI overlap with THLB	Most significant measure of scenic value (Super, Natural product) Indicates overlapping values with forestry interests	Visual Landscape Inventory, Visual Quality Objectives, Scenic Areas THLB	Inventories conducted in 1980s/90s with update to RIC standards in 2000. (see also Visual Resource Analysis)
Fishing	Classified rivers with restricted angling Number of marine fishing charters Number of floating lodges Number of marine fishing licenses	Indicates location of important of angling opportunities Indicates commercial fishing pressures in area Indicates level of fishing pressure in area	Freshwater angling rod days for classified waters; # charter operations # of floating lodges # of resident and nonresident licenses	Data for specific year, changes from year to year There seems to be variation from report to report on number of charter operations (from 50-80) Changes from year to year but seems to have been dropping in recent years.
Hunting and Guide Outfitting	Hunter days by species	Indicates trends in big game hunting in plan area	# hunter days for black bear, grizzly bear, moose and mountain goat	Management units do not match plan area boundaries, guide outfitter territories overlap half of plan area but do not match

				boundaries, trend is to less hunter days
Kayaking, wildlife viewing and Small Boating	Current and potential operator use areas	Describes current and potential future use areas for moderate and high value kayaking, hut to hut, wildlife viewing and small boat touring	Area within VLI along use area (High and Moderate potential areas)	User days are best estimates from TOS and may not be accurate or all inclusive
Touring and Cruise Ships	Current and potential cruise ship and touring overlap with VLI values	Describes current and potential future use areas for moderate and high value touring and cruise ship operations	Area within VLI along use area (High and Moderate potential areas)	Potential areas are best estimates from TOS and may not be all inclusive
Cultural Heritage	No measures available at this time			Since there is little publicly available data, and most of the key cultural tourism opportunities are related to First Nations, it would be appropriate that these be brought forward by First Nations themselves.
Recreation Features	See Recreation Resource Analysis			

Methodology

The methodical approach adopted here corresponds to the aim of the study and suggests three steps for identifying the places with tourism potential:

1. Forming and evaluating the signage system;
2. Choosing specific criteria and outlining the possible zones for tourism development corresponding to each specific chosen criterion;
3. Systematically analyzing the created analytic maps and composing a synthetic map of the settlements in Bourgas district with a good potential for developing tourism.

A main requirement is that the methods be clear and be based on objectively verifiable criteria and indicators. In order to comply with this requirement a simple method is used without applying more complex quantitative methods for evaluation which are, on principle, applicable to this aim. There are three main groups of questions about the management of the process of working the information that are important:

1) Questions about finding the aim; 2) Questions about changing the aim; 3) Questions about fulfilling the aim.

The answers to the questions of the third group are used when examining all the information and operations we find necessary for formulating the process of working the information. The relation

with the item “deriving information” from the cartographic message net in the framework of map editing must not be omitted. To specify the groups and their function it is necessary to examine the thematic maps as a necessity:

1. Presenting the aim: analysis of the structure of tourism as a territorial entity (Bourgas district);
2. A question from the first group: is an analysis of this structure necessary and will it lead to solving other problems?
3. A question from the second group: what information is necessary for the analysis and what operations should it be subject to?
4. A question from the third group: which data base can the needed information be derived from? Is there any software for processing information that corresponds to the chosen way of working?

Choosing indicators is based on examining and evaluating a considerable number of possible indicators. From these a limited number is chosen that are assessed as the most appropriate and the most information ally secured.

The Following Criteria are used for the Spatial Analysis of Tourism Potential of the Settlements in Bourgas District

Existence of Tourism Resources and Tourism Sites

The existence of tourism resources and tourism sites is perceived as one of the most important indicators for evaluating the primary tourism potential based on both the natural and the manmade recreational tourism resources.

Existence of water basins and streams on the territory (rivers and lakes) – characterizes the existence of water resources as one of the main factors of tourist attraction. Due to the importance of sea recreation, respectively of seaside, the seaside zones are always included in the areas with a considerable primary tourism potential.

Existence of forest areas is also included in the tourism resources. They characterize another important and complex factor of tourist attraction – the forest vegetation with its healing and prophylactic role, influencing strongly the landscape diversity etc. Tourist-geographic position and transport accessibility (proximity to airports, seaports, main roads)

This criterion characterizes the accessibility of the places with tourism potential from the sources of tourist demand and the possibility of reaching easily the tourist site. Proximity to big centers of tourist demand and big transportation centers facilitates access of the market, i.e. modifies the influence of the primary potential.

Transport accessibility is a complex indicator that can be specified on the basis of specific indicators of accessibility with different types of transportation and through different transport routes. In the present study transport accessibility by using automobile (through on land roads – 1st and 2nd class of the national road net), air and water transport has been chosen as the most representative indicators. This is based on the fact that these are the most used types of transport in developing tourism in Bourgas district – both international and internal. Railroad transportation has a lesser and territorially limited role in servicing the tourist flows.

The Following Sites are Accepted as Initial Points in Relation with Which Transport Accessibility of the Different Settlements on the Territory of the District is Assessed

1. The public airports servicing passenger flights, and the passenger seaports (as main transport centers for servicing international tourist flows) – in this case the city of Bourgas.
2. The cities with population of more than 100 thousand people (as main centers of forming internal tourist needs, internal tourist demand and internal tourist flows) – the city of Bourgas.

The Tourist-Geographic Position and Transport Accessibility are assessed on the Following Basis

1. The distance between the territory of the district (through the road net) and the cities with a population of more than 100 thousand inhabitants;
2. The 100 km distance on the territory of the district (through the road net) from the civilian airport and the port of Bourgas;
3. The 20 km distance of the territory of the district on both sides of the 1st and 2nd class roads.

Existence of Ecological Problems

Tourists look for an ecologically clean, non-polluted and unharmed natural environment to make their trip or vacation, so tourist activities take place mostly in ecologically clean territories. The existence of any ecological problem in a territory – pollution with hard waste materials, water pollution, high soil acidity, disrupted and annihilated vegetation, noise pollution, existence of noxious emissions in the air etc. affect tourism development in it in a most negative way. Existence of ecological problems is one of the strongest restricting factors for modern tourism development and so they are an important criterion for assessing tourism potential.

The suggested method has a number of limitations originating from the time and resource limitations and to a great degree from the requirements for simplicity and preference of objective and verifiable indicators. Because of this the aim of the study is not the absolute value or ranging the potential of the examined areas but grouping them in relatively homogeneous groups. The results are subject to actualization, especially in respect of the secondary potential (including the degree of tourism development and cultivation).

Cultural Tourism

Travelers are taking more and more interest in culture and heritage of the areas they visit. Cultural tourism for this report refers to any cultural or historical/heritage tourism opportunities. Much of the cultural tourism in the North Coast is related to the First Nations who have inhabited the area for thousands of years. First Nation's tourism has also occasionally been referred to as Ethno tourism.

Tourism Opportunity Study (TOS)

The purpose of the TOS is to compile information that can be used by communities and entrepreneurs as a tool for furthering tourism development. The products of the TOS: provide a 'snapshot' of the area's current tourism industry; analyze the kinds of tourism activities that could be conducted in areas that may not be currently undertaken by tourism operations; assess the strengths and weaknesses facing the development of designated tourism products in the area; and provide an overview of the best opportunities for development for each of the designated communities within the study area.

Tourism Resource

A natural or cultural resource that is important for a specific tourism product. For example, wildlife viewing is an important activity in many parts of the province, therefore, wildlife viewing opportunities are a tourism resource.

Visual Landscape Inventory (VLI), Visual Quality Objective (VQO), and Visual Management Area: (VLA) and other scenic management terms – see Visual Resource Analysis Report for the North Coast LRMP.

Timber Harvesting Land Base (THLB) The portion of the land base that can support commercial timber harvesting.

Analysis Methods: There are two main parts of the resource analysis

1) Presentation and Summary of Existing Information

The tourism components provided in section 3 were obtained from three main sources: 1) A tourism opportunity study conducted in 2000 and updated in 2001 (see references); 2) The North Coast LRMP Current Conditions Report (2000); and 3) British Columbia Tourism Growth Framework (Grant Thornton, 2001). The discussion of existing information that follows in section 5 comes from these sources.

2) Comparison of Tourism Areas of Influence with the Timber Harvesting Landbase

The Government Technical Team has prepared a resource analysis report of visual quality for the North Coast. This part of the tourism resource analysis report includes an analysis of visual quality and THLB data as it specifically impacts the tourism resource. The Visual quality resource analysis report provides detailed information on the various tools and inventories that are used to help manage a high quality, visual landscape. The comparison of tourism resource data with THLB data provides an opportunity to determine areas of overlap of interest.

Assumptions and Uncertainties

The following discussion, information and analyses are founded on a number of assumptions about the analysis and uncertainties related to the completeness and reliability of the information used in the analysis.

Many numbers of existing facilities were generated from a Tourism Opportunity Study (TOS, 2000) conducted in 2000/01 – an attempt was made to identify all facilities but the list may have missed a few,

1. There has been little inclusion of First Nation's cultural/heritage information or opportunity. A TOS is planned for this fiscal year. First Nations are currently developing regional and community-specific tourism strategies. Projects being investigated range from cruise ships to lodges to community-specific opportunities such as hut-to-hut adventure tours and local aboriginal cultural heritage opportunities.
2. A study of the impacts of cruise ships across the plan area is under way, the information and analysis does not include this information, only recognizes its importance;
3. Opportunity areas were identified as outlined in the TOS; i.e. With both biophysical assumptions as well as stakeholder input – the areas identified are best efforts and are not meant to demonstrate the limit of opportunity;
4. The tourism opportunities identified in this analysis and in the TOS are only those which study stakeholders felt were the best opportunity for development. They are not an exhaustive list of what could be developed;
5. It was assumed that most tourism development is from a marine base or associated with the marine areas. It followed therefore that most of the impact with respect to visuals would be associated with what could be seen from shore and that the visual landscape inventory would provide the best measure or indicator of impact on tourism in comparison with other resource values
6. It was assumed that one of the most significant areas of impacts to the tourism resource would be from timber harvesting in areas of scenic value.

7. When comparing potential tourism areas with the timber harvesting land base, the Air Tours section was not used. The assumption was that since the air tours polygons covered virtually the entire plan area, that management options considering air tours should be considered separately;
8. An assumption is being made that increased timber harvesting along high and medium value tourism areas (polygons) with high visual sensitivities (see classifications in Visual Landscape Inventory – Visuals analysis) has a greater impact on the tourism industry. A further assumption is that greater timber harvesting visual management (per VQO, see Visuals analysis) reduces the impact referred to.

International Tourist Arrivals - World -Wide and the Share of India 1980 - 1992

(Arrivals in thousands)

Year	World Arrivals	Percentage Change	Share of India
1980	284841	-	0.28
1985	326501	-	0.39
1986	330746	1.3	0.44
1987	356640	7.8	0.42
1988	381824	7.1	0.42
1989	415376	8.8	0.42
1990	443477	6.8	0.38
1991	455100	8.3	0.37
1992	476000(PE)	4.6	0.39

Source: Tourist statistics 1992. Dept. of Tourism Govt. of India.

Note: P.E: Preliminary Estimates.

It can be seen that the percentage change over the previous year in the world arrivals from 1985 to 1992, ranged between 1.3 (1986) and 8.8 (1989) (Table). But the share of India in the world arrivals ranged between 0.38 percent (1990) and 0.44 per cent (1986) during the corresponding period. This shows the poor contribution of India to world tourism. It is a pity that when world tourism trade goes for over 360 billion US \$ every year, India with her alluring potentiality of tourist spots in thousands of places, only bags a meager amount of Rs.500 crore. May be this has happened due to the reason that the hotel concept in India is a new one among both the private investors as well as the government wings.



Tamil Nadu Tourism Development Corporation Limited, hereinafter referred to as TTDC, was registered under the Indian Companies Act 1956 as a Company with the Registrar of Companies, Tamil Nadu on the 30th day of June, 1971. It was registered as a Company with the entire shareholding being held by the Government of Tamil Nadu and TTDC continues to be a wholly owned Government of Tamil Nadu Undertaking.

TTDC was established with the main objective to start, operate and promote establishments, undertakings, enterprises and activities of any description whatsoever which in the opinion of the Company are likely to facilitate or accelerate the development of tourism, handicrafts and cottage industries in Tamil Nadu.

TTDC was formed with the objective of promoting tourism in Tamilnadu by providing infrastructure facilities of transport and accommodation. To fulfill this objective, TTDC has expanded its activities

into 3 main operations, namely, Hotels, Transport and Fairs. Hotels of TTDC is at present having 78 outlets Out of the 54 hotels under the control of TTDC, two hotel units have been handed over on long term lease of 30 years during the year 1995. The Government of Tamilnadu have already approved proposal of franchising 30 hotel units of TTDC and 7 Restaurants. Efforts are being taken to franchise these hotels on long term basis for 10 years in respect of small hotels with 5 rooms and 15 years in respect of other hotels

Types of Tourism in Tamil Nadu

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 centers 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.
 - a. 5 world heritage monuments identified by the UNESCO.
 - b. 48 centers declared as heritage towns by the Government of Tamil Nadu.
 - c. Innumerable heritage monuments declared by the Archaeological Survey of India and the Archaeology Department, Government of Tamil Nadu.
1. **Adventure Tourism:** Adventure travel appears to have developed out of the broader, wider growth of traditional outdoor and wilderness recreation during the 20th century. Unlike other forms of recreation, adventure travel offers a unique opportunity in which participants become more experienced and pursue extended scales of "adventurous endeavors." Traditional forms of recreation usually involve elements of skill in a specific outdoor setting.
2. **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.
3. **Rural Tourism:** To showcase rural life, art, culture and heritage of rural locations in villages and to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience, the Tamil Nadu Tourism has decided to develop and promote rural tourism.
4. **Responsible Tourism:** Tamil Nadu Tourism has been taking ceaseless efforts for the promotion of rural areas as we have the responsibility to showcase our villages, its way of life to tourists especially to the younger generations. This strategy turns rural areas tourist friendly and it develops the socio economic status of the local inhabitants. The aim of Responsible Tourism is to inculcate the responsibility of the local populace (hosts) towards fragile eco-system, best practices and caring the guests and also make the visiting tourists more responsive towards culture, conventions and customs to avoid exploitation.
5. **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.
6. **Medical Tourism:** Tamil Nadu provides a very good health care to people from all over the world. Ultra-modern corporate hospitals, talented medical professionals, state-of-the-art medical facilities and a large number of Government hospitals have helped patients from various parts of the country and the world to come, convalesce and return with good health.

The Department of Tourism has realized that it is essential to provide facilities for them to visit places of tourists' importance, so that they can recuperate and get rejuvenated to normalcy in a short period of time.

Further, the Department of Tourism in association with the hospitals has embarked on the mission of spreading the concept of Medical Tourism. This initiative will grow at an exponential rate and bring success to all players concerned by providing utmost satisfaction to the patients from diverse backgrounds. Considering the importance of Medical Tourism, a Medical Tourism Information Centre has been established in the Tamil Nadu Tourism Complex. Travel Desks in various hospitals were set up in Chennai and Madurai. To oversee the entire process of treatment received by the medical tourists, both from upcountry and abroad, a Core committee has been formed, drawn from various leading medical organizations and the Directorate of Medical Education. The Committee is expected to advise the Tamil Nadu Tourism on day to day matters related to healthcare to tourists. With the help of non-governmental enterprise, MEDITOUR INDIA and the medical organizations, a comprehensive data base of all the leading hospitals in our State has been prepared up linking their information through Tamil Nadu Tourism website, for the benefit of patients who wish to come to Tamil Nadu for treatment.

Capacity Building Workshops were conducted to CEOs and Front Office Managers of various Hospitals in Chennai, to sensitize them towards the rapidly growing phenomenon of Medical Tourism. To make their services tourist-friendly, many hospitals have opened "travel desks" at their Reception Counters. Keeping the aspirations and apprehensions of the foreign tourists in mind, Tamil Nadu Tourism issued guidelines to various hospitals to streamline the procedures and to make the process of diagnosis and treatment more expedient, cost-effective and transparent.

Tamil Nadu Tourism aims to gear up the leading hospitals in our State to attract medical tourists, which has financial, social, cultural and emotional potential and create an environment of optimal utilization of the state-of-the-art facilities available in many of the hospitals of our state, thereby bringing Tamil Nadu to the forefront of Medical Tourism in our country. The Core Committee held a series of meetings. The important decisions taken by the Core Committee are:

1. Identified Hospitals for listing
 2. Co-ordinate with listed hospitals
 3. Published a Folder on Medical Tourism
 4. Opened Travel Desks at listed hospitals
 5. Organized capacity building training for staff manning Travel / Medical Tourism Desks in the Corporate and listed Hospitals
 6. Organized Seminar / Workshop
1. **Eco Tourism:** Some of the tourists evince keen interest in nature. There is abundant natural wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries, beaches, etc. A separate Eco-Tourism Wing is being set up by Tamil Nadu Tourism by posting an officer from the Forest Department. The vision is to make Tamil Nadu a world renowned destination specializing in sustainable tourism through focused efforts on creating synergy among all stakeholders, encouraging capacity building and public-private partnerships with revenue generating strategies.
 2. **Culture Tourism:** During leisure days, festive days, etc., people intend to visit nearby places to exchange their views among kith and kin.
 3. **Educational Tourism:** Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered.
 4. **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.

The World Tourism Day is celebrated on September 27, 2014. September 27 was chosen as on that day in 1970, the Statutes of the United Nations World Tourism Organization (UNWTO) were adopted. The adoption of these Statutes is considered a milestone in global tourism. The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide.

World Tourism Day was first celebrated in 1980 by the United Nations World Tourism Organization. At its Twelfth Session in Istanbul, Turkey, in October of 1997, the UNWTO General Assembly decided to designate a host country each year to act as the Organization's partner in the celebration of World Tourism Day.

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism has become a popular global leisure activity. In 2010, there were over 940 million international tourist arrivals, with a growth of 6.6% as compared to 2009. International tourism receipts grew to US\$919 billion (euro 693 billion) in 2010.

Themes of World Tourism Day over the Years

1. **1980:** Tourism's contribution to the preservation of cultural heritage and to peace and mutual understanding
2. **1981:** Tourism and the quality of life
3. **1982:** Pride in travel: good guests and good hosts
4. **1983:** Travel and holidays are a right but also a responsibility for all
5. **1984:** Tourism for international understanding, peace and cooperation
6. **1985:** Youth Tourism: cultural and historical heritage for peace and friendship
7. **1986:** Tourism: a vital force for world peace
8. **1987:** Tourism for development
9. **1988:** Tourism: education for all
10. **1989:** The free movement of tourists creates one world
11. **1990:** Tourism: an unrecognized industry, a service to be released ("The Hague Declaration on Tourism")
12. **1991:** Communication, information and education: powerlines of tourism development
13. **1992:** Tourism: a factor of growing social and economic solidarity and of encounter between people
14. **1993:** Tourism development and environmental protection: towards a lasting harmony
15. **1994:** Quality staff, quality tourism
16. **1995:** WTO: serving world tourism for twenty years
17. **1996:** Tourism: a factor of tolerance and peace
18. **1997:** Tourism: a leading activity of the twenty-first century for job creation and environmental protection
19. **1998:** Public-private sector partnership: the key to tourism development and promotion (Host: Mexico)
20. **1999:** Tourism: preserving world heritage for the new millennium (Host: Chile)
21. **2000:** Technology and nature: two challenges for tourism at the dawn of the twenty-first century (Host: Germany)
22. **2001:** Tourism: a toll for peace and dialogue among civilizations (Host: Iran)
23. **2002:** Ecotourism, the key to sustainable development (Host: Costa Rica)
24. **2003:** Tourism: a driving force for poverty alleviation, job creation and social harmony (Host: Algeria)

25. **2004:** Sport and tourism: two living forces for mutual understanding, culture and the development of societies (Host: Malaysia)
26. **2005:** Travel and transport: from imaginary of Jules Verne to the reality of the 21st century (Host: Qatar)
27. **2006:** Tourism Enriches (Host: Portugal)
28. **2007:** Tourism opens doors for women (Host: Sri Lanka)
29. **2008:** Tourism Responding to the Challenge of Climate Change and global warming (Host: India)
30. **2009:** Tourism - Celebrating Diversity (Host: Africa.)
31. **2010:** Tourism & Biodiversity (Host: China.)
32. **2011:** Tourism Linking Cultures (Host: Egypt).
33. **2012:** Tourism and Energetic Sustainability (Maspalomas, Gran Canaria)
34. **2013:** Tourism and Water: Protecting our Common Future(Host : Malaysia)

Most-Visited Countries by International Tourist Arrivals.

The World Tourism Organization reports the following ten countries as the most visited in terms of the number of international traveler:-

Country	UNWTO Region[21]	International tourist arrivals (2012)[22]	International tourist arrivals (2011)[22]	Change (2011 to 2012) (%)	Change (2010 to 2011) (%)
 France	Europe	83.0 million	81.6 million	▲ 1.8	▲ 5.0
 United States	North America	67.0 million	62.7 million	▲ 6.8	▲ 4.9
 China	Asia	57.7 million	57.6 million	▲ 0.3	▲ 3.4
 Spain	Europe	57.7 million	56.2 million	▲ 2.7	▲ 6.6
 Italy	Europe	46.4 million	46.1 million	▲ 0.5	▲ 5.7
 Turkey	Europe	35.7 million	34.7 million	▲ 3.0	▲ 10.5
 Germany	Europe	30.4 million	28.4 million	▲ 7.3	▲ 5.5
 United Kingdom	Europe	29.3 million	29.3 million	▼ 0.1	▲ 3.6
 Russia	Europe	25.7 million	22.7 million	▲ 13.4	▲ 11.9
 Malaysia	Asia	25.0 million	24.7 million	▲ 1.3	▲ 0.6

International Tourism Expenditure

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2012.

Rank	Country	UNWTO Region[25]	International tourism expenditure (2012)[22]	International tourism expenditure (2011)[22]	Market Share (%)	Change (2011 to 2012) (%)
1	 China	Asia	\$102.0 billion	\$72.6 billion	9.5	▲ 28.9
2	 Germany	Europe	\$83.8 billion	\$85.9 billion	7.8	▼ 2.5
3	 United States	North America	\$83.5 billion	\$78.2 billion	7.8	▲ 6.4
4	 United Kingdom	Europe	\$52.3 billion	\$51.0 billion	4.9	▲ 2.5
5	 Russia	Europe	\$42.8 billion	\$32.9 billion	4.0	▲ 23.2
6	 France	Europe	\$37.2 billion	\$44.1 billion	3.5	▼ 15.7
7	 Canada	North America	\$35.1 billion	\$33.3 billion	3.3	▲ 5.2
8	 Japan	Asia	\$27.9 billion	\$27.2 billion	2.6	▲ 2.6
9	 Australia	Oceania	\$27.6 billion	\$26.7 billion	2.6	▲ 3.3
10	 Italy	Europe	\$26.4 billion	\$28.7 billion	2.5	▼ 8.1

Table 1 World Regional Tourist Arrivals 1997-2006 (millions)

Region	1997	2000	2005	2006	AAGR (%) 1997-2006	AAGR (%) 2005-2006
World	619.6	686.8	803.0	846.0	3.5	5.4
Africa	23.2	28.2	37.3	40.7	6.4	9.1
Americas	118.9	128.1	133.2	135.9	1.5	2.0
Asia Pacific	92.8	110.5	155.3	167.2	6.8	7.7
Europe	369.8	395.8	438.7	460.8	2.5	5.0
Middle East	14.1	24.2	38.3	41.8	12.8	9.1

The Middle East and Africa have the highest growth but are also smaller in volume. Smaller destinations can have higher rates of growth that result in relatively smaller increases in volume, because they are able to support a higher percentage in terms of resources and impact. The world's top tourism earners in 2006 are listed in Table.

Table 2 Highest World Tourism Foreign Earnings Countries

Rank	Country	International Tourism Expenditure (US\$bn) 2006	% Market Share 2006
1	Germany	74.8	10.2
2	USA	72.0	9.8
3	UK	63.1	8.6
4	France	32.2	4.4
5	Japan	26.9	3.7
6	China (PRC)	24.3	3.3
7	Italy	23.1	3.2
8	Canada	20.5	2.8
9	Russian Federation	18.2	2.6
10	South Korea	18.2	2.5

In 2007 Oman received 515,808 foreign non Gulf country tourists, an increase of 20.37% from 2006. Foreign exchange earnings increased by 32.8% over 2006. This makes Oman a small tourism destination on the world scale, but also one that is growing rapidly and there are expectations of strong growth in the near future.

Comparison: Oman may be classified to be part of the Asia Pacific as an extended world region and as such is potentially linked to similar growth patterns and economic impacts as other Asia Pacific countries. Within the Asia Pacific the most comparable countries in terms of size are the Maldives, Pakistan, Nepal, Sri Lanka in South Asia; Myanmar in Southeast Asia; Mongolia in Northeast Asia; and Fiji, New Zealand and Northern Marianas in Oceania. However of these countries many are not comparable for several reasons: Pakistan (civil unrest), Sri Lanka (civil unrest), Myanmar (political unrest), Mongolia (isolation), Fiji (small island state), and Northern Marianas (small island state). New Zealand has a larger market but is comparable in population size and potential for tourism, the Maldives is comparable despite being an island state in terms of culture and economic structure in terms of culture and economic structure.

Bhutan is also of some comparable interest although tourist arrival numbers are much smaller into Bhutan. Bhutan until recently was a kingdom and has focused upon environmental and cultural friendly tourism designed to maintain both the long standing natural and unpolluted environment, and an age old culture sensitive to the impact of western culture. The inbound international tourism has been essentially rationed due to control over developing resources including fundamental infrastructure such as hotels and air capacity by Druk airlines. Bhutan is expected to see rapid growth in arrivals with a shift to a democratic government keen to develop the country and needing resources to do so. As such Bhutan is at a crossroads in tourism development where there is significant pent up international demand particularly at prices lower than has been the case under rationing. Growth is forecast for 2008 to be 24,703, for 2009 to be 27,501 and 2010 to be 30,512.

Table 3 Tourist Arrivals in Comparative Markets outside the Middle East 2000- 2006

Country	2000	2001	2002	2003	2004	2005	2006	AAGR (%) 00-06
Bhutan	7,559	6,393	5,599	6,261	9,249	13,626	17,342	14.8
Maldives	467,154	461,063	484,680	563,593	616,716	395,320	601,923	4.3
New Zealand	1,789,078	1,909,809	2,044,962	2,106,229	2,347,672	2,382,950	2,421,561	5.2
Oman	209,933	208,830	232,564	294,621	345,546	346,499	428,534	12.6

The Maldives is a specialized island destination more focused upon water activities and in particular diving. It suffered from the December 2004 Tsunami that reduced arrivals dramatically in 2005, and recovery was slow extending into 2006 and 2007. The market is an open one with no restrictions but more isolated and limited in terms of attractions to Oman. The market is forecast to grow from 601,923 in 2006 to 781,390 in 2008, 871,637 in 2009 and 959,712 in 2010. This gives some perspective to the economically rational growth rate for Oman. Oman has greater resources; higher growth and better source market proximity, so that it could project to over 1.0 million foreign arrivals by 2010, with undue strain on the economy and culture.

New Zealand represents a very different path to growth with unrestrained growth and no concern on cultural impact, but some concern over environmental impact. New Zealand has large arrival numbers but much of this is VFR (visiting Friends and Relatives) tourism from nearby Australia (about 40%). New Zealand has a population of about 4.1 (mil.) and Oman has a population of about 3.2 (mil.) in 2007. New Zealand suffers from geographic isolation but also has a range of tourism attractions similar in scope to Oman. The tourism development has relied heavily upon international marketing in Asia and North America and there is a strong VFR link to the UK. Should Oman want to open its market significantly with less concern for cultural impact the arrivals market could also grow to over 2 million in the medium term. There is no indication that the environmental impact in New Zealand has been excessive in an area of about 269,000 (sq. km.) compared with Oman at about 212,000 (sq. km.). Culturally, it could be argued that the impact on the native Maori culture has been positive in providing employment, and an increased awareness of the depth and significance of the Maori heritage. However, the tourism inflow is reasonably culturally stable with the majority of inbound tourism of a similar background and religion to the native population. Although, there is a strong and growing market growth from Japan that is now stabilizing, and more recent growth from South Korea and China (PRC).

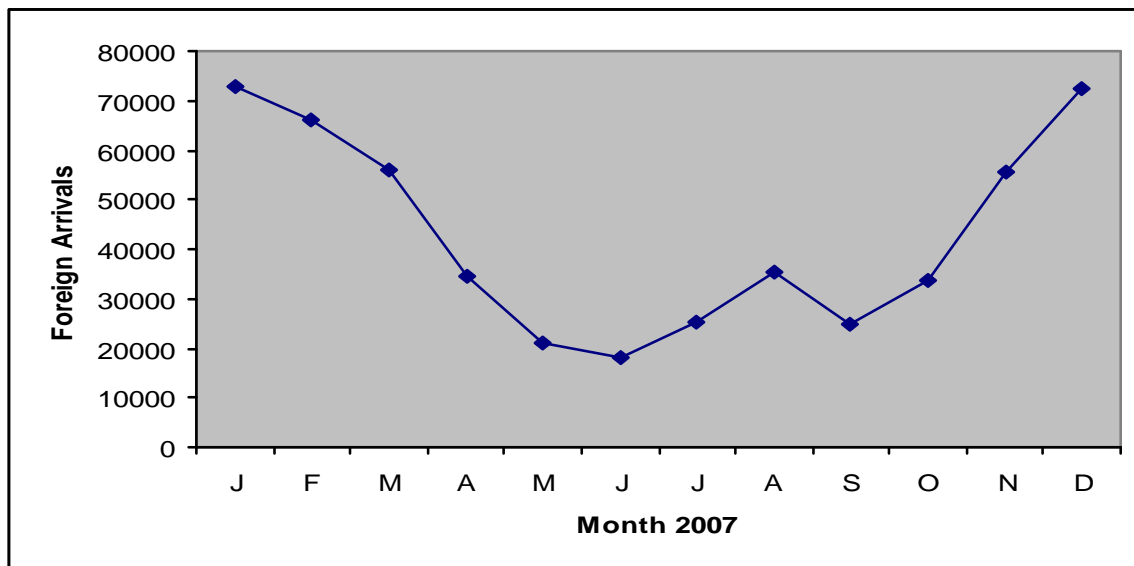
Table 4 Initial Target forecasts for Oman – International Foreign Tourists

Year	Forecast International Foreign (non GCC)	AAGR (%)
2006 Actual	428,534	
2007 Actual	515,808	
2008	605,752	17.44
2009	724,832	19.66
2010	835,656	15.29
2011	928,644	11.13
2012	1,158,412	24.74

2013	1,352,644	16.77
2014	1,526,270	12.84
2015	1,716,210	12.44
2016	1,886,388	9.92

These forecasts are prospective from the SITEA model and take into account past growth with the recent growth more heavily weighted than past growth, the economic growth of the top 15 source markets and the prospective GDP growth of Oman. However, the model remains relatively crude without any expert opinion and a limited economic input. It is interesting to note that in relative terms the volume targets are close to New Zealand in terms of volume given relative national economic size. Seasonally, the foreign arrival flow is markedly peaked to the November to March period, with a small peak in August for the Kerala festival. The popularity of Kerala in Oman is a significant seasonal adjustment.

Figure -1, Seasonal Foreign International Tourist Arrivals - 2007



Arrivals are driven by the climate and the peak mild climate season will likely continue to dominate.

Conclusion

Tourism is vital for many countries, such as Maldives, Sri Lanka, Thailand, Japan, Portugal, Switzerland, Argentina, Mauritius, Malaysia, Oman, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres. India is a vast country and so of its beauty. So tourism is very important in major regions of our country as well.