

**TOURISM CONTRIBUTION TO GLOBAL TRADE AND ECONOMIC GROWTH IN
TAMILNADU**

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Abstract

Tourism industry offers much scope for earning foreign exchange and it stimulates the rate of growth of the economy. Through interaction of natural, human and cultural factors, it functions as a major means of recreation. Modern tourism results from the recognition of a fundamental right of the human being to rest and leisure. This study analyses the duration of stay and level of expenditure by the sample respondents and the economic impact of tourism in the study area. As the analysis shown that the tourism industry does not create any negative impact in the study area the Government should come forward to develop leisure tourism, beach tourism, religious tourism, rural tourism and medical tourism especially in the backward regions, which will directly help to reduce the regional inequalities.

Keywords: Tourism, Impact, Economy, Development

Introduction

Tour is a Hebrew word. It derives its meaning from the Hebrew term 'torah' which means learning, studying, searching etc., by travelling from place to other. Tourism was initially considered to be a pleasurable activity, in which money earned in one place was spent in another place. With the development of transport and communication systems, barriers have been broken. Men and materials are extremely mobile. In other words, the development of transport and communication systems has aided the growth of the tourism industry. The concept of "tourism" has undergone a sea change. Each country is trying to attract tourist population from other countries. Tourism is the largest industry in the world now-a-days, in terms of the employment potential- in almost every country in the world. Tourism has emerged as a major source of earning foreign exchange for many countries. Tourism world over is increasingly looked at as an investment and not as an expenditure. Every tour is an experience. Travel enables a person to widen his / her horizon knowledge, since a person interacts with a lot of people belonging to different regions, following different cultures, speaking different languages and eating different types of food. Travel helps a person to grow mentally and spiritually and enables a person to understand the world better. This outlook has led to a notable expansion in the world tourism. In the last two decades, with the introduction of the New Economic Policy (globalization, privatisation and liberalisation), tourism industry in India has received a great impetus.

Tourism is the movement of people to places away from their usual place of residence and work with a motive to relax their mind and refresh their body. In modern times, tourism is considered as one of the important industries, which contributes to the socio-economic development of a country. It also refers to the phenomenon and relationship arising out of travel and stay of nonresidents. Tourism industry offers much scope for earning foreign exchange and it stimulates the rate of growth of the economy. Through interaction of natural, human and cultural factors, it functions as a major means of recreation. Tamil Nadu is absolutely unique as a tourism destination. Tamil Nadu flanked by a coastline on the east and the ghats in the west, has topographical beauty, richness of resources, architectural, cultural and artistic glory. Besides there are numerous tourist spots like wild life parks, pilgrim centres etc.

Literature Review

Tourism may accelerate changes which are already underway in a community, but it does not by itself introduce changes. Tourism is contributing to changes in value systems, individual behaviour, family relationship, moral conduct, creative expressions, traditional ceremonies and community organizations. Tourism is surely good for the country provided its effects are not harmful to the host population. India has not yet reached a stage where the harmful effects of tourism need to be deliberated upon (Kumar, 1992)

Hurray (1970) undertook a case study of Caribbean and analysed the growth and structure of Caribbean tourism and the role of government in the growth of Caribbean tourism and also analysed tourist multipliers and social costs and benefits in the Caribbean.

Jenningham (1972) indicates that tourism was born in the seventeenth century and English were the first to practice. Young and Turner (1973) give prominence in the seminal works based on the psychological, social and cultural effects of tourism. Pueblo (1973-1989) made field study and collected data for tourism management in New Mexico. Doxey (1976) examined the resentments, which may result from tourist-host interactions. Bevy (1977) presented a general overview of tourist development. Wall and Wright examined the environmental impact studies on tourism.

Objectives

- To realize the prospects of the tourism industry
- To study the growth and performance of the tourism industry in Tamilnadu
- To identify the challenges involved in this sector
- To know the Positive impacts of the Tourism in Tamilnadu

Types of tourism in Tamil Nadu

Tour Entertainment Tourism: Some tourists visit Tamil Nadu only for enjoyable or entertainment. They regularly visit mountain regions, beaches, waterfalls, and zoos.

Pilgrimage Tourism: Some Tourists mainly senior citizens are only interested in visiting temples and worshipping their preferred deity. They will only go to tourist centres if time permits and travelling in a reward is easy. It requires planning and accurate follow-up.

Traditional Tourism: Tourists cover one thing in common, anyway of their diverse interests, namely that they desire to get around a lot of conventional symbols in Tamil Nadu. e.g. deify kuladeivam or virupadeivam.

Adventure Tourism: Adventure travel seems to cover evolved from the vast, generous development of traditional outdoor and forest activity in the 20th century. Unlike other hobbies, escapade travel offers a unique occasion in which participants become other experienced and pursue extended capacity of adventure endeavours.e.g. tracking

Cruise Tourism: Rail and road transport are very common between the people. Some tourists go for air/cruise mode even while it is expensive. At any cost, tourists want to like the holidays before they reach a real tourist purpose. Tourists arriving in ship from the ports of Chennai and Tuticorin are occupied to the nearby tourist destination of Mamallapuram and Madurai.

Rural Tourism: Tamil Nadu Tourism have programmed to promote and support rural tourism in order to express the tradition of rural life, art, culture with rural areas in the villages and to advantage the local community economically and socially to create mutually enriching experience among tourists and locals. In later days, t.v channels, troops fixed tour programmes to celebrate their functions in remote villages.

Responsible for Tourism development: Tamil Nadu Tourism is always endeavouring to develop the wide open as we have a duty to exhibit our towns and their way of life to sightseers, particularly the more youthful era. This technique makes the wide-open tourism-friendly and it makes the socio-economic status of the neighbourhood individuals. The reason for dependable tourism is to preserve the powerless biological system of the local individuals (has), to preserve great hones and visitors and to form the going to sightseers more responsive to culture, conventions and traditions.

Business Tourism: The leading business administrators work difficult to form the foremost benefit all through the year and altogether. They seldom discover the time to go anywhere other than where a business requests their nearness. At whatever point they see indeed a little hole, they don't waver to create a brief visit to an adjacent visitor spot.

Medical Tourism: Tamil Nadu especially triuchirappalli offers amazing wellbeing care to individuals from all over the Tamil Nadu. Advanced corporate clinics, gifted restorative experts, modern restorative offices with modern equipment and various government clinics made a difference patients from different parts of the nation recuperate and return to great wellbeing.

Tourism in Tamilnadu

Eco-tourism is considered to be one of the foremost practical devices for executing financial advancement and natural security. Eco-tourism is considered „inclusive“ as neighborhood contemplations and requests are woven into the project. One of the most points of eco-tourism is the little players just like the locals; Such as tribal bunches can take part and advantage from the program. Eco-tourism could be a standard frame of tourism based on characteristic assets, which centers on getting a charge out of and learning around nature. It is managed morally so that there's a negligible effect on the prompt environment. Ecotourism can contribute to the preservation of common zones and the upkeep of natural life and their habitats by straightforwardly contributing to the preservation of the nearby community and/or by implication contributing. Courses of action ought to be satisfactory to evaluate the nearby population and thus protect the natural life legacy as a source of wage. Eco-tourism ought to moreover be arranged and overseen to move forward the quality of life of people and strive to conserve natural also cultural resource capital.

Tourism Industry

The sound financial development recorded over the past few years, particularly within the benefits division, has driven to an increment in commerce travel. Higher investing salary and reasonableness have expanded residential recreation travel in Tiruchirappalli district. The numbers of outside visitors going to other districts have also expanded. In any case, the primary half of 2010 appeared signs of industry recuperation. Usually, a clear sign that the long-term prospects of the Indian travel and tourism industry are shining. Tourism exercises within the commerce and amusement divisions are anticipated to extend within the coming long time. India has been distinguished as one of the speediest developing nations and especially Tiruchirappalli district in terms of tourism requests. The tourism and neighbourliness industry is one of the biggest sections of the benefits division within the Tamil Nadu

economy. Tourism may be a major development jolt in Tamil Nadu and a noteworthy source of outside trade profit. In Tamil Nadu, the sector's coordinated commitment to the net residential item (GDP) is anticipated to develop by 7.6 percent per cancel amid 2013-2023. The tourism division in Tamil Nadu is booming due to the number of remote traveller entries (FTAs) and household visits. The part of the Government of India in giving approach and infrastructure back plays a critical part within the development and advancement of the industry and recreation sector.

Rural Tourism

Rural tourism advances rural life, craftsmanship, culture, and the legacy of the farmland, profiting the nearby community financially and socially, and encouraging a wealthier tourism encounter between visitors and local people. The rustic, topographical and social differences of Tamil Nadu empower us to offer a wide run of tourism items and encounters. The basic infrastructure was developed Expanded mindfulness levels, developing intrigued in convention and culture have progressed get to the farmland and natural mindfulness plays a key role in advancing Tamil Nadu.

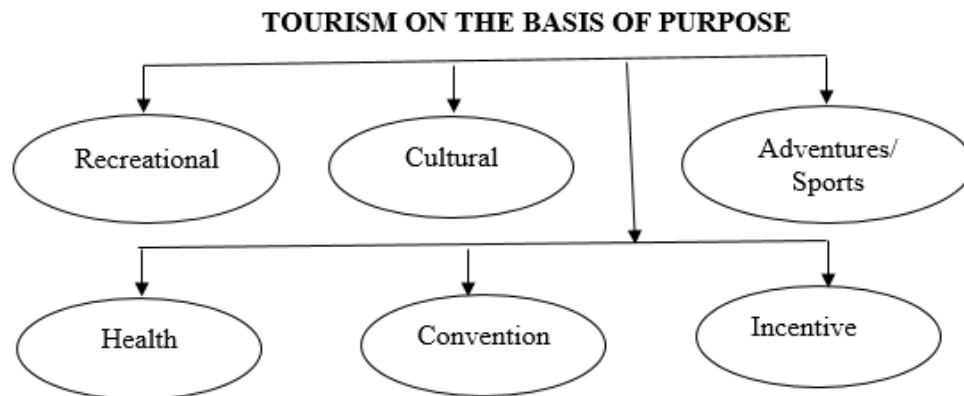
Infrastructure

Infrastructure necessities for the travel and tourism division run from transport foundations such as section ports to an urban framework such as to get to streets, power, water supply, sewerage, and broadcast communications. Divisions related to the travel and tourism division incorporate aircraft, surface transportation, settlement (lodgings), and foundation and offices frameworks.

Typology of Tourism

Tourism can be classified into different categories. It is classified on the basis of purpose of travel, region and number of tourists.

TOURISM ON THE BASIS OF PURPOSE



Recreational

In the recreational tourism, the tourists spend their leisure hours at the hill stations, sea beaches etc. Such type of tourism provides an opportunity to the tourists to get away from the day-to-day humdrum and get reifies their mind and energy to deliver goods.

Cultural

Such type of tourism satisfies the cultural curiosity of tourists and involves visits to ancient monuments, places of historic and religious importance. It helps in protecting the cultural heritage and results in to the development of pilgrimages.

Adventure / Sports

This adventure tourism provides an opportunity to travel to adventure and sports based places, such as playing of golf, hiking, skying etc.

Health

Such type of tourism makes available to the tourists a suitable place for recovery or medical treatment like places with curative possibilities, hot springs, spas, yoga etc.

Incentive

The incentive tourism offers holiday trips as incentives to dealers and salesmen, specially by the major tourist organisations.

Convention

The convention tourism is meant for organising conventions and conferences relating to political, cultural, academic and professional activities and other reasons

Region-wise Classification

Region wise classification entails domestic tourism and world tourism when tourists travel within the boundaries of their own region. It is called domestic international tourism. It doesn't require any travel document. World tourism or international tourism is travelling to a place of another country. It requires documents and formalities to cross the boundary.

Sectors of Tourism

The tourism industry can be broadly divided into the private sector and the public sector. The private sector includes the various private tour operators and travel agencies, the various hotels including resorts and time share packages, airlines both national and international and travel consultancies. The public sector essentially deals with the promotion of tourism, improving infrastructural facilities for tourist and providing the right and adequate information to tourists even before they actually arrive in the country. The public sector organisations promoting tourism includes the Department of Tourism, Indian Tourism Development Corporation (ITDC) and the Tamil Nadu Tourism Development Corporations.

Conclusion

Tourism plays a vital part in the financial cultural, fiscal and social advancement of mankind. Tourism is the combination of occasions and offices that incorporate travel encounters of people or bunches transportation for convenience and other visitor offices, settlements, and eateries. It covers all benefit providers and caters to the requirements and inclinations of travellers, counting promoting for the whole travel, lodging, transport, and all other components of the worldwide industry. Tourism is portrayed by the Tamil Nadu Tourism Affiliation as their brief settlement, brief short term travel to places past the places where people, as a rule, live and work, and their exercises. This incorporates offices such as settlements, eateries, cafes, bars, and canteens as well as visit administrators and travel specialists. The point of the investigation is to consider the effect of tourism in Tamil Nadu.

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