

IMPACT ON TOURISM IN INDIA

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Abstract:

This paper highlights India especially Tamil Nadu is great as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. Traveling and Tourism have been an undivided part of Indian Culture & Tradition. Tourism industry is the most vibrant section activity and a multibillion industry in India. Developing country like Tamil Nadu tourism development has become one of the major sectors of the economy, contributing to a large proportion to gross domestic product and employment opportunities. Travel and tourism perform an important role in India's economy; compared with other nations, as per the UNWTO Barometer India ranks 40th in terms of International Tourists Arrivals in terms of its tourism sector's contribution to the gross domestic product. Every country in the world is known by its strength. Countries are categorized as develop, developing and underdeveloped by its economic status. Tamil Nadu is known as developing state because we are lagging behind in infrastructure, technology, industry, education and many other sectors in development compare to developed states.

Keywords: Tourism, hospitality, Gross Domestic Product (GDP), Public transportation, Non-traditional transportation

Introduction:

There are several reasons for this precedence but the important reason is our focus is diversified. Hotels have long been important element in the economy of country. The enormous increase in the tourism of 20th century has caused the hotel business to outgrow national boundaries and become global in character. Hotels are directly linked to and are integral part of many economic activities. In particular, the relationship between the hotels and tourism is very crucial in a proper understanding of the role of hotels in the economic development of the State. Hotel industry is indispensable for the success of tourism. The tourism potential of India is vast and it attracts a large number of international tourists. Tourism is the world's largest and fastest growing industry. It is an invisible export, which earns valuable foreign exchange without any significant or tangible loss of internal resources. It is a source of revenue and employment. There are countries in the world whose main source of revenue is tourism. Tamil Nadu is a state with a great potential for tourism. In addition, the places of ancient historical and archaeological interests, the varied wild life sanctuaries, inheritance of beach resorts and winter sports attract tourists in globally.

Tourism plays an important role in employment generation and economic growth of the country. It is accepted as the potent engine for inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy. For best use of resources, economic welfare and sustainability economic growth and development are essential. Economic growth looks up the living standard of local people. Bigger economies grow in a sustainable way and have more global influence. The tourism and hospitality industry is an important contributor to Indian economy and is identified as a priority value-added sector in the province's economic development strategy. Tourism is one of the most important components of the global economy. It generates billions of dollars in revenues and millions of jobs internationally. It is considered by many communities, especially in emerging countries the only tool for development, and the only chance for increasing the quality of life.

The tourism and hospitality industry are an important contributor to Tamil Nadu economy and is identified as a priority value-added sector in the state economic development strategy. Tourism is one of the most important components of the Tamil Nadu economy. It generates billions of dollars in revenues and millions of jobs internationally. It is considered by many communities, especially in emerging countries backlog state in India, the only tool for development, and the only chance for increasing the quality of life. Productivity is one of the prime concerns of all the industries across the globe.

Optimizing Productivity at all levels with increase in sales, controlling the costs and ensuring quality products or services are considered to be the mantras of success for any trade. The case is almost the same in Hotel and Tourism Business in the state. This sector heavily banks upon its manpower for productive services. With increasing competition in hospitality / tourism industry globally and the growing demands of efficient services, the training and education in the field of hospitality and tourism have become a key area in hospitality. The Government of Tamil Nadu has been taking initiatives to promote and develop hospitality and tourism both in terms of physical infrastructure and in terms of services by paying attention on uplifting physical products as well as manpower. During the last few decades, Tamil Nadu have made a good economic progress in the field of Information Technology, Infrastructure, Agriculture, and other sectors. At present Tamil Nadu is to be considered a major developing state with an average GDP growth rate of around 8.3 percent. In terms of nominal GDP, Tamil Nadu has ranked seventh in the world. Although India's economy is continuously growing but there are few states which are still lagging behind in term of development although there is huge scope to develop. Only need is to explore the potential sector and resources with focused eye.

Impact of tourism on hotel industry

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry level to high paying professional positions in management and technical fields, generate income and raise standards of living. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending. Tourism often induces improvements in public utilities such as water, sewer, pedestrian's walk, lighting, parking, public restrooms, litter control, and landscaping. Such improvements benefit tourists and residents alike. Likewise, tourism encourages improvements in transport infrastructure resulting in upgraded roads, sewages, airports, public transportation, and non-traditional transportation (e.g., trails). Tourism encourages new elements to join the retail mix, increasing opportunities for shopping and adding healthy competitiveness. It often increases a community's tax revenues. Lodging and sales taxes most notably increase but additional tax revenues include air travel and other transportation taxes, business taxes, and fuel taxes. New jobs generate more income tax revenues.

Two ways Impact of Tourism in Tamil Nadu

The topic's analysis in Tamil Nadu has various positive and negative impacts on the Indian economy. These impacts are

Positive Impacts	Negative Impacts
1. Generating Income and Employment	1. Undesirable Social and Cultural Change
2. Source of foreign Exchange Earnings	2. Increase Tension and Hostility
3. Preservation of National Heritage and Environment	3. Creating a sense of Antipathy
4. Developing Infrastructure for Air port	4. Adverse Effects on Environment and Ecology.
5. Promoting Peace and Stability.	5. Public are pressurized to devastate their domicile.

Employment and Economic Development

Tourism in Tamil Nadu has a strong relevance to economic development, cultural growth and national integration. As mentioned earlier, Tamil Nadu is a vast state of great beauty and diversity and her tourist potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders caves and prehistoric wall paintings, her widely varied topography ranging from the monotonous plains to the loftiest mountains of the world, her large climatic variations ranging from some of the wettest and the driest as well as from the hottest and the coldest parts of the world, beautiful long beaches on the sea coast, vast stretches of sands, gregarious tropical forests and above all, the great variety of the life-style, Tamil Nadu offers an unending choice for the tourist.

DEVELOPMENT STRATEGIES

1. **Inward & Outward Strategies:** By opting inward looking strategies state government can increase in development and economy growth.
2. **Outward Looking Strategy:** Such as promoting tourism, is seen as a more modern approach to development, encouragement of high-level of FDI's etc. Special cultural delegation of intellectuals, writers, journalists etc. can be invited by the Tourism Department to visit Western gaurds and educate the people of their respective countries regarding the cultural heritage of Tamil Nadu. Literature pertaining to history, tradition, art, culture, artifacts and handicrafts, natural phenomenon etc. be prepared and given wide publicity. The technology of audio-visual system be pressed into service to present features of history and life of the people.

Objectives of the study

The basic objectives of this research paper are mentioned as follows:

1. To collect information on tourism and to identify different types of tourism.
2. To identify the factors responsible for growth of tourism with respect to economy of hotel industry.
3. To review tourism development in tourism sector.

Scope of the study

This study pays attention on research available on websites and other documents in the past. This research study put a light on various types of tourism, driving forces in rural tourism, its benefits and what makes rural tourism successful. It provides some examples of rural tourism in Tamil Nadu part of the regions and other states also.

Definition of tourism

The Definition of Tourism varies source to source, person to person. There is no consensus concerning the definition of tourism. Nearly every institution defines "Tourism" differently. But when it comes to explain it with the basic terms, we can sum it up as follows; "Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups whom traveling away from home"

Types of tourism

Tourism sector is a vast in nature and it has wide variety in the world. As far as Indian tourism is concern, there is large variety of tourism available for tourists. This tourism can be explicitly classified as below.

i. Domestic Tourism

This is when people take holidays, short breaks and day trips in their own state. Examples would be: A couple taking a weekend breaks in their own state; The supporters of a football team going to on

way to game featuring their local team; a family visiting relations in another part of the state, even if they live only a few miles away.

ii. Incoming/Inbound Tourism

This describes people entering the state in question from their home state, so it is a type of international tourism. Examples could be: A party of Japanese visitors coming to Europe on a trip; Teams from different countries entering a state for an international event, such as the Olympic Games; Families from Pakistan entering England to visit relations.

iii. Outbound Tourism

This term applies when people travel away from their home country to visit other international countries for leisure or business. Examples of this could be: A family from Belgium going on holiday to Austria;

Business people from the UK travelling to America to visit a major exhibition; a day tripper from southern Malaysia visiting Singapore.

The economic impact of tourism on hotel industry

Tourism in Tamil Nadu state is economically important and is growing rapidly. The economic impact was easier to quantify. There was a general optimism regarding the benefits that tourism generates. But tourism in its nature is drawn by unique and fragile destinations, and it became clear that in some cases the economic benefits can be shadowed by the negative consequences on the community and the environment, which were never estimated in the past. Tourism is the world's largest and fastest growing industry. It is an invisible export, which earns valuable foreign exchange without any significant or tangible loss of internal resources. It is a source of revenue and employment. There are countries in the world whose main source of revenue is tourism. Tamil Nadu is a state with a great potential for tourism. In addition to her places of ancient historical and archaeological interests, her varied wild life sanctuaries, viz. Mudumalai beach resorts like marina beach, lengthiest in Aisa and winter spots attract tourists from all over India and the world.

Rural arts and crafts

Rural arts and crafts have a special place in the cultural heritage of regions and nations. Many commentators have noted that tourism can assist arts and crafts, both by recognising their importance, and by purchasing craft products. Income flows from these activities are well documented. Support between the arts and tourism can be a two-way process. Many communities now use arts and crafts festivals as a marketing mechanism to encourage visitors to come to their areas.

Cultural provision

Cultural provision this has always been restricted in rural areas. The lack of major facilities such as theatre, opera, music and galleries are the many factors encouraging rural depopulation. The festival and other events described in the previous paragraph have enabled rural areas to broaden their cultural provision, buying in artistic and ensembles and supporting those purchases by ticket sales to visitors.

The historic built environment.

This can benefit from rural tourism in two ways. Many historic properties maintained by Government or any other body now charge for admission in order to maintain their fabrics and surrounding gardens and park lands. Secondly, there are important buildings from the past which have become redundant. The tourist industry can usually use these redundant buildings profitably and imaginatively: they can become attractions in their own right.

Environmental improvements

Environmental improvements such as village paving road and traffic regulations schemes, sewage and litter disposal can be assisted by tourism revenues and political pressures from tourism authorities.

These helps develop pride of place, important in retaining existing population and businesses, and in attracting new enterprises and families.

Importance of Tourism

The Indian slogan *Athithi devo bhava* means that guests are like God. Indians have been highly hospitable and this trend is still present in modern India. A guest is revered. Intricate arrangements are made for a guest who comes home for a holiday. The family plans well for the comfort stay of a guest. Going to a broader picture, the tourists visiting Tamil Nadu and our country find very enigmatic. They have a quest to watch the villagers walk on the rope, heat the butter with rotis and partake in the ritual dance after sunset. The Ministry of tourism is looking for new ways to encourage tourism in India. It is very much essential for a visitor to enjoy the stay and this is enhanced by facilities like road transport, guides and good hotels. Many hotels have multi cuisine to accommodate the choices of foreigners who generally kind the Indian food very spicy. Tour operators are very systematic with their plans. Complete details about weather conditions, clothes required and facilities are given to the tourists to help them prepare for a holiday.

Role and Functions of the Ministry of Tourism

Tamil Nadu Ministry of Tourism development functions as the nodal agency for the development of tourism in the country. It plays a vital role in coordinating and supplementing the efforts of the State Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing training trained manpower resources. The functions of the Ministry in this regard mainly consist of the following

All Policy Matters, including

1. Development Policies.
2. Incentives.
3. External Assistance.
4. Manpower Development.
5. Promotion & Marketing.
6. Investment Facilitation

Planning.

- 1.Co-ordination with other Ministries, Departments, State/UT Governments.

Regulation:

- 1.Standards.
- 2.Guidelines

Infrastructure & Product Development.

- 1.Guidelines

Human Resource Development

- 1.Institutions.
- 2.Setting Standards and Guidelines.

Publicity & Marketing:

- 1.Policy.
- 2.Strategies.
- 3.Co-ordination.

Tourism Infrastructure Development

Augmentation of quality tourism infrastructure throughout the state is a key area of functioning of the Ministry. Considerable amount of per cent of the Ministry's expenditure on Plan schemes is incurred for development of quality tourism infrastructure at various tourist destinations and circuits in the States.

Human Resource Development

It has been the endeavour of the Ministry of Tourism to put in place a systematic training and professional education with necessary infrastructural support capable of generating manpower to give upto meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 29 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 8 State IHMs, and 5 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with specific mandate to impart / conduct hospitality education / training in hospitality skills.

Publicity and Marketing

1. All matters pertaining to printing of posters, brochures, banners etc. and release of advertisement (print as well as electronic).
2. All matters pertaining to organizing events.
3. All matters pertaining to information technology up gradation thereof.
- 4.

Publicity Information Material

As part of its marketing / publicity activities, the Ministry of Tourism development brings out brochures, leaflets, maps, films, CDs, etc. on various topics. Each heading given below details the theme on an all-India basis, based on availability of the respective products. In case of the destination folders, the leaflet / folder / brochure giving the information about the place or the destination with various facets of the facilities available, sight seeing around the place, important telephone numbers and cellphone numbers and the contact points of Tamil Nadu tourism officers. Similarly, the films deal with the subject in its entirety covering all destinations of the country.

Reasons to Visit Tamil Nadu

There are several reasons for which most of the foreigners' visits India, here are the more depiction regarding reasons a part from the above depictions there are several other reasons as Tamil Nadu is appealing travel destination that's growing in popularity all the time. So, if you are thinking on visiting Tamil Nadu? Here are 10 reasons why you should do.

Hospitality & Tourism Education across the World:

Amoah and Baum (1997) have mentioned that there are different definitions to the words Tourist and tourism, and this diversity occurs because of the different sectors involved, specifically in the case of hospitality. There is also a debate that whether Tourism and Hospitality industry should be seen as an industry itself, instead of being a financial activity that links sectors i.e., hospitality through its consumers' common objectives. Goldner (1998), in copper *et al.* (1994) comments that tourism is still an emergent subject and that tourism education has grown significantly during last 50 years but its knowledge is still fragmented. In providing useful typology, Copper *et al.* (1994) have explained three ways by which the study of tourism has developed as an academic subject.

Hospitality & Tourism Education in India:

Education & Training for hospitality in India have relatively early origins, commencing in mid-1950's in Mumbai with United Nations Funding support. Training program in the field of Hotel

Management Catering Technology & Applied Nutrition was initiated by Government of India in year 1962 under the Department of Food, Ministry of Agriculture. To begin with four Institutes of Hotel Management (IHM's) were set in New Delhi, Mumbai, Chennai and Kolkata for imparting training in hospitality related craft disciplines, Twelve Food Craft Institutes (FCI) were also then set up at different places in the country.

Tourism Education in India:

In India, initially diploma programme in tourism were launched in 1970's and slowly it gained significance through the acceptance and popularity from the industry. Slowly, many universities have come forward to offer tourism course at diploma, PG diploma level. Government of India under its tourism ministry wing has initiated an autonomous Indian Institute of Tourism & Travel Management (IITTM) in Gwalior during 80's. The Indian Institute of Tourism and Travel Management (IITTM), an autonomous organization of the Ministry of Tourism, Government of India, is one of the premier institutes in the country offering education, training, research and consultancy in sustainable management of tourism, travel and allied sectors. The IITTM came into being on 18th January 1983 with its registration at New Delhi.

Conclusion

Tourism is a prime driver of economic growth globally. India's tourism industry is experiencing a durable period of growth, driven by the expand Indian middle level class, growth in high level spending external tourist and coordinated government expedition to promote Indian tourist. For a developing country similar India which is on the path of current economic growth through structural transformation of the economy, tourism is the right conveyance. India's economy is continuously growing but there is a need to speed up considering Tamil Nadu there is slow improvement and gear up to the need of time. It can be speed up by focusing on each state's potential resource which can be en-cashed in term of development and employment. It is concluded that tourism in westernghats santuraries and cave temple in Tamil Nadu have a high impact on hotel industry. Because of tourism the job retention and job creation is improved various consequences, which are influenced by a large number of factors, especially the ability and willingness of the community to accept changes. Finally, there are communities where tourism has generated a large number of negative externalities, for which the population was not ready. To avoid these unpleasant situations planning and strict control by the community and authorities are needed. Tamil Nadu is a land of Agriculture beautiful monuments, beaches,

Temples and mosques, of ash smeared sadhus and above all of wonderful mides paints and arts. It is a land of westernghats which structured from north to south of Tamil Nadu enveloped all the beauty within itself, giving rise to the mighty rivers like Cauvery, Thamirabarani, Vaigai, Manimutharu, and Gomugi their tributaries. The tourism potential of Tamil Nadu is vast and it attracts a large number of international tourists. All we need is manifestation in human mind for career and life with quality education leading to enhanced productivity. All this, if planned and implemented carefully shall not merely strengthen our own system but also turn out to be an exporter of Tamil Nadu Hospitality & Tourism education overseas.

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