

Impact On Tourism Promotion And Its Impact On Economic Development Of Tamilnadu

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ABSTRACT

Tourism over the years has cropped up to be the world's largest and fastest growing industry. It is a major phenomenon of the modern society. Tourism development is perceived by almost all countries of the world as a potent ingredient in the economic developmental strategies. It is considered as a quick and easy means to economic development. Tourism is an interaction of an encounter between two persons or two groups, one being the host and the other the visitors or tourists. In between these interactions, there exist the commercial aspects of tourism. Many people are involved in tourism directly or indirectly. The commercial operations in travel and tourism influence a wide spectrum of areas of development.

INTRODUCTION

As the Department of Tourism in Tamilnadu says, "economic diversification and technological improvement has created a conducive environment for tourism development in the present age of globalization." In 2009 there were 657 million international tourist arrivals throughout the world with an increase of 3.2% over that of the preceding year. The international tourist receipts is US \$ 455 billion, also registering a 3.2% increase from that of the previous year.² Thus tourism is an 'invisible export' which helps to bring in foreign exchange. We can also see development-oriented approach in marketing tourism products, in developing infrastructure and transportation facilities, in the promotion of new destinations and in the encouragement given to private sector.

An effective and successful development of tourism includes the development of our major sectors. They are: infrastructure development, tourism product development, human resources development and market development. An appropriate development of tourism necessitates a large-scale development in infrastructure, which requires large-scale investment. A concerted and deliberate effort is needed for tourism product development at national and international levels. Since tourism is highly labor-intensive, sufficient emphasis has to be laid on human

resources development. Finally, tourism marketing is a specialized activity that requires professional ism. Long term planning, market research analysis and a clear sense of direction in tourism marketing can step up tourist arrivals and increase the time and money spent by the tourists. Thus, the need of the hour is a sustainable tourism development.

NEED AND IMPORTANCE OF THE STUDY

Tamilnadu was formed in 1956. Since then its progress various fields have been remarkable. With 38863 Sq.kms., of land area, it now accommodates nearly 32 million people. It has a peculiar pattern of development known as 'Tamilnadu model of development'. But, as a recent study says, "the basic characteristic of Tamilnadu model of development is the paradox of social development and economic stagnation. There are spectacular improvements in the quality of life, low infant mortality, high life expectancy, favourable sex ratio in favour of women, and minimum rural-urban differences. Still the economic status of Tamilnadu remains low, as there is either negative development or stagnation in the primary and secondary sectors.

In the agricultural sector, though there is a favorable weather condition, there is an unpredictable decline in income from almost all food and cash crops of Tamilnadu. The shortfall in the prices of coconut, paddy, cotton, oilseeds, etc., shattered the hopes of the majority of state of Tamilnadu. Recent developments in global trade have adversely affected a wide spectrum of economic activities. Tamilnadu is perhaps the worst hit state on account of the new agenda for trade liberalization adopted by the Government of India. Unemployment problem is the most threatening one in Tamilnadu.

STATEMENT OF THE PROBLEM

The National Geographic Traveler has found Tamilnadu as 'one of the ten paradises' and one of the so places in the world recommended to be visited in a life time'. The Government of Tamilnadu is trying to develop tourism in Tamilnadu because it is conceived as an ideal instrument for social and economic growth. There is a tremendous growth in the number of foreign tourist arrivals, domestic tourist arrivals, tourism earnings, employment generated by tourism and also in the plan outlay of the government regarding tourism. In this connection it is considered that a study about the development of tourism and its impacts on the economy of Tamilnadu is a necessity.

OBJECTIVES OF THE STUDY

The main objectives of the study are:

1. Review the development of tourism and its impact on the economic Development of Tamilnadu
2. To identify the major economic development variables related to tourism and to measure the level of variations among the owners and employees of tourism business
3. To study the level of variations of the major economic development variables in different tourism developed areas.

METHODOLOGY

The study is exploratory in nature and hence designed as an empirical one based on the survey method. Several issues relating to the main aspects of the study had been discussed in detail with experts, researchers and other eminent personalities in the field of tourism to get an insight into the subject prior to the collection of data. In order to formulate a framework for this study, the information and ideas obtained from the discussions were well utilized.

SAMPLING DESIGN

A 'two stage stratified random sampling method' has been used for selecting the respondents from the universe. The universe of the study covers all the owners or the employees of businesses connected with tourism in Tamilnadu. At the first stage of sampling, tourism developed areas or destinations were selected as a 'purposive sample' for this study. For this purpose nine locations (eight tourist destinations and one general class) were identified for the tourist survey in order to attain the optimum geographical coverage. The survey locations chosen were Ooty, Kodaikanal, Madurai, Yercaud, Palani, Chennai, Velankanni, Kanniyakumari, Rameswaram as a general class that consists of different places. The survey locations were selected in such a way as to give adequate representation to different types of destinations like hill stations, beaches, backwaters, religious places and commercial places. At the second stage of sampling, 'proportionate stratified sampling method' has been employed for the selection of the respondents. Each of the survey location mentioned above constituted a stratum. Care was taken to ensure fair representation to all the sub segments. The allocation of the sample size to various strata was done according to the pilot study. Like this, from the total universe, 725 samples were selected for the study. Table 1.1 gives the sample size selected for the study.

TABLE -1
SELECTED TOURIST CENTERS

class	No of respondents	Percentage
Ooty	101	13.93
Kodaikanal	148	20.41
Madurai	54	7.45
Yercad	131	18.06
Chennai	42	5.79
Velankaani	38	5.24
kanniyakumari	53	7.31
Rameswaram	54	7.45
General class	104	14.34
Total	725	100.00

Source: Direct Survey-Processed by SPSS

The nine locations selected for the study are categorized into five classes on the basis of the nature of the tourist centers. They are hill stations, Beaches, backwaters, Pilgrim Centre, and the general class. Table 1.2 gives the consolidated tourist centers

TABLE -2
NATURE OF TOURIST CENTERS-CONSOLIDATED

Class	Respondent	Percentage	Cumulative %
hill stations	249	34.3	34.3
Beaches	173	23.9	58.2
Backwaters	91	12.6	70.8
Pilgrim centre	54	7.4	78.2
general class	158	21.8	100
Total	725	100	

Source: Direct Survey-Processed by SPSS

ANALYSIS OF THE DATA

The data were collected by conducting interviews with the samples selected for the study. Multiple choice questions, open-end questions, rankings by the respondents and a five point ranking scale developed by the researcher especially for this study in conformity with statistical methods and principles were used wherever necessary. The collected primary data have been statistically processed, classified and tabulated by using appropriate methods. Since the sample size is large (N=725), tables, diagrams and statistical results have been derived with the help of the computer software called SPSS (Statistical Packages for Social Sciences). The statistical tools used are percentages, means, and standard deviation.

Table 1.3 gives the distribution of the sample on the basis of occupation. Some of the samples selected for the study are from the owners group and the others are from the employee group.

TABLE 1.3
OCCUPATION-WISE CLASSIFICATION

Class	Owners	Employees	Total
hill stations	117(47.0)	132(53.0)	249(100)
Beaches	86(49.7)	87(50.3)	173(100)
backwaters	50(54.9)	41 (45.1)	91(100)
Pilgrim Centre	28(51.9)	26(48.1)	54(100)
general class	87(55.1)	71(44.9)	158(100)
Total	368(50.8)	357(49.2)	725(100)

Source: Direct Survey-Processed by SPSS

These tables reveals that out of the 725 respondents interviewed 368 (50.8%) are owners of some type of business are self-employed persons and 357 (49.2%) are employees. In hill stations, owners constitute 47% (117numbers) and employees 53% (132). Owners form 49.7% (86) in beaches, 54.9% (50) in backwaters, 51.9% (28) In pilgrim centers, and 55.1 % (87) in the general class The analysis of the profile reveals the following facts: Out of the of 735 respondents, 249 (34.394) are from hill stations, 173(23.9%) are from beaches, 91 (12.6%) are from backwaters, 54 (7.4%) are front pilgrim centers and the remaining 158 (21.8%) are from other areas or general class. Majority of the respondents interviewed are in the age group of 21-30 in all classes except in pilgrim centers where the predominant age group is 31-40. The religion-wise classification reveals that 43.7% of the people selected for the study are Hindus, 32.65% are Christians and 16.8% are Muslims. 85.45 % of the respondents are male. There is male dominance in the tourism business and the role of women is comparatively negligible. 61.9% of the respondents are married and the remaining 38.1% is unmarried. The education-wise classification shows that 45% of the respondents are below graduation and

37.5%are graduates in the tourism sector. The owner-employee classification of the respondents selected for the study shows that 50.8%of the respondents are owners and 49.2% are employees.In tourism business some are owners of business and the others areemployees. Table 1.4 shows the occupation-wise classification of the respondents

TABLE NO: 1.4
CLASS-WISE OCCUPATION OF THE SATISFACTION OF THE PRESENT
OCCUPATION

Class	satisfied	Not satisfied	Total
Hill stations	82(90.1)	9(9.9)	91(100)
Beaches	22(78.6)	6(21.4)	28(100)
Back water	20(68.97)	9(31.03)	29(100)
Pilgrim centers	7(70.0)	3(30.0)	19(100)
General class	61(93.98)	4(6.2)	65(100)
Total	192(86.09)	31(13.91)	22(100)

Values within the parentheses indicate percentage to raw totals.

From the 223 respondents who have changed from some other areas to tourism business. 192 (86.09%) *are* satisfied with the present occupation and 31(13.91%).In hill stations 90.1% responded are satisfied and 9.9% are not satisfied while in beaches,70.6% are satisfied and 21.4% are not satisfied. In back waters 68.97% are satisfied and 31.3% are not satisfied, while pilgrim center 70% is satisfied and 30% are not satisfied. Outof the 65 respondents of the general class 93.8% are satisfied and6.2% are not satisfied with the present occupation.

TABLE NO: 1.5
OPINION OF RESPONDENTS ABOUT RECESSION IN FOREIGN COUNTRIES
AFFECTING INCOME

Class	Affect	Not Affect	Total
Hill stations	130(52.2)	119(47.8)	249(100)
Beaches	144(83.2)	29(16.8)	173(100)
Back water	51(56.0)	40(44.0)	91(100)
Pilgrim centers	16(29.6)	38(70.4)	54(100)
General class	98(62.0)	60(38.0)	158(100)
Total	439(60.6)	286(39.4)	725(100)

Source: Direct survey-Processed by SPSS

Values within the parentheses indicate percentage to raw totals.

According Table No: 1.5, 439 (60.6%) say that their income is affected by the recessions in foreign countries and 286 (39.4%) say that their income is not affected by the recessions in foreign countries. This table implies that more income resaved in our tourism centers from international travelers and recessions 111foreign countries affected the earnings of the respondents The class glass wise distribution reveals that in all the classes except pilgrim centers majority of the respondents (hill stations-52, 20/6, beaches-83, 2%, backwaters-56%. and general class-62%) agree that their income is affected by the recessions in foreign countries. In pilgrim centers 70.4%say that their income is not affected by recessions in foreign countries.

SEASONAL AVERAGE MONTHLY REVENUE EARNINGS

A comparative analysis of the seasonal average monthly revenue earnings of the financial year 2014-2015for different classes of tourism developed areas has been shown in Table 1.6.

TABLE NO: 1.6

SEASONAL AVERAGE MONTHLY REVENUE EARNINGS

+Items	Hill stations	Beaches	Back water	Pilgrim centers	General class
Total no of respondents	249	173	91	54	158
Mean earnings	14483.94	17135.84	20778.02	16972.22	12016.46
Standard deviation	25798.34	29655.49	29436.84	20706.03	18492.45

Source: Direct survey-Processed by SPSS

The comparative analysis shows that the seasonal monthly mean earnings is highest in backwaters.,i.e.Rs.20778.02,and lowest in the general class ,i.e.Rs.12016.46.The standard deviation is the least in general class and highest in back waters.

TABLE NO: 1.7

OCCUPATION-WISE COMPARISON BASED ON SEASONAL AVERAGE MONTHLY REVENUE EARNINGS

Items	Owners	Employees
Total no of respondents	368	357
Mean earnings	27202.45	3547.34
Standard deviation	31895.25	1881.76

Source: Direct survey-Processed by SPSS

The seasonal monthly mean revenue earnings of owners is Rs. 27202.45-while the standard deviation is Rs.31895.25.This implies that there is a considerable difference in the seasonal mean monthly earnings of owners. The seasonal monthly mean revenue earnings of employees is Rs. 3537.34 and the standard deviation is 188 1.76. This implies that there is a considerable difference in the seasonal mean monthly revenue earnings between owners and employees.

CONCLUSION

An efficient and sustainable development of tourism is crucial in ensuring the growth of the economy of Tamilnadu. A serious handicap in the study of the development of tourism and its impacts on the economy of Tamilnadu is the dearth of literature relating to the specific problems of development of tourism in Tamilnadu.Though there have been several studies at the international and national levels covering the development of tourism and its impacts on the economy, there have not been many specific studies with special reference to Tamilnadu

It is obvious that tourism has a tremendous potential in Tamilnadu. The respondents were aware of the past and present employment position and more people, especially from the educated sectors, are earning to the field of tourism. People have changed their occupations to a tourism-related onebecause ttis more profitable and convenient for them. It is, therefore, suggested that more people should be attracted towards tourism-relatedbusiness.The study reveals that there are no significant variations among different tourist destinations regarding independent variables like income, employment, and infrastructure etc. This implies that the state can develop as many tourist destinations as possible. It also implies that the development of any of the classes of tourist centers like beaches, backwaters, etc., will have a favorable as well as considerable impact on the economic development of the state.

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