

An Introduction to Tourism with Special Reference to Tamil Nadu

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Abstract:

Tourism playing a major role in socio economic development of country. It's a major engine of economic growth in most parts of the world. Tourists can be considered as a growing group who are shifting away from the consumption of things, toward the consumption of meaningful, learning and experiential vacations. More are travelling for self-improvement or self-enrichment, to learn and acquire new interests and friends, or to improve their physical and mental well-being. This study describes briefly introduction of tourism. Also provides an overview scope of tourism in Tamilnadu and further aim of this research paper is need of promoting tourism sector in tamilnadu.

Keywords: Tourism, Economic, Tamilnadu.

Introduction:

India is the largest democracy in the world. It is gifted with rich cultural heritage, splendid geographical location and wide variety of flora and fauna which makes it one of the finest destinations in the world to explore. Tourism is a growing industry in India, with people from all over the world coming here to experience the country's natural beauty and visit its vast array of states and their differing cultures and climates. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business.

Most of the emerging countries build new highways, airports, hotels, lodges, restaurants, guesthouses and trekking ways to improve their tourism sector. These new developments are very vital to attract more number of tourists. Tourist expenditure generates multiple effects with extensive outreach along its value chain. For decades tourism industry growth has been a major contributor to increased economic activity. It has created jobs in both large and small communities and is a major industry in many places. It is the dominant economic activity in some communities.

Importance of Tourism:

- * To generate Cultural development.
- * To generate employment especially in the services sector and to improve the standard of Living and quality of life for the people.
- * To generate Infrastructure development
- * To generate foreign exchange for the country.

Tourism in India:

The Natural beauty of India, festivals, dresses, heritage sites of India are very popular among tourists. The Government of India has established the Ministry of Tourism in order to boost Tourism in India. The Ministry of Tourism has undertaken many projects to showcase India as a perfect Tourist destination and create a visitor-friendly image of the country. All wings of the Central and State governments, non-public sector and voluntary organizations ought to become active partners to playing a remarkable role in tourism industry. Indian tourism provides a world of attractions to tourists. The snow-capped mountains, Tajmahal, magnificent temples, Long stretch of Beaches, Places of worship, Historical monuments, Wildlife Nature, Rural lifestyles, Cultural Diversity, Art, Crafts, Architecture and the Cuisine are just a few to mention.

The Government of India is now making aggressive promotional efforts and accord priority for tourism. For establishing infrastructure financial support is extended to the states. If the tourism potential is fully realized, manifold growth and its consequential socio-economic benefits can be derived.

Types of Tourism in India: Adventure tourism, Wildlife tourism, Medical tourism, Pilgrimage tourism, Eco tourism, Cultural tourism etc.

Adventure Tourism: As a kind of tourism in India, adventure tourism has recently grown. This involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttarakhand, Assam, and Arunachal Pradesh for this adrenalin-packed activity.

Wildlife Tourism: India has a rich forest cover which has some beautiful and exotic species of wildlife - some of which are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are Sariska Wildlife Sanctuary, Keoladeo, Ghana National Park, and Corbett National Park.

Medical Tourism: Tourists from all over the world have been thronging to India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. The city of Chennai attracts around 45% of medical tourists from foreign countries.

Pilgrimage Tourism: India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan.

Eco Tourism: Among the types of tourism in India, ecotourism have grown recently. Ecotourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions that have tourist value. For ecotourism in India, tourists can go to places such as Kaziranga National Park, Gir National Park, and Kanha National Park.

Cultural Tourism: India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kundmela. Role of travel and tourism industry in economic growth.

Introduction to Tamilnadu: Tourism is seen as an engine of development catalyst to economic prosperity of a country. Tourism refreshes the mind, brings happiness relaxation, enjoyment and gives new experience etc. to the tourists. Tourism generating direct employment, its indirect effect ensures inclusive growth of the local community. Central and state governments to give a major fillip to tourism sector. Tourism regarded as oldest activity. Tamil Nadu the top destination in India for attracting domestic and foreign tourists. Tamil Nadu is one of the leading religious destinations in India.

UNESCO Monuments:

Chola temples – big temple in Thanjavur, Iravatheeswarar temple in dharasuram and Siva temples inGangaikondacholapuram, Pallavasmonuments at mamallapuram.

Famous Temples:

Navagraha temples,Navatirupathitemples, six abodes of lord murugan,famous temples atRameswaram, Chidambaram, Madurai,Thanjavur,srirangam, Thiruvannamalai.

Churches:

Santhome, velankanni,manappad,panimayamadha,poondimadha church.

Mosques:

Thousand light mosque at Chennai,Nagore,Durgha, ,Erwadi,Thengaipattinam,keelakkaarai,kayallpattinam.

Opportunities:

A rich, cultural and pilgrimage heritage that already attracts significant tourism volumes and that has the potential with proper management to further expand. Pilgrimage tourism primarily to Kancheepuram,Thanjavur,Tiruchirappalli Rameswaram, Madurai andThoothukudi district's including a number of UNESCO sites such as the mamallapuram Rock Carved Temples and the Temples precincts accounts for an estimated 60% of Tamil Nadu 's total market. Schemes are formulated under central financial assistance and state fund to provide basic amenities in less known tourist destinations to attract tourists. Subsidy given for promoting tourism.

Tourist Security Organization:

A tourist security organization is functioning in the Tourism Department. It has a Chief Tourist Warden Stationed at Chennai to co – ordinate with station Tourist Wardens at five centers, namely, Mamallapuram, Rameswaram,Kanniyakumari, Kodaikanal, and Udthagamandalam. To start with, Tourist Security Organization is functioning at these five Centre sand based on its success, action will be taken to expand to other important tourist centers. At present, the team has 30 members. When compared to the high growth of tourist arrivals, thesize of Tourist Security Organization is minimum. Tamil Nadu is known as a safe and secure state.

Ministry of Tourism, Government of India also encourages Tourist Security Organization and has appreciated the lead role played by Tamil Nadu Tourism. Performance of the Tourist Security Organization has been well appreciated by the visiting tourists and local publicand it has been published in print media.

Overseas Travel Marts:

Tamil Nadu Tourism Organization in International participates in International Tourism Marts, Fairs and Events to showcase the tourist destinations in Tamil Nadu.Tamil Nadu Tourism's brand statement "Enchanting Tamil Nadu, Experience yourself" has made very positive impact in the travel industry in India abroad. Enchanting Tamil Nadu is regarded as a widely known tourism brand. This is also reflected from the increasing tourist arrivals.

Festivals:

Thevibrancy and gaiety of festivals of Tamil Nadu which happens almost throughout the year enthruses tourists. The festivals reflect the life – style, customs and cultural overtones of a destination. The foreigners, particularly from Europe. UK, USA, Malaysia, Singapore and Mauritius include important festivals in their travel plans. The foreign tourist arrival is generally high during festival season, especially, during the music festival, Dance festival, Chithirai festival, etc.

The Mamallapuram Dance Festival is now known as Indian Dance Festival in view of its patronage from India and abroad. The summer festivals at Hill Statins, National Tourism Festival at Kanniyakumari and National pilgrim festival at Rameswaram attract a large number of tourists.

Asian Development Bank:

The Southern Heritage and Eco – tourism Circuit is located in the southern portion of Tamil Nadu and is divided into northern and southern component of the circuit is the pilgrimage and heritage rich districts of Madurai,

Theni, Virudhunagar, Ramanathapuram, and Sivaganga while the southern component of the circuit is the eco – tourism and pilgrimage rich districts of Tirunelveli, Kanniyakumari and Thoothukudi.

Tamil Nadu Tourism Development Corporation Limited, Chennai:

There was a felt need for establishment of a Government Organization to promote the various Tourist Destinations in the State by building up the tourist related infrastructure. To fulfill this need, Tamil Nadu Tourism Development Corporation Limited was established on 30.06.1971.

Conclusion:

The State Tourism Department shall strive to realize the vision of making Tamil Nadu as the International Tourism Destination by implementing various Tourism Infrastructure Projects and providing tourist friendly services. The State shall involve the Private sector and the Local community to promote environmentally and culturally sustainable and socially inclusive Tourism Developments in the State.

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