

## TOURISM INDUSTRY - A MULTIDIMENSIONAL VIEW

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### Introduction and Design of the Study

Tourism has been pivotal in social progress as well as an important vehicle of widening socio-economic and cultural contacts throughout human history. A wide array of interests - entertainment, sports, religion, culture, adventure, education, health and business - drives tourism. With the advancement of transport, communication and improvement in general economic well-being the demand for tourism has increased concomitantly. Tourism being a very developing prospective area in India has also got impetus and tourism in India has started growing with a considerable pace. India is a being fabulous country that offers almost all the tourism products available under a single roof (destination). From marvelous beaches to exotic hills, from oldest civilization to the youngest paradigm shift, from still existing barter system to highly developed market system everything is available in India and this industry of tourism is really offering challenging and very bright future to the people of India.

Tourism facilitates business contacts, widens markets and helps diffusion of growth impulses across territories to promote broad-based employment and income generation. Investment in tourist infrastructure adds to economic growth, catalyses generation of income and employment, which in turn, leads to further growth in demand for tourism and stimulates subsequent rounds of investment in a virtuous circle. After independence the government has been focusing on development of the key areas like agriculture, industry, infrastructure, etc in rural India. Earlier tourism was never seen as a potential business and it was allowed to grow at its own space. Although tourism has started receiving some attention from last decade, the domestic tourism has never been given any priority. Worldwide tourism is ranked the 4 second highest revenue-generating industry next to the oil industry. There are different ways to attract domestic and foreign tourists. Here, it is necessary to understand what types of services are required to attract and retain the tourist's in order to develop tourism further. There is a large potential market for domestic tourism, which is yet to be given more attention to attract more tourists throughout India. As India is a multi-faceted country, promotion of domestic tourism will bring people of different culture, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. Further promotion of domestic tourism will not only generate employment for the people in the places of tourism importance but it can also develop social, cultural and educational values in the society.

### **Domestic Tourism**

What is referred to as domestic tourism today has been in existence for ages. People have been traveling for different purposes in different regions of the country. However, in recent years the volume of travel for leisure etc. or what it can be termed as the movement of domestic tourists has increased considerably. With more and more people taking vacations, mixing business and leisure the prospectus of domestic tourism are bright. However, unlike in the case of foreign tourists, not enough attention has been paid towards profiling the domestic tourists. They emphasize that much more attention has to be paid in this area. This is not only because of the numbers involved but also from the point of view of the issues involved like environmental concerns, infrastructural development, guest-host tensions and so on.

### **Domestic Tourism in India**

Travel for pilgrimage and learning has been an integral part of Indian culture ever since the beginning of its civilization. Several canthers of learning and religious workshops developed all over the country since ancient times. This gave further impetus to the mass movement of people from one place to another. Development of traditional industries and trade created the stream of business travelers. Several trading routes were established and the traders started frequenting the centre of trade from distant places. Thus India has been experiencing massive movement of domestic tourists for several centuries.

### **Domestic Tourism in Tamil Nadu**

Domestic tourism plays a vital role in achieves the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of powerful middle class, the potential for domestic tourism has grown substantially during the last few years. Tamil Nadu is a State with several distinguished tourism genre. It has cerulean mountains, Verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.

### **Objectives of the Study**

- To study the purpose and importance of domestic Tourism as postulated by the locals, domestic tourists and accommodation providers.
- To evaluate the benefits from domestic tourism based on the perception of locals, domestic tourists and accommodation providers.
- To ascertain the existing tourism infrastructure at important places of tourism in Tamil Nadu as part of identifying existing promotional activities.

## Research Methodology

### Source of Data

The present study is mainly based on primary data collected from the people in the local communities, domestic tourists and accommodation providers across eight districts, namely Kanyakumari, Madurai, Nagapattinam, Nilgiri, Ramanathapuram, Tanjore, Tirunelveli and Tuticorin districts of Tamil Nadu, India. This study is undertaken by covering only eight districts which are selected because of many popular tourism places are located in these districts of Tamil Nadu.

### Statistical Technique

To analyze the collected data, the statistical techniques from descriptive statistics such as mean, standard deviation, frequency analysis for calculating number and percentage of cases with particular opinion, cross tabulation analysis along with chi-square test statistics to find out the relationship between any two factors (e.g., socio-economic characteristics and their opinion about various aspect of tourism-related service) are used initially. In these places where chi-square test is invalid (chi-square test is considered inappropriate when expected or observed cell frequency is either zero or less than 5), Kruskal Walls ANOVA H test is used. A non-parametric test called, Friedman ANOVA and Kendall Co-efficient of Concordance, is used to identify the major hurdles for tourism development. The parametric, t-test for independent sample and one-way ANOVA are also applied to compare mean perception between two groups and more than two groups respectively.

## Results and Discussion

**Table 1: Distribution of Accommodation Units in the Sample by District of Tourism Importance**

Districts	Number of Respondents	% to Total
Kanyakumari	10	10.9
Madurai	9	9.8
Nagapattinam	17	18.5
Nilgiri	11	12.0
Ramanathapuram	13	14.1
Tanjore	12	13.0
Tirunelveli	10	10.9
Tuticorin	10	10.9
Total Sample	92	100

Source: Primary Data.

According to the table above, 17 out of 92 hoteliers (18.5) are located in Nagapattinam District followed by 13(14.1%) and 12(13.0%) hoteliers in Ramanathapuram and Tanjore District and 10 (10.9%) each from Kanyakumari, Tirunelveli and Tuticorin respectively. Out of 92, the remaining nine accommodation providers in the sample are from Madurai District.

**Table 2: Participation in Tourism -Related Activities**

Respondent's Opinion	Number of Respondents	% to Total
Yes	81	88
No	11	12
Total	92	100

Source: Primary Data.

As presented in the table above, 88 percent of the hoteliers, i.e., 81 out of 92 respondents, have stated to be participating in tourism - related activities. Only 12 percent of the respondents are found to be not participating in the tourism-related activities. So, it is found that majority of the hoteliers (88 %) are participating in the promotional activities of tourism in the study area.

**Table 3**

Purpose	Number of Respondents	% to Total(N=92)
Pleasure/Vacation/Sightseeing	56	60.9
Business	16	17.4
Visiting Someone	3	3.3
Practicing Yoga/ Meditation	5	5.4
Pilgrimage	59	64.1
Education(Higher studies)	11	12.0
Just as stopover destination	10	10.9

Source: Primary Data.

According to table 3, which shows the frequency and percentage analysis results eliciting the purpose of visits of tourists based on the perception of accommodation providers, 64.1 percent of the tourists visits various places of tourism importance in the study region as pilgrimages. Next to the above, 60.9 percent of the respondents (hotel administrators) have stated that the tourists visiting various tourism places during vacation for pleasure and sightseeing. Therefore, it is found that the purpose of the tourist visit at various places of tourism importance in Tamil Nadu is 'Pilgrimage' and pleasure/ sightseeing according to more than 60 percent of the hotel administrators in the survey.

**Table 4: Results of Freidman ANOVA and Kendall Co-efficient of Concordance Showing Major Hurdles for Tourism Development as Perceived by Hoteliers**

Hurdles	Average Rank	Sum of Ranks	Order
Lack of Suitable and for new Projects	3.95	363	4
Lack of Communication	4.57	420	6
Lack of Government Assistance	2.48	228	2
Complicated procedure for getting license	3.77	347	3
Unhealthy competition in the industry	4.45	409	5
Taxation(service tax and others)	1.79	165	1
Co-efficient of Concordance (Kendall W)		0.3576	
Friedman ANOVA Chi-Square (df=5)		164.49***	

Source: Primary Data.

\*\*\*Significant at 1 % level

An examination of the table shows that the Co-efficient of concordance, 0.3576 is significant at 1 % level (Friedman ANOVA chi-square = 164,49 is highly significant at 1 percent ).This Table exposes existence of moderate concordance (similarities) among the respondents in ranking the hurdles for tourism development in Tamil Nadu.

As there is similarity in ranking of items, the rank scores can be considered for ascertaining major hurdles for tourism development. As the scores are ranking in nature, the lower the average rank scores, the higher the preference. Accordingly, it can be seen from the table that “Taxation (service tax & others) is procedure for getting license”. The forth hurdle for tourism development is “Lack of availability of suitable land for new projects” in the regions of tourism importance.

In respect of involving local community in tourism planning, hoteliers’ opinion is analyzed and the results of the analysis are reported in Table 4. A perusal of the table shows that the hoteliers in all districts except those in Madurai and Nilgiri Districts have agreed with involving local community tourism planning ( Mean values are from 3.59 to 4.00, in agree range). The hoteliers in Madurai ( Mean =3.33)and Nilgiri (Mean=3.45) have neither disagree nor agree with involving local community in tourism development, in turn revealing that local communities in these two districts are moderately involved in tourism planning. However, the mean perception of the entire sample of hoteliers, 3.76 is in agreeing range. This exposes the fact that local communities are involved in tourism planning by the Government in Tamil Nadu.

#### **Viewpoints of Domestic Tourists**

- It is found from opinion of the most of the domestic tourists in the whole sample that their purpose of visit is for pleasure/spends vacation/ sightseeing at various destinations of Tamil Nadu.
- While young male tourists visiting various places in Tamil Nadu is for pleasure, the purpose of visit is business for highly educated people in the younger age.

#### **Accommodation Providers and Domestic Tourism**

- It is found from the opinion of the accommodation providers that all tourism-oriented facilities such as Restaurant, Halls for seminars/ parties, Laundry, Car rentals, Doctors on call and Recreation facilities except shopping facilities are available in most of the accommodation (Hotels) in the select regions of tourism importance in Tamil Nadu.
- Most of the accommodation providers (88.0%) do participate in tourism related activities.
- It is however found that the extents of availability of various tourism related services are not same and vary significantly across regions of tourism importance in Tamil Nadu.

### Suggestions

From the findings that emerged out of discussion of results obtain form the analysis of perceptions of local people, domestic tourists and hoteliers in eight districts of tourism importance in Tamil Nadu under study the following suggestions are provided.

- The Government of Tamil Nadu must create avenues for business opportunities to local communities in order to increase their participation in the development of domestic tourism.
- The entertainment facilities such as permanent trade fairs, amusements parks, exhibitions, meals and cultural festivals may be provided to ensure longer stay of tourist in the places of tourism importance.
- The Government should take necessary steps to improve basic amenities, tourism information and guide services, transport, banking and communication facilities to attract more tourists.
- The Government should give more incentives to hoteliers in order to boost the promotion of accommodation facilities to cater to all segments of the society.

### References

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3. Tamilnadu Tourism Comprises Tourism Department in the Secretariat and aCommissionerate of Tourism functioning to formulate policies and implement programmes for the development of tourism sector in the state.