



IMPACT OF THE TOURISM IN THE TAMILNADU ECONOMY

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Abstract

Tamil Nadu's tourism sector is important for economic development. Tourism is one of the greatest growing sectors in the country with excellent potential for further increase and diversification. Tourism is one of the most positive and profitable economic development for the state, especially it helps to increase in gross domestic product, to earn foreign exchange earnings, to create direct and indirect employment for the people, and to create a market for local handicrafts. Therefore, it is one of the important tools that attract foreign exchange with its force. We need to focus on laissez-faire policies, comprehensive packages, reduction of taxes, and the impact on the tourism sector and foreign investment.

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Keywords: Tourism, Types of tourism, Economic development, Tourism impact

DOI Number:10.14704/nq.2022.20.8.NQ44398

NeuroQuantology 2022; 20(8): 3683-3687

Introduction

The tourism sector is the backbone of the service sector and plays a key position in the development of related sectors. The tourism sector creates employment opportunities and contributes to GDP. In India, Tamil Nadu has the largest tourism assiduity with a change share of 21.86 % and 21.31 % of foreign and domestic sightseer visits in the country. Tamil Nadu is well renowned for its temple towns, hill stations, heritage sites, national parks, local cuisine, waterfalls, wildlife, and natural environment. "The number of domestic advents was at 494.8 million making the state the alternate most popular sightseer destination in the country and foreign advents numbered 6.86 million According to the Ministry of Tourism report (2020)". The loftiest in the country". Tourism acts as a sector for the economic development of a country.

Statement of the Problem

eISSN1303-5150

The tourism sector is one of the main sectors under the service sector of the Indian economy. The tourism sector in India is cashing due to the inundation of foreign tourists' arrival (FTA) and the large number of Indians visiting domestic destinations. Too numerous tourism destinations aren't prepared for callers. Challenges confronting tourism are high taxation, travel marketing, infrastructure issues, and security. The tourism industry is seasonal in nature and does not guarantee a round a year flow of income which hampers the overall business setup.

Objectives

1. To study the types of tourism in Tamil Nadu.
2. To study the growth and performance of the tourism sector in Tamil Nadu.
3. To know the positive and negative impacts of Tamil Nadu tourism.



Materials and methods

The Present study is based on the secondary data published by various agencies and organization. We collected the information from the Ministry of Tourism, Statistical Hand Book, Journals, Newspapers, Magazines, Research articles, Dissertations and Internet, etc.

Types of tourism in Tamil Nadu

- **Adventure tourism:** Tamil Nadu is also known for its adventure sports activities and facilities. One of Tamil Nadu's most popular hill stations Kodaikanal and Ooty. Kodaikanal is also a great destination for those interested in hiking, trekking, and boasts. Ooty is a suitable destination for adventure sports like touring and hang gliding.
- **Heritage tourism in Tamil Nadu:** Embossed like a beauty symbol on the land of Tamil Nadu are the many heritage attractions. Tamil Nadu was endowed by Pallava and Chola rulers but also a treasure of physical science artifacts, sculptures, bronze castings, and paintings that belonged to them.
- **Leisure Tourism:** Tourists visiting tourist centers in Tamil Nadu for leisure constitute a major segment of tourists. They generally crowd the hill resorts, sand resorts, falls, horticultural, zoological premises, and raspberry.
- **Pilgrimage Tourism:** Tamil Nadu, a state which is shaped out of love by the celestial deities is best known for nurturing religious tourism places which hold utmost importance in the country. Much to all travelers' surprise the state is home to around 33,000 ancient temples, stroked in the Dravidian style of architecture. the state is popularly known as the land of temples. To cater to these tourists, the TTDC in partnership with the Indian railways is running a special train 'Ram Sethu Express' which covers 15 temples in the state and has been the greatest source of spiritual rejuvenation for travelers from all around the world.
- **Medical tourism:** Medical tourism is good in

India, especially in Chennai. The city attracts a good number of international health tourists, proving that medical tourism is a fast-rising sector in India, he said Governor Banwarilal purohit said, "Tamil Nadu has always been an important center for medical opinion and treatment".

- **Cruise tourism:** Rail and road transport are the common modes of travel for most tourists. Affordable society travel by air too. Voyage shipping is fast arising as the most dynamic and swift-growing element of the tourism assiduity worldwide. India, with its long coastline along with excellent forests undisturbed islands, rich historical and cultural heritage proves to be an exotic tourist destination for cruise tourists. A sea tripto Andaman is another option available from Chennai.
- **Rural tourism:** Tamil Nadu tourism has decided to develop and promote to showcase pastoral life, art, culture, and heritage of pastoral locales in townlets, to benefit the local community economically, to establish socio interaction between tourists and local population for a mutually enriching experience.
- **Responsible tourism:** Tamil Nadu tourism has been taking non-stop efforts to showcase our villages and their way of life especially to the younger generation of our state, also visiting national spots, galleries, and sightseer spots stimulates the original frugality.
- **Business tourism:** Business tourism or business trip is a more limited and focused subset of regular tourism. During business tourism (traveling), individuals are still working and being paid, but are doing so down from both their workplace and home.

Tourism in Tamil Nadu

Tamil Nadu is one of the states of India, its capital is Chennai is the main center where the traditional and modern merge. Tamil Nadu culture and tradition together attract tourists from the whole world. Tamil Nadu is known as the 'Temple state of India' and all across this magnificent state one will find a remarkable memorial, temples containing involved carvings, and humbling gateways. Tamil Nadu state fascinates a bulk number of foreign tourists all



over the year. Tamil Nadu 2nd state in attracting foreign excursionists and 3rd in domestic excursionists. The foreign sightseer advents targeted for 2023 are 15 million to sightseers. Tamil Nadu stands altern coming to Maharashtra in foreign sightseer advents. India also stands 12th in the world ranking of the relative importance of travel and tourism's total contribution to GDP. According to the world travel and tourism

council, 6.2% of the total investment made in the country towards travel and tourism (as of 2014) resulted in the sector's contribution to 6.7% of the country's GDP annually. [It is forecast to rise by 7.3% p.a. to almost 7.6% of GDP in 2025] within India, 25.7% of domestic tourist visits are made in the state of Tamil Nadu. "Ministry of Tourism, Govt of India, 2015".

GROWTH OF TOURISM IN TAMILNADU:

Table 1: Tourist Arrivals in Tamil Nādu (2001 to 2021)

S.NO	YEAR	DOMESTIC ARRIVALS	FOREIGN ARRIVALS	TOTAL
1	2001	23812043	773073	24585116
2	2002	24661754	804641	25466395
3	2003	27059002	901504	27960506
4	2004	30076832	1058012	31134844
5	2005	32339478	1179319	33518797
6	2006	392147121	1335661	40550382
7	2007	50647188	1753103	52400291
8	2008	62618252	2040419	64658671
9	2009	78037607	2369050	80406657
10	2010	103010435	2804504	105814939
11	2011	136750750	3308438	140059188
12	2012	184136840	3561740	187698580
13	2013	244232487	3990490	248222977
14	2014	327555233	4657630	332212863
15	2015	333459047	4684707	338143754
16	2016	343812413	4721978	348534391
17	2017	345061140	4860455	349921595
18	2018	385909376	6073345	391982721
19	2019	494865257	6866327	501731584
20	2020	140651241	1228323	141879564
21	2021	115336719	57622	1153944341

Source: Tamilnadu Tourism Development Data.





It clearly shows the growth of tourism .In 2001 ,the total tourist arrivals was 2,45,85,116 after that it was gradually increased, meanwhile ,In 2010 it reached 10,58,14,939 and then In 2019 there was a tremendous number of tourist arrivals 50,17,31,584 ,then at 2020 and 2021 it decreased because of the pandemic situation. Now again it starts increasing .

Tourism-impact analysis-positive impacts

Tourism has both positive and negative effects on tourist places.

Tourism provides monetary incentives for the development of many local crafts and cultures; thus, it has an effect on the income of the local artisans and artists. Tourism also helps to preserve, retain and enrich our cultural heritages, greater demand for local food and crafts. original traditions and customs are kept alive because excursionists enjoy traditional shows. Direct support to the local economy. If tourism is organized well, and if the greater amount of the tourist dollar is spent at local businesses, the economy will experience a direct uplift. There is a concept called the multiplier effect that theorizes if money is spent locally then it will more than likely stay in the local economy. The increase in jobs, a higher quality of life for locals, and an increase in the wealth of an area.

Negative impacts

Deterioration of important heritage and literal

monuments and strands as a result of overuse by tourists. Prices increase in original shops as tourists are frequently fat than the local population. Seasonal tourism creates a high threat, under-or severance issues. Loss of natural geography and agrarian lands to tourism development. Increased scrap product, overcrowding, and congestion. utmost plutocrat goes out of the area to big companies, not locals.

Suggestion and Conclusion

Compared to other districts, Tamil Nadu has tremendous potential for tourism in terms of monuments, National Parks, strands, culture, history, and cookery. still, we do not have good connectivity to these destinations and the installations around the spots are poor. Locations., Places to stay, and food are each big draws for tourists, but hygiene needs to be enforced strictly. Tourism is the only sector that not only creates jobs but also provides jobs in the tertiarysector. It is now high time for us to work for the betterment of this sector so that in the forthcoming times the number of foreign tourists may increase and further people will be suitable to know about our culture.

Despite the recent growth of the tourism sector in the country, India’s share in transnational tourist arrivals is a stingy 0.50% while the share in the global transnational tourism bills is around 1.30% only. Tourism has to be made a



precedence industry as it is a service export and earns foreign exchange. we need to improve infrastructure, safety hygiene, and translucency

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