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Tourism development in Tamil Nadu

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ABSTRACT

The development of tourism in various level by many countries as it gives revenue as well as employment opportunities to the government and people. The initiatives taken the state of the government is considered to be very important in the upcoming World.

Keywords— TTDC- Tamil Nadu Tourism Development Corporation

1. INTRODUCTION

Tourism is a field of human activity known to mankind from time immemorial. It cuts across barriers of caste, color, creed, and builds universal brotherhood. Tourism represents one of the world's largest industries, with nearly 700 million estimated international visitors' arrivals in the year 2000. This phenomenon today has become a very complex activity, encompassing a wide range of relationships. As the global economy surges, resulting in improvements in the standard of living and disposable income, coupled with more leisure time, the overall number of tourists is also expected to grow further. The world's oldest industry is also one of the largest and fastest growing industries today. It is basically a service-oriented industry, which is capable of generating massive employment opportunities and huge foreign exchange. Hence, for the development of Tourism in Tamil Nadu, the Department of Tourism and Tamil Nadu Tourism Development Corporation (TTDC) were formed. The Department of Tourism concentrated on dissemination of information and implementation of schemes for the benefit of tourists. The TTDC, on the other hand, was assigned the job of conducting package tours and running of Hotels (Hotel Tamil Nadu).

Statistics from World Tourism Originations (WTO) indicate that the tourism industry will continue to expand over the years. According to the WTO, international tourism arrivals worldwide will reach 1.5 billion, by 2020. Tourism is not just a monetary movement of significance for a nation but it is additionally an essential medium of social and cultural improvement. It goes about as a method for social training and better comprehension, among the general population of the distinctive locales of the nation.

The definition given by Swiss Professors, Hunziker and Krapf, in 1942 is very simple. According to them, "Tourism is the sum of the phenomena and relationships, arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity".

2. ROLE OF GOVERNMENT IN DEVELOPING TOURISM

Tamil Nadu has huge potential for tourism. The vegetation ranges from dry-deciduous backwoods, thistle backwoods to mangroves, damp deciduous and wet evergreen timberlands. Tamil Nadu is the home of more than 3000 plants species. Kurinji, an uncommon blossom that blooms once in twelve years, develops in the hill station of Kodaikanal. Udhagamandalam is another place, with a wide range of vegetation and draws both local and outside vacationers. Waterfalls are additional ecotourism attraction. The Courtallam Falls is known as the "Spa of South India", as the water is said to have incredible herbal properties. The Tourism Department is quick to have an echo circuit, to cover the mangrove backwoods and havens of Pitchavarm, Point Calimere, and Muthupet. Numerous eco vacationers are intrigued by the tropical timberlands and wilderness.

The preparation of the 20-year perspective tourism plan for Tamil Nadu has been principally for identifying development aspects of the tourism industry including identification of new tourism product in the state so that a direction and long-term goals can be evolved for a meaningful and growth-oriented tourism in the state. The Department of Tourism, Ministry of Tourism, Government of India, invited offers from reputed Consultancy firms for preparing the 20-year perspective tourism plans for different states in India. The preparation of a Perspective Tourism Plan for the state of Tamil Nadu, assigned by the Department of Tourism of Government of India, has been to identify development aspects of the tourism industry in the state for a long-term perspective and produce a meaningful plan report covering all facets of the state tourism so that later on a perspective tourism plan at the country level can be prepared. Now the "Vision Tamil Nadu- 2023" released by the Honble Chief Minister envisages a major role for

Tourism in the overall development of the state. To achieve the targets set in the Vision document, a new Tourism Policy is being formulated. The new Tourism Policy aims to attract more high spending tourists and also investments in tourism and hospitality related infrastructure. The Policy will also ensure employment for skilled and unskilled persons, besides inclusive development for the local people. There are three types of tourists visiting the State, International, Inter-State and Intra- State tourists. Separate strategies have to be evolved to attract each category of tourists. Infrastructure for tourism includes the development of hotels and resorts, theme parks, entertainment complexes, improvements to heritage and archaeological monuments, development of places of tourist interest and connectivity to places of tourist interest. The state targets a foreign tourist inflow of 15 million by 2023. The estimated total investment in various projects amounts to Rs. 10,000 crore.

3. BRAND PROMOTION

“Discover Tamil Nadu Campaign”. As an opening gambit, a special campaign Discover Tamil Nadu 2012-2016 is being rolled out. The Department will arrange for Fairs & Festivals and special events during this period in India. Art & craft will be given fillip by organizing sale-cum-demonstration events making it interesting for the tourists to participate. To promote the cuisine of the State, like Chettinadu, Kongunadu, Madurai and Tirunelveli varieties, to name a few, food festivals will be organized. All these events will be held in the backdrop of important tourist destinations and adequate multi-lingual publicity will be given to attract international as well as domestic tourists.

4. CONCLUSION

The Tourism Programme enlisting the activities of various agencies and private sector and State Governments was prepared in 1993 and it was further modified and converted into National Strategy for the development of tourism during the year 1996. The eighth and ninth Plans gave a new direction, meaning, and coordination to the endeavors of the center and states for accelerated tourism promotion. Thus the present study aims at the Role of government in the growth and development of tourism. The tourist arrivals in the state of Tamil Nadu would enable forecasting tourist arrivals for better planning and allocation of resources efficiently in order to improve outcomes both in terms of increasing the tourist arrivals as well as generating revenue and increasing employment. The government of India and the state government of Tamil Nadu need to recognize that the economic and job- creation benefits of a strong growing travel and tourism sector can only be fully realized if a favorable and supportive role in the tourism industry. They should ensure that this sector is at the heart of their policy making. Tourism can exist without increasing co-operation between the public and private sectors.

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