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## Contribution of tourism in reassuring economic growth in Tamil Nadu

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### Abstract

Tourism has become an accepted global relaxation activity. It can be domestic or international, and global tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is most important source of income for numerous countries, and affects the financial system of both the source and mass countries, in some cases it is of essential value. Tourism plays an imperative element in humanity's profitable and intellectual development. Tourism is a combine of events, facilities that include transport, accommodation, and restaurants for individuals or groups who travel away from their homes to have a journey familiarity, lodgings and other tourism conveniences. It includes all package providers and it is the whole travel, hotel, transportation and all other components of the world business that meets the needs and desires of travellers, include endorsement. Tourism is described by the Tamil Nadu Tourism Society as their protract at each objective, temporary short-term travel of individuals to destinations beyond the locations where they normally live and work and their activities.

**Keywords:** Employment opportunities, lodgings, intellectual development, transport, accommodation

### Introduction

The development of tourism is usually related, in positive terms, with economic development, foreign currency inflows, employment opportunities, infrastructure perfection, sustainable development and poverty alleviation (Lina Badulescu, *et al.* 2020) <sup>[1]</sup>. Tourism is a mix of events, facilities that include transport, lodging, and restaurants for individuals or groups who travel away from their homes to have a travel experience, accommodation and other tourism facilities. In 2019 total input of Travel and Tourism industry to global economy was 4.67 trillion US dollars which was 10.4% involvement to global GDP which declined to a disturbing 5.5% recently in the post pandemic situation worldwide now. Around the same time in 2019 Dubai's Travel and Tourism industry revenue was 30.82 billion US dollars which made Dubai the city which brings the most tourist dollars earner worldwide. However, India generated Travel and Tourism revenue to the tune of 30,058 million US dollars around the same time. Unlike Dubai or Singapore which is major earners in Travel and Tourism industry worldwide, Tamil Nadu is improved placed in terms of its prosperity in antique arts, culture and legacy which remains to be utilized to its fullest potential. If necessary, centre is given and nurtured, Travel and Tourism sector will soon become a major provider of revenue for our state.

### Review of literature

Dr. S. Praveenkumar (2020) <sup>[2]</sup> concluded that Tamil Nadu has a tremendous potential for tourism. As far as tourism infrastructure is concerned, however, it is still missing. The government must prepare to improve the tourist infrastructure, and the government should undertake various projects, such as the introduction of special tourist trains, the link of World Heritage Sites and places of tourist interest with highways, the provision of clean and low-priced hotel accommodation for tourists, etc.

Dr. J. Vasantha Arockiaselvi *et al.* (2018) <sup>[3]</sup> observed that Tourist security and tourist friendliness are the factors adding value to the State. Besides that, tourism industry is capable of generating employment opportunities but very small number of people enjoys the employment generation in the field of tourism.

Therefore, steps will be taken to train educate and unemployed youth in the tourism related fields and the proposals also include in the schools and college curriculum to create awareness among youth so as to fully prepare and sensitize the coming generation.

Ms. Mahalakshmi Venkatesh *et al.* (2014) <sup>[4]</sup>, highlighted that these service industries include transportation services, such as airlines, cruise ships and taxicabs, hospitality services, such as accommodations, including hotels and resorts, and amusement venues, such as amusement parks, casinos, shopping malls, music venues and theatres. India is a vast country and so of its gorgeousness. So, tourism is very significant in major regions of our nation as well.

### Statement of the problem

Tourism is viewed as a smokeless business for all realistic purposes. For the growth of tourism, sufficient support facilities should be provided to create a centre of attention and motivate guests. The stipulation of sustain services and the terms of eminence tourism services can direct to tourist happiness. To encourage and improve good tourist facilities, there is a need for objective assessment of tourist preferences and knowledge. As far as Tamil Nadu is concerned, the encouraging upward trend reported over the years by the tourism industry more than compensates for its industrial backwardness. Tamil Nadu is a beautiful set with a massive quantity of tourist centers. Yet, significant numbers of tourists remain unidentified in these tourist centers. Nature themes in this district relate in a modest way to the flora, fauna, parks, scenic beauty, geology, and marine environment available. Besides cultural themes, traditional lifestyles are also available here including music, dance, fine arts, drama, architecture, crafts, and archaeology. Competition and creativity in advertising campaigns is the most critical issue in the tourism industry. The tourist attractions and facilities are not very successful. It is important to fix the following aspects of the problems with waste disposal, cleanliness in public areas, lack of tourist guides, lack of work opportunities, lack of transport facilities and poor accommodation within the tourist location. This problem generated an unflagging rarity in the investigator's mind to board on a review of Tamil Nadu's tourism sectors.

### Objectives of the study

- To study on tourism and economic growth in Tamil Nadu.
- To determine the various types of tourism in India.
- To analysis the current status in tourism sector in Tamil Nadu.

### Methodology of the study

Secondary data from the publications of the Government of India, the Government of Tamil Nadu, as well as linked records, newspapers and periodicals are collected and analysed in the method.

### Tourism and economic growth in Tamil Nadu

A good number of information booths at bus stations, shopping malls, and busy commercial complexes must be opened by the tourism department. In order to communicate with visitors, proper individuals with the right mind-set are hired. It is important to keep the tourist office open every 24 hours. Awareness workshops can be concerned out to data

based on website, waiters and taxi drivers who have express contact with the visitors in order to make available the guests with their best services. As the winds of privatisation are already flowing through the various sectors of the economy, tourism can also be tried out. For the easy to collecting the data in tourist information on lodging in hotels, lodges, clubs, resort hotels, the train station, airports, bus stations and the tariff should be shown. This will allow visitors to select their choice of accommodation. In order to achieve socio-economic growth in any region, the tourism industry is absolutely necessary. Over the years, the tourism industry in Tamil Nadu has developed by leaps and bounds due to the unique environmental and scenic beauty of the locale it has been blessed with as well as the historic role it has played in the nation's life. The growth record and the effect of the tourism sector on Tamil Nadu's financial history and its social and political condition have been very inspiring. The ever-growing tourism sector has made some changes to it through Tamil Nadu has a weak track record as far as developed growth is apprehensive.

### Types of tourism in India

#### Adventure Tourism

There are many types of adventure tourism in India because of the varied topography. These will help you to cut down your repetitive urban life. Adventure tourism is one of the most important forms of tourism. Many Indian tourism packages are create for these adventurous trips.

#### Wildlife Tourism

India is not only a diverse country but also a wildlife enthusiast. About 4% of India's total land, 90 forests are national government parks, and 482 are wildlife sanctuaries. As per statistics, India has 60-70% of the world's biodiversity. In these forests, you can recover Asian elephants, Asiatic lions, Royal Bengal tigers, Indolence bears, Indian rhinos and leopards, etc. There are hundreds of bird species found in sanctuaries/ jungles. These places became the best tourist spots for bird watching.

#### Eco-Tourism

India, a country of different topography, offers numerous tourist destinations that reduce stress and revitalize you. There are several ways to take enjoyment in environment Places like the Himalayas, North-East India, Kerala, Andaman and Nicobar Islands, and Lakshadweep Islands where you can enjoy the treasures of scenery in religious ways. It is called nature-based tourism.

#### Medical Tourism

In Medical tourism is global tourists come to our country in search of healthcare. In the meantime, they visit visitor places in that city/state. This international tourism is rapidly increasing in India. In recent times, private hospitals have gotten a gigantic boost from medical tourism. Because of this demand, they increase their total employment, transportation, etc. Medical Services requested by travellers, including complex surgeries.

#### Wellness Tourism

India is one of the pinnacle places in the world known for wellness. Popularity increase as people tries to move towards a healthier lifestyle. If you arrangement to depress

anxiety and revitalize feeling emotion, we have compiled a list of top wellness destinations in India that you must visit.

### **Cultural Tourism / Heritage Tourism in India**

Cultural and religious India is the motherland of the world. The country is enriched with unique cultural vibrancy with various world heritage sites. It has historical significance as well. Those things create a centre of attention travellers globally.

### **Religious Tourism / Pilgrimage Tourism**

India is called a 'country of faith.' You can find a spiritual environment all over the country. Dharma generates this situation; Karma carries and forgives. India is a worldly country with several religions. We live here in eventual peace and sufficiency. For that reason, religious tourism has a vital role in tourism improvement. The presence of many temples, mosques, gurdwaras, churches, and monasteries in India motivates travellers to come here.

### **Business Tourism**

Like other travel destinations in India, business tourism is playing a special role. Nonstop flights from numerous foreign countries prove the potentiality of Indian business tourism. As a result, companies prefer India for growing business and meetings. International companies want to spread their business in New Delhi, Hyderabad, Kolkata, Gurgaon, Pune, Mumbai, Ahmadabad, Bangalore, etc.

### **Cruise Tourism**

In India, Cruise tourism is a growing niche tourism product. It encourages and attracts tourists with a specific interest. The Ministry of Tourism and state governments are developing infrastructure to increase cruise tourism in India. India's vast and agreeable coastline and virgin forests can be a place of interest for cruise travellers.

### **Culinary Tourism**

Famous for its idiosyncratic taste and spice, Indian cuisine is now popular worldwide. With the development of the tourism sector in India, this is one of the niche tourist products on entry. We can subdivide it into regional sub-groups like Rajasthani, Chettinad, Bengali, Punjabi, Sindhi, Gujarati, Hyderabad, Mughal, Kashmiri, and Bengali.

### **Dark Tourism**

India's many travelling spots are included in the category of "dark tourism." It is a new type of tourism. Dark tourism is related with places that have experienced death, pain, and mystery. It is accepted for those who are interested in history and want to discern dark untold past stories. It might be lethal and terrifying, but the destination becomes popular because of its typical environment and experience.

### **Film Tourism**

India is eminent for its many tourism classifications, such as remedial tourism, adventure tourism, eco-tourism, cultural tourism, and film tourism. The country has the world's largest film producer, producing more than 1800 films a year. Indian film is known as Bollywood. We be expecting India to receive one million film tourists by the coming year. When a viewer is persuaded to visit a watchful location after watching a movie, they term it as 'Filming destination or film tourism.

### **Sports sightseeing**

India continuously attracts tourists with its prosperous cultural heritage, food, and architectural wonders. But, some years ago, no one consideration sports could attract foreign tourists as well. All over the world, Sports seeing the sights has come out as the most imperative tourism service sector. Eventually, it spread all over the country and made a splash in India as well. Adventure sports tourism is currently increasing at about 12%, as announce by the Ministry of Tourism. This multi-trillion industry will show a massive bound in the coming years by a sport trade analysts predict. This tourism industry in India became the service generation sector. They centre on the infrastructure development of changed types of tourism in India.

### **Educational Tourism**

India is an excellent purpose for educational tourism. Our country offers a diversity of potential and topics for students. Here you can vacation many surprising and amazing beautiful monuments like the Taj Mahal, forts and palaces of Rajasthan, mausoleums and mosques, beautiful temples related to different religions of India, and old churches. Similarly, visiting thousands of year's old rustic villages and their houses, castles, palaces, and life stories would be incredible information. So an education tour in India will surprise students and give them broad information of the subject topic.

### **Yoga school and recoil Tourism in India**

Yoga is a healthy habit for everyday life. Now everybody wants to habit this exercise. Yoga san has been practised in India since ancient times. It's also mentioned in many Biblical books. So many yoga practitioners journey to India to be familiar with and preparation it correctly. Some embrace it at the top of the bucket list. The southern city of Mysore has lodgings for several schools that educate Kayakalpa yoga, Ashtanga yoga, and yoga ashrams are found all over India.

### **Recreation Tourism**

One of the major goals of activity tourism is a physical and intellectual renaissance in humans. Many people spend their vacations through recreational tourism. Tourists embrace themselves in physical activity, sports, enriching events, visiting castles, museums, wine testing, etc. Some places for entertaining going to places of interest in India.

### **Tourist visits to Tamil Nadu**

A large number of International and Domestic tourists visit different tourist places of interest in Tamil Nadu. The Countries which constitute major share of tourists are U.S.A, U.K., Canada, Australia, Russia, Germany, China, Malaysia, Singapore, Japan, Italy, France, Sri Lanka, Oman and Bangladesh.

**Table 1:** Domestic and foreign tourist visits In Tamil Nadu

Year	Domestic	Foreign	Total
	(In Lakhs)		
2015	3334.59	46.85	3381.44
2016	3438.10	47.20	3485.30
2017	3450.61	48.60	3499.21
2018	3859.09	60.73	3919.82

Source: www.tamilnadutourism.org

## Conclusion

Compared to any other district, Tamil Nadu has a tremendous potential for tourism. As far as tourism infrastructure is concerned, however, it is still missing. The government must prepare to improve the tourist infrastructure, and the government should undertake various projects, such as the introduction of special tourist trains, the connection of World Heritage Sites and places of tourist interest with highways, the provision of clean and cheap hotel accommodation for tourists, etc. A good number of information booths at bus stations, shopping malls, and busy commercial complexes must be opened by the tourism department. In order to communicate with visitors, proper individuals with the right mind-set are hired. It is important to keep the tourist office open every 24 hours. Awareness workshops can be carried out to inform the porters, waiters and taxi drivers who have direct contact with the visitors in order to provide the guests with their best services. As the winds of privatisation are already flowing through the various sectors of the economy, tourism can also be tried out. For the convenience of tourist information on lodging in hotels, lodges, clubs, resort hotels, the train station, airports, bus stations and the tariff should be shown. This will allow visitors to select their choice of accommodation. In order to achieve socio-economic growth in any region, the tourism industry is absolutely necessary. Over the years, the tourism industry in Tamil Nadu has developed by leaps and bounds due to the unique environmental and scenic beauty of the locale it has been blessed with as well as the historic role it has played in the nation's life. The growth record and the effect of the tourism sector on Tamil Nadu's economic history and its social and political climate have been very impressive. The ever-growing tourism industry has made some changes to it through Tamil Nadu has a weak track record as far as industrial growth is concerned.

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