SOCIO ECONOMIC IMPACT OF TOURISM SECTOR IN TAMILNADU

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ABSTRACT :
        Tourism over the years has cropped up to be the world's largest and fastest growing industry It is a major phenomenon of the modern society. Tourism development is perceived by almost all countries of the world as a potent ingredient in the economic developmenta1 strategies. It is considered as a quick and easy means to economic development.

KEYWORDS : *modern society , major phenomenon , economic development.*

INTRODUCTION

Tourism is an interaction of an encounter between two persons or two groups, one being the host and the other the visitors or tourists. In between these interactions, there exist the commercial aspects of tourism. Many people are involved in tourism directly or indirectly. The commercial operations in travel and tourism influence a wide spectrum of areas of development.

Nowadays a lot of factors draw people towards tourism. The important motivations for travel and tourism may be cultural, social, interpersonal, physical, religious or what ensues from considerations of status or prestige. But countries and societies foster tourism mainly because of its developmental potential. Tourism has much scope for development and the development of tourism can develop certain localities, states and even countries. A planned and integrated development of tourism can act as a catalyst of the economic development of any country, especially a developing country.

An effective and successful development of tourism includes the development of four major sectors. They are: infrastructure deveIopment, tourism product development, human resources development and market development. An appropriate development of tourism necessitates a large-scale development in infrastructure, which requires large-scale investment. A concerted and deliberate effort is needed for tourism product development at national and international levels. Since tourism is highly labour-intensive, sufficient emphasis has to be laid on human resources development. Finally, tourism marketing is a specialised activity that requires professional ism. Long term planning, market research analysis and a clear sense of direction in tourism marketing can step up tourist arrivals and increase the time and money spent by the tourists. Thus, the need of the hour is a sustainable tourism development.

SIGNIFICANCE OF TOURISM DEVELOPMENT

Today almost all countries of the world try to develop tourism becausetourism can, in turn, develop any country. It is a challenge to the modern world economy. Changing life styles, sudden increase in the income levels, breaking up of the travel barriers, opening up of the economy, globalization and liberalization, all led to a steep growth of tourism industry. New travel patterns,

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changes in consumer behavior, economic strength of markets, new destinations, political realignments, new waves of mass tourism and package tourism augmented this growth.

Tourism, which is a service industry, is highly labour intensive and in a developing country like India, it contributes to the economic development of the area, creates huge employment opportunities, provides equitable distribution of wealth, helps to acquire the much-needed foreign exchange, brings out a speedy development and improvement of infrastructure facilities, helps in eradicating the regional impedances, improves the standard of living of the local people, boosts up the local and cottage industries, promotes international understanding by bringing diverse people face to face, and above all, helps in achieving a social, cultural, political and educational understanding among the people.

Almost all countries of the world have accepted the huge potentialities of tourism in income generation, employment creation and infrastructure development. Kamra says: "There is hardly any other economic activity which is capable of generating as much added value, employment and hard currency and that also at such a low cost as tourism. Important in nonindustrial areas with limited alternative sources of employment. Millions of people throughout the world depend directly or indirectly on tourism.

Tourism, as an invisible export-oriented service industry, can also help to boost up the innumerable local and cottage industries and act as a profound advertiser to local and cottage industries in other countries. This can reduce the regional imbalances and improve the standard of living of the local people. It can act as a panacea for a developing country's social and economical problems.

If properly planned and motivated, tourism Industry will definitely come out with flying colours. It can act as a source for secondary income for rural people. The challenges and opportunities of tourism development are great. Hence, keeping in view the challenges and opportunities, especially in the context of globalisation, there is a need to adopt a strategic approach to tourism development.

STATEMENT OF THE PROBLEM

Tourism plays a pivotal role in the rapid growth of national economy. It helps to earn the goodwill of the international tourists. Tourism is also being recognised as a source of employment to both the semi-skilled and the unskilled. Being a service industry, it creates employment opportunities to the locals. Besides providing employment opportunities, tourism aims at achieving an equitable balance between major industrial areas and the rest of the country.

Tourism makes a tremendous contribution to the improvement of socio-political understanding. Travel in different countries fosters a better rapport between people of various kinds. Personal and international contacts have always been an important way of disseminating ideas about other cultures. Tourism is an important means of promoting cultural exchange and international co-operation.

Tourism mainly helps the growth of handicraft and small-scale industries which supply nice articles to the tourists at large. Locally available resources are utilised by the small scale industries to produce various goods catering to the needs of the tourists. These goods gain a share in the international markets and earn foreign exchange for the country.

These are some of the questions which require an in-depth study. An investigation into these issues will provide the basis for establishing a marketing strategy for the promotion of tourism in India and Tamilnadu.

1. Does development of tourism have a significant impact on the economy of Tamilnadu?
2. How do the local people and those connected with tourism feel about the development of tourism?
3. What are their opinions and suggestions?

OBJECTIVES OF THE STUDY
The main objectives of the study are:
- To review the development of tourism and its impact on the economic development of Tamilnadu.
- And to measure the level of variations among the owners and employees of tourism business.

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- Improved most in the tourism developed areas, ii) main hindrances to the development of tourism in the locality, and ii) the means of extending the seasonality of tourism.

Primary Data

The primary data have been collected through interview methods from 250respondents with the help of a 'structured interview schedule'. Interviews started on 2019 January to February.

Analysis of data

The data collected from the survey and the resultant findings. Economic impact of tourism is influenced by a number of factors like the demographic particulars of the people involved in tourism business, government policies, individual satisfaction of the owners and employees of the tourism business, investment factors, employment factors, regional development, etc. Hence the analyses of the variables detailed in this chapter are classified under three heads: a profile of the respondents, individual and local development of tourism-developed areas, and economic development assessment of the variables

TABLE – 1.1
AGE-WISE CLASSIFICATION OF RESPONDENTS

Class	Below 20	21-40	31-40	41-50`	Above 51	Total
Hill Stations	5 (2.0)	101 (40.6)	79 (31.7)	46 (18.5)	18 (7.2)	249 (100)
Beaches	10 (5.8	68 (39.3)	67 (38.7)	20 (11.6)	8 (4.6)	173 (100)
Backwaters	8 (8.8	26 (28.6)	36 (39.6)	15 (16.5)	6 (6.6)	91 (100)
Pilgrim centres	4 (7.4)	18 (33.3)	19 (35.2)	6 (11.1)	7 (13.0)	54 (100)
General class	7 (4.4)	68 (43.0)	53 (33.5)	22 (13.9)	8 (5.1)	158 (100)
Total	34 (4.75)	281 (38.8)	254 (35.0)	109 (15.0)	47 (6.5)	725 (100)

Source: Direct Survey-Processed By SPSS

Values within the parentheses indicate percentage to row totals.

The above table shows that majority of the respondents from hill stations, beaches and general class are of 22 -30 age group, while In the backwaters and pilgrim centres they are of the 31-40 age group. The least number of respondents are of below 20 age group in hill stations, pilgrim centres and general class? While they arc of above 50 age group in beaches and backwaters.

TABLE 1.2
RELIGION-WISE CLASSIFICATION

Class	Hindus	Christians	Muslims	Others	Total
Hill stations	106 (42.6)	100 (40.2)	25 (10.0)	18 (7.2)	249 (100)
Beaches	86 (49.7)	37 (21.4)	44 (25.4)	6 (3.5)	173 (100)
Backwaters	379 (40.7)	30 (33.0)	12 (13.2)	12 (13.2)	91 (100)
Pilgrim	15	12	21	6	54

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centres	(27.8)	(22.2)	(38.9)	(11.1)	(100)
General class	73 (46.2)	57 (36.1)	20 (12.7)	8 (5.1)	158 (100)
Total	317 (43.7)	236 (32.6)	122 (16.8)	50 (6.9)	725 (100)

Source: Direct Survey-Processed by SPSS

Values within the parentheses indicate percentages to row totals

The above table 1.2 reveals that in hill stations the majority of respondents are Class either Hindus (42.6%) or Christians (40.2%) while Muslims and others are only 10% and 72% respectively. In beaches Hindus (49.7%) come first, followed by Muslims (25 3%) and Christians (21.4%) In backwaters Hindus (40.7%) and Christians (33%) constitute the majority. In the pilgrim centre it is the Muslims Christians (38.9%) followed by Hindus (27.8%) and Christians (22.2%). In the general class the religion-wise classification is Hindus 46.2%, Christians 36.1 %, Muslims127% and general class 5.1 % Among the respondents 3 17 are Hindus, 236Christians, 122 Muslims, and 50 are from other religions.

Sex

The sex-wise distribution of the respondents in the present study is given in Table 1.3

TABLE 1.3
SEX-WISE CLASSIFICATION

Class	Male	Female	Total
Hill Stations	21 (84.7)	38 (15.3	249 (100)
Beaches	161 (93.1)	12 (6.9)	173 (100)
Backwaters	81 (89.0)	10 (11.0)	91 (100)
Pilgrim centres	46 (85.2)	8 (14.8)	54 (100)
General class	120 (75.9)	38 (24.1)	158 (100)
Total	619 (85.4)	106 (14.6)	725 (100)

Source: Direct Survey-Processed by SPSS

Values within the parentheses indicate percentages to row totals

It is clear from the table that the majority of respondents engaged in tourism business or employment are male. They form 619 (85.4%), while the women form only 106 f 14.6%) of the 725respondents. The class-wise distribution also depicts the same position as in the total sample. In hill stations the male female ratio is 211:38, in beaches 161: 12, in backwaters 81: 10, pilgrim centres 46:8 and in general class it is 120:38.

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TABLE 1.4
MARITAL-STATUS WISE CLASSIFICATION

Class	Married	Unmarried	Total
Hill stations	141 (56.6)	108 (43.4)	249 (100)
Beaches	121 (69.9)	52 (30.1)	173 (100)
Backwaters	62 (68.1)	29 (31.9)	91 (100)
Pilgrim centres	38 (70.4)	16 (29.6)	54 (100)
General class	87 (55.1)	71 (44.9)	158 (100)
Total	449 (61.9)	276 (38.1)	725 (100)

Source: Direct Survey-Processed by SPSS

Values within the parentheses indicate percentages to row totals

The survey reveals that 449 (61.9%) respondents are married and276 (38.1%) are unmarried. In the hill stations the numbers of married and unmarried respondents are in the ratio of 141:108, in beaches 221 :52, in backwaters 62:29, in pilgrim centres 38:16 and in the general class it is 87:71. The total sample and the class distribution are of the same trend regarding marital status.

Education

Educational background of the owners of the business and of the employees is a predominant factor affecting the economic development of an area, especially with regard to tourism-related economic activities. Since people from different countries and from different states with different languages are involved in tourism, the educational status of the owners and the employees is a significant factor. Table 1.5 is given to show the education-wise classification of the respondents.

TABLE 1.5.
EDUCATION-WISE CLASSIFICATION

Class	Below Graduation	Graduates	Post-Graduates	Professionals	Total
Hill Stations	115 (46.2)	98 (10.4)	26 (4.0)	10 (100)	249 (100)
Beaches	87 (50.3)	67 (18.7)	7 (4.0)	12 (6.9)	173 (100)
Backwaters	39 (42.9)	34 (37.4)	14 (15.4)	4 (4.4)	91 (100)
Pilgrim centres	28 (51.9)	12 (22.2)	7 (13.0)	7 (13.0)	54 (100)
General class	57 (36.1)	61 (38.6)	24 (15.2)	16 (10.1)	158 (100)
Total	326 (45.0)	272 (37.5)	78 (10.8)	49 (6.8)	725 (100)

Source: Direct Survey-Processed by SPSS

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Values within the parentheses indicate percentages to row totals

This table 1.5 shows that out of the 725 respondents, 326(45%) are below graduation, 272(17.5%) are graduates, 78(10.8%) are postgraduates and 49(6.8%)professional degree holders. The below graduation- graduate- postgraduate professional degree holders proportion in hill stations is 115 :98 26: 10, in beaches 87.67:7:12, in backwaters 39:34: 14: 4, in pilgrim centres 28: 12: 7: 7, and in general class it is in the ratio of 57: 61: 24: 16.

Occupation

In tourism business some are owners of business and the others are Employees. Table 3.9 shows the occupation-wise classification of the respondents.

TABLE 1.6
OCCUPATION-WISE CLASSIFICATION

Class	Owners	Employees	Total
Hill Stations	117 (47.0)	132 (53.0)	249 (100)
Beaches	86 (49.7)	87 (50.3)	173 (100)
Backwaters	50 (54.9)	41 (45.1)	91 (100)
Pilgrim centres	28 (51.9)	26 (48.1)	54 (100)
General class	87 (55.1)	81 (44.9)	158 (100)
Total	368 (50.8)	357 (49.2)	725 (100)

Source: Direct Survey – Processed by SPSS

Values within the parentheses indicate percentages to row totals

This table1.6 reveals that out of the 725 respondents interviewed 368 (50.8%)are owners of some type of business are self-employed persons and 357 (49.2%) are employees. In hill stations, owners constitute 47% f 1 17 numbers) and employees 53% (132). Owners form 49.7% (86) in beaches, 54.9% (50) in backwaters, 51.9% (28) In pilgrim centres, and 55.1 % (87) in the general class. The analysis of the profile reveals the following facts

- Out of the of 735 respondents, 249 (34.394)are from hill stations, 173(23 .9%) are from beaches, 91 (1 2.6%) are from backwaters, 54 (7.4%) are from pilgrim centres and the remaining 158 (21.8%) are from other areas or general class.
- Majority of the respondents interviewed are in the age group of 21-30 in all classes except in pilgrim centres where the predominant age group is 3 1-40
- The religion-wise classification reveals that 43.7%of the people selected for the study are Hindus, 32.65% are Christians and 16.8%are Muslims. 4 85.45 %of the respondents are male. There is male dominance in the tourism business and the role of women is comparatively negligible.
- 61.9% of the respondents are married and the remaining38.1% areUnmarried.
- The education-wise classification shows that 45%of the respondents are below graduation and 37.5%are graduates in the tourism sector.
- State-wise classification reveals that 76% of the respondents are Tamilnadu.
- The owner-employee classification of the respondents selected for thestudy shows that 50.8%of the respondents are owners and 49.2% are employees.

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TABLE 1.7
AVERAGE EMPLOYMENT GENERATED

Class	Mean	Std. deviation	No. of respondents
Hill Stations	2.31	6.49	249
Beaches	1.60	4.80	373
Backwaters	3.07	8.41	91
Pilgrim centres	59	1.00	54
General class	1.80	4.87	158
Total			725

- Source: Direct Survey – Processed by SPSS
- This table1.7 gives the averages number of employees working in the business in which the respondent is working. In hi11 stations the average number of employees is 2.31, while in beaches it is 1.60, in backwaters 3.07, in pilgrim centres0.59, and in the general class it is .The highest mean is in backwaters, while the lowest average 1s in pilgrim centres. The highest standard deviation is in backwaters (8.41) and the lowest standard deviation is in pilgrim centres (1.00).

Seasonal average monthly revenue earnings
- A comparative analysis of the seasonal average monthly revenue earnings of the financial year 2014-2015 for different classes of tourism developed areas has been shown in Table 3.30.
- Class-wise comparison based on seasonal average monthly revenue earnings

TABLE 1.8
SEASONAL AVERAGE MONTHLY INCOME

Items	Hill stations	Beaches	Backwaters	Pilgrim centres	General class
Total no of respondents	249	173	91	54	158
Mean earnings	14483.94	17135.84	20778.02	16972.22	12016.46
Standard deviation	25798.34	29655.49	29436.84	20706.03	18492.45

Source : Direct survey – processed by SPSS

- The comparative analysis shows that the seasonal monthly mean earnings highest in backwaters, ie., Rs 20778.02, and lowest in the general class, Rs. 1201 6 46. The standard deviation is the least in the general class and the highest in beaches.

Table 1.9
OCCUPATION WISE COMPARISON BASED ON SEASONAL AVERAGE MONTHLY REVENUE EARNINGS

Items	Owners	Employees
Total No. of respondents	368	357
Mean Earnings	27202.45	3547.34
Standard Deviation	31895.25	1881.76

Source : Direct survey – Processed by SPSS

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- The seasonal monthly mean revenue earnings of owners is Rs. 27202.45-while the standard deviation is 3 1895.25.This implies that there is a considerable difference in the seasonal mean monthly earnings of owners. The seasonal monthly mean revenue earnings of employees is Rs. 3537.34 and the standard deviation is 188 1.76. This implies that there is a considerable difference in the seasonal mean monthly revenue earnings between owners and employees.

Strengths

Tamil nadu is 'multi personality' in every sense. It has been acknowledged, as'one of the ten paradises of the world' and ' one of the 50 must see destinations of a life time' by the National Geographic Traveller. Its greatest attraction is its marvellous geographical diversity. Within its small area, it nestles some of the best hill stations, beaches and backwaters in the India. The virgin forests, a coastline about 905 kms long, charming beaches such as Marina, Kanyakumari, ooty and kodaikanal, evergreen hills along the Western Ghat, nourishing scenes of mountain springs and rivers, the highranges sheltering hill stations like ooty and Kodaikkanal and the wonderfully spread, canals and rivers form its greatest strengths as a tourist centre

Opportunities

More proactive role from the government of India and the government of Tamilnadu in terms of framing polices, Impacts of liberalization and globalization, allowing entry to more multinational companies into the country giving us a global perspective, growth of domestic tourism, prospective private entrepreneurs willing to invest In Tamilnadu, high quality skilled entrepreneurs and vast untapped tourist potential are the opportunities readily observe.

Threats

Economic conditions and political turmoil in other parts of the world, aggressive strategies adopted by other countries like Australia and Singapore inpromoting tourism, the negative impact of tourism like prostitution, child abuse, dilution of culture, environmental and ecological pollution and over dependence on tourism are the threats anticipated.

SWOT analysis helps the department of tourism of Tamilnadu to formulate aworkable strategy. Strengths are to be positively used and opportunities are to be made good use of when threats are analysed solutions will be found. Weaknesses are identified strategy will be worked out to transform weaknesses into strengths. The important task is to get tourism accepted as an instrument of development and national integration. For this it is necessary to create awareness of Tamil nadu's beauty and charms as a tourist paradise. We have to build up infrastructures of world class and then market the tourism products in a pragmatic and result- oriented manner. All segments of the tourism trade should get together and hammer out a strategy taking into account the ground realities and the demands of the future.

CONCLUSION

The creation of a congenial and tourism-friendly environment is a prerequisite for the growth of tourism. The tourism industry, through its employment, income generation and infrastructure development, up gradation of the standard of living of the local people and improvement in local industries and regional development, will be able to play a strategic role in accelerating the economic development of Tamilnadu. Tamilnadu can be transformed into an up market high quality tourist destination. In the present condition it is the only sector which has the potential to contribute to the socio-economic development of the state.

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