

Tourism Potentials in Tamil Nadu

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Introduction

In the rapidly changing economic era of globalization and industrialization, tourism sector has emerged as one of the world's largest industries. The concern on Tourism and development has assumed phenomenal significance at global, national and local levels. Tourism is the economic activity which provides services to the tourists including a whole gamut of activities like transport and hospitality; guide and travel services; travel publication and writers; arts and crafts, etc. In the present era of knowledge and innovations, the whole world has shrunk in size and all has happened because of spectacular advancement in the fields of travel and telecommunication.

Tourism Potentials

The Tamil Nadu state is located in the down south part of peninsular India predominantly in the extreme South eastern part of

country consisting of 36 districts surrounded by Andhra Pradesh and Telangana in the North, Karnataka in the Northwest and Kerala in the West and it is also surrounded by the Bay of Bengal in the East, Indian Ocean in the extreme South and considerable part by the Arabian Sea in the West. Geographically, it extends from 8° 5' to 13° 35' North latitude and from 76° 15' to 80° 20' East longitude. It consists of an area of 1, 30,058 sq. km. The state has a credit to have 18 sea ports (3 major and 15 minor) followed by 5 Airports, out of which 2 International and 3 domestic airports. The state also comprises about 1070 km. long spectacular coastline which is one seventh of the country's total coast line. The coast line has 83 sugar white bays and sun drenched beaches. Marina beach of Chennai, longest beach in India and is the second largest in the world.

The Tamil Nadu is one of the most fascinating tourist destinations of not only in India but all over the world. It is known for its exceptional scenic beauty and unique and rich cultural heritage. The state has always been synonymous with Tamil peoples and Tamil culture. It is famous for being the home to variety of social groups of India. The people of state are unique in their simple and peaceful life styles and have beautifully retained their own culture and tradition for centuries. The tourism has flourished in

this region due to its ancient heritage. In fact, Tamil Nadu state is one of the oldest states of India and also known as the “*Heart of rich Dravidian culture*” which has its glorious and distinctive history, Moreover, the state is also renowned for its traditional, classical arts such as “*Carnatic Music*” and “*Bharata Natyam Dance*”. The people of the state by and large lead a very relaxed and peaceful lifestyle with great wisdom and tolerance. They have deep interest in music, dance, literature, dress and food. They are great lovers of festivals, food and nature. The unique and common characteristic of the people is their tourists-friendly behaviour and attitude as a result throughout the year predominantly during the months of December and January; tourist places of the state are always remained overcrowded with foreign and domestic tourists. In addition to its unique culture and traditions, coupled with its varied topography, has also made the state as one of the popular tourist destinations in India.

The ancient temples, beautiful coastal beaches, fascinating falls, picturesque hills, natural scenic beauty, historical and heritage places, spectacular monuments, and diverse type of ethnic groups and existing unity among them, festivals, rituals, art and culture of the State attract travellers not only from India but from all over the

world. Undoubtedly, the state and its various tourist centres are most important destinations including its coastal region has a great potential for tourism development. Virtually, the state and its various regions have great potential for the promotion and development of various types of tourism.

The issue of tourism development and its promotion is very significant as far as the Tamil Nadu state is concerned. In the changing economic global scenario, the Government of India and Tamil Nadu Government, have understood the importance and significance of tourism industry. Keeping in view the area of largest coastline with full of beautiful beaches and spectacular ancient temples, waterfalls, hill station and rarest picturesque hills, the tourist are now choosing Tamil Nadu as their best choice of tourist destination.

The region has also become now the major tourist hub of not only India but almost all foreign tourists. Hence, it has become the first choice for millions of tourists over the years being well connected to air, train, and road including ports to all the major cities of the country as well as important cities of world that is why maximum tourists are choosing Tamil Nadu as their best choice of tourist destination. Secondly, the whole state has the distinction to

consist of the vast coastline and possessing large number of tourist centres particularly pilgrim's oriented tourist centres in India. Thirdly, the whole of the shoreline of at least 1074 km in length is dotted with lot of beautiful and peaceful beaches which psychologically attracts maximum number of tourists from all part of the globe.

The best features of the entire coastal region is that here the tourist can find the beaches ranging from isolated ones to crowded ones. These all beautiful beaches and splendour hill stations of the state offer peace and solitude to those tourists who want to relax for some time far away from the busy life of metropolitan cities. That is why, due to these selected and important reasons, maximum tourists both foreign and domestic; choose Tamil Nadu as their best tourist destinations to visit and enjoy their holidays and to live peacefully in lap of nature.

The Tamil Nadu is one of the most attractive & pertinent states of India having immense potential for the development of different kinds of tourism. The entire region which is geographically very vast, offers a wide range of tropical beaches with silver and golden sands. The state has not exploited the potential of its beaches to the fullest. However, there are many unexploited tourist places,

beaches, historical monuments and places, temples, eco-tourism areas, wildlife and bird sanctuaries, Botanical and Horticultural gardens, zoological and national parks, lakes, waterfalls including hill stations and pilgrimage centers etc which have high potential to develop them as further destinations for prospective tourism.

Suggestions for developing tourist potentials in Tamil Nadu

In the light of the above facts and figures regarding the tourism promotion and its future fruitful improvement especially the tourist potential areas, the present study has made the following relevant suggestions:-

- In order to promote and develop the tourism in the new potential places, the state Government should give the priority to create and provide the infrastructure as well as basic amenities at all such places according to the urgent needs and requirement of tourists.
- Good hotels, restaurants and guest houses should also be constructed at all such potential places by providing all sort of facilities like electricity, drinking water, air conditioners, fridge, television, internet, computers and other important items and equipments to update the tourist with all the latest information's regarding the tourist places.
- Priority should be given in order to provide the better transport facilities with good frequency including, lodging, boarding and accommodation with reasonable rates. Apart

from it trained guides should be appointed at tourist places for projecting the best image of the country by providing the actual information of the tourist destinations and caring for the safety of tourists including to ensure their pleasant stay.

- Apart from potential places focus should also be given on the other tourist destinations which are attracting large numbers of domestic and foreign tourists.
- To make more prosperous and developed such areas, the Tamil Nadu Government with the help of central govt. various types of tourisms should be established like to construct amusement parks, golf course, rope car and boat houses, keeping in mind, the geographical, socio-economic and environmental conditions of these tourist places.
- The Government of India and the Tamil Nadu State Government. should provide the maximum additional funds to improve the road connectivity mainly in and around tourist places.
- For the promotion of tourism in Abroad/Overseas more emphasis should be given to the publicity through media, leading print publications, T.V. Channels, Information Technology and Internet to popularize world heritage sites including tourist centres of India including Tamil Nadu.
- A series of publicity campaigns should be launched like “*Incredible India*”, “*Atithi Devo Bhavah*” to boost domestic and foreign travel and special attention should be given on

publicity and hospitality. The Department of Tourism, Govt, of Tamil Nadu has also launched tourist friendly campaigns like “*Virunthinar Potruthum, Virunthinar Potruthum*” (*Praise the Guest*) to attract more and more tourists.

- A joint endeavour should be undertaken to promote tourism in Tamil Nadu particularly in remote areas which are identified tourist potential places to boost the local economy.
- The Government has introduced special schemes such as “*Bed and Break-fast (Home stay) scheme*” and similar types of more schemes should be introduced in order to promote tourism.

Conclusion

Tamil Nadu, especially its coastal areas are unique and priceless treasure of India with tourism point of view. The rich and vast nature wealth like flora, fauna and water resources almost available in the lakes and beaches from this region must be carefully protected and preserved so that tourism potential of the region may be harnessed and tapped properly and its associated activities may also be developed on large scale in order to provide the livelihood security to local people residing in these areas and to boost the local economy. With regard to tourism development; the Tamil Nadu state has assumed the high status in order to attract the maximum tourists and large number of tourism development activities. The

entire region has vast untapped potential in tourist and its allied sectors and there is a lot of scope for its future development and promotion.

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