CHAPTER - I
INTRODUCTION

Tourism - Its Origin and Growth

Travelling has been a nomadic urge in man ever since the dawn of human civilization. He had been travelling miles crossing continents either in search of adventure or for conquests. As civilization progressed, he started travelling to gain experience by visiting places hitherto unknown and meeting diverse people. Perhaps this curiosity had sown the seeds for tourism which had been phenomenal particularly after the Second World War. In the present century, particularly in the last few years, tourism has come into its own, and is now making inroads in the country’s economic health in its capacity as one of prime foreign exchange earners. For a country like India with heterogeneity of religions, cultures and ethnic groups, tourism is an important factor not only for maintaining and promoting communal harmony and peace, but also for strengthening the economic-base. Tourism, although a latecomer on the scene is now a fast growing industry, earning the highest foreign exchange for the country.

During the early part of human history, man would have travelled under compulsion primarily to satisfy his biological needs. In the subsequent periods, the emergence of empires gave impetus to travel for political, business and religious purposes. Religious visits, particularly the Hindu pilgrimages greatly enlarged the dimensions of travel in the past.

The phenomenon of tourism, however, is a direct product of technological and scientific advancements coupled with industrialization, urbanization and population explosion. The spread of education has created cultural awareness and has stimulated desire to travel. In fact, the world has now been transformed into a ‘close neighborhood’ where one can reach any place in a matter of hours.
The big ‘leisure boom’ which has its roots in the concept of ‘paid holidays’ has a major contribution in the phenomenal growth of tourism and is likely to play an even greater role in foreseeable future (K. Punia, 1994).

Today, tourism is one of the dynamic segments of the economy. It is the second largest industry in the world next to oil industry. Tourism in its broadest sense provides jobs, creates foreign exchange and raises the living standards more than any other known economic forces. Today it is called as “Recreation industry, Leisure industry, Smokeless and Chimneyless industry or Hospitality industry”. For many of the third world countries who won their freedom during the mid-twentieth century, tourism was found to be a source by adding up foreign exchange, employment generation and developing the local economy of tourist centres. India, a major third world country is actively indulging in promoting its tourism industry region-wise. Tourism is claimed to be the third largest export industry in India, next to gem, jewellery and garment industries.

The new phenomenon of travelling in pursuit of leisure, culture and the quest for knowledge about alien lands connotes the concept of tourism. The growth of tourism is closely related to the speed of travel, economic growth and political developments. It grew gradually over the years by easier and faster ways of travel. (Premnath Dhar, 1994).

The fast increasing demand for tourism, an entertainment activity of millions of people is perhaps one of the spectacular developments in recent years. Tourism as such is a heterogeneous activity in which each one of the constituent elements like transport, hoteliering, catering and entertainment operates under its own laws of returns, though dependent on each other.

The tourism as a product offers nothing but a mental satisfaction which the tourist, as the consumer derives by visiting and staying in the tourist resorts. It is a service activity whose output itself depends on the extent of the utilization
of the tourist facilities by the tourists. Tourism is a major and fast-growing industry and in the modern world, it has a tremendous impact on the nation’s economy. It is an invisible export industry. Without exporting anything, a country can earn foreign exchange by tourism development.

Nature has created land in such a way that no two places look like each other. Certain localities possess superior natural endowments over others. Such places attract tourists and they emerge as strong tourist destinations. The fast growing tourist traffic has brought into prominence many of the relatively unknown regions as important tourist destinations. Tourists should be made to have the awareness of the tourist attractions in the country.

For a developing country like India, tourism is a bonanza, both socially and economically. The infrastructure created in mountains and beaches will lead to transfer of wealth from affluent urban centres to the not-so-developed hinterland. Development of roads, hotels and other amenities will create millions of jobs. There is, therefore, a linkage between tourism development and employment generation.

The Government of India has decided to promote South Indian major tourist centres. The Government of India has identified 58 top tourist destinations in the country, out of which 11 are located in Tamil Nadu. Temple cities, places of cultural interest, hills, business centres etc., are identified as a major tourist destinations in Tamil Nadu.

The Government of Tamil Nadu is contemplating a comprehensive plan to provide transport, hotel and other infra-structural facilities to all these destinations and to develop tourism industry to satisfy the requirements of elevating this on an international standard.
Tourism is one of the largest industries of the developing countries with the fastest expansion in its range and dimension. (One in every 16 workers world-wide owes his or her job to tourism. Due to its faster growth, new horizons of employment open-up for the unemployed and under-employed youth of the developing countries. People with a variety of skills in the fields of the airlines, travel agencies, courier services and in tour operations are required in thousands. Tourism helps to mitigate the problem of unemployment considerably.)

In developing countries, tourism depends mainly on people. Being highly labour-intensive and growing consistently, tourism has major new sources of employment, particularly in the developing countries of the world.

In developing countries, tourism involves a wide range of activities and services. The following are the two important ones in the above concept: (1) Accommodation and hospitality; and (2) Travel and transportation. However, there are, other ancillary services having a direct bearing on tourism such as handicrafts and souvenir industry, leisure and entertainment services, and the personnel who deal with tourists across the counters in customs, immigration, airports, airlines, railway stations, banks, medical, police, communication, advertising, sports agencies and many other organizations (Sinha, 1997).

Today, international tourism as an industry earns out 300 billion US dollars, covering nearly 403 million tourist movements every year. India too has a small share in it.

Tourism is a people-oriented industry, facilitating interaction among people living under different political systems. It serves as an effective instrument for fostering national integration and mutual understanding with other nations of the world. It recognizes no geographical frontiers, caste, colour, creed or any linguistic groups. In 1990, over 340 million international travellers
spent 115 billion US dollars, constituting 12 per cent of the world’s Gross National Product (G.N.P.) and 5.4 per cent of world trade which speaks volumes of other growing importance of this sector as a fast expanding industry. With an annual growth rate of 3.5 per cent, this industry turns out to be the strongest industry in the world at the outset of the 21st century. India’s share in the global tourism trade is restricted to a meagre 0.33 per cent.

Tourism is considered as ‘Recreation Economics’, a recently developing sophisticated branch of Applied Economics. It is also considered and recognized as a tertiary sector of production, where the opportunities for mechanization are limited and in which human labour is a dominant element.

World’s revenue from tourism business has been constantly growing at a faster rate and amounted from 70 billion US dollars in 1970 to 400 billion US dollars in 1980. During 1995-2000, it is estimated to exceed 1800 billion US dollars. The Secretary General of World Tourism Organization (WTO) asserts that, tourism will become the world’s number one export industry by the turn of this century (Bhatia, 1993).

World Tourism Day

The World Tourism Day is celebrated by the World Tourism Organization every year on 27th September. In 1988, the Tourism Organization declared its theme as ‘Tourism Education for all’. This theme should be a clarion call to all who are earnestly engaged in the advancement of tourism, a human activity, one of whose fundamental benefits is the enhancement of mutual knowledge and understanding between all the people and nations of the world. In 1989, the World Tourism Organization (WTO) declared its theme as ‘The Free Movement of Tourists Creates One World’. ‘Tourism an Unrecognized Industry’, was the theme for 1990. In 1999-2000, the Government of India declared it as “Visit India Year”, to boost tourism and
attract foreign tourists. India also celebrates every year on September 27, the World Tourism Day, as the other world nations do.

**Resource Potential for Tourism**

Tourism development in any area depends on the type of facilities and services offered to the consumers (tourists). To put it differently, potential for tourism development largely depends on the variety and richness of tourist-resources.

The term ‘potential’ broadly means something existing but not yet fully exploited. It is difficult to explain the potential in numerical terms as it involves many factors in the context of tourism.

Potential for tourism development in any area largely depends on the availability of recreational resources in addition to the factors like climate, seasons, accessibility, attitude of the local people and the tourism planners towards the nature and the extent of tourism development, the existing tourist plant facilities and the degree to which they can be further developed within the prevailing limitations of natural, cultural and financial environments.

The term tourist resource again is complex and less comprehensive as tourism potential and, therefore, equally difficult to define. Anything ranging from a mountain peak, river, lake, waterfall, dam, forest, wildlife, bird, historical monument, an object of art, fair or festival, beach, a vantage point, to even a person can be a tourist resource. Different people have different perceptions, interests and tastes, and accordingly, they are interested in different aspects of nature or culture.
Perspectives of Tourism in Different Countries

Maldives

Maldives, an archipelago of 1198 islands, is the unique natural wonder. The economical growth of Maldives is dependent on tourism sector. Nearly 20 per cent of the Gross Domestic Product (GDP) of Maldives, is determined by the tourism sector. Apart from this, 40 per cent of the government revenue and 70 per cent of the foreign exchange depend on tourism sector. The Government takes more cautious development plan for the economic development. A ten-year master plan for the period from 1996 to 2005 was prepared by the European experts. The Tourism Minister of Maldives said, “We decided to accept the master plan as a vision but not as a commitment” (Zaki, 1998).

The tourism industry is dependent on the nature. So, the Government allows only 20 per cent of the area as the built-up area. Since the natural environment is fragile, a sustainable development policy has been developed in the coral island. The tourism policy of the Government has developed many tourist resorts which are the backbone of tourism industry. The Tourism Ministry runs diving schools and issues recognition certificates for the divers. The airlines in Maldives offer trip in sea planes, photo flights etc. Tourists who love to spend their limited time on a holiday have more reasons to visit Maldives.

Srilanka

Srilanka’s fascinating variety in climate and landscape, attracts travellers from all over the world. The natural and man-made wonders make the island a rich treat to globe trotters. Every year, nearly four lakh tourists come to Srilanka from Western Europe. The Board of Investment of Srilanka has developed leisure complexes like theme parks for the island to offer excellent locations.
The Ceylon Tourist Board has launched many projects for the development of tourism. A ten-year master plan has been promoted with World Tourism Organization (WTO) as the executing agency. Different approaches have been made to meet the requirements of visitors from different continents. For example, Asian visitors are not interested in culture and they do not like to stay for more than eight days. But Europeans like long staying. Different efforts are made to attract the tourists in Sri Lanka. (N. Kalyanasundaram, 1996).

Thailand

Tourists have been flocking to Thailand, for many reasons. The country has natural, historic, religious centres and island resorts. The tourism is the top foreign exchange earner for the country. The country receives around six million tourists every year. Almost every province of Thailand offers one tourist destination for different visitors. Thailand visitors are attracted by hills, riverside sceneries, limestone caves, beaches, crocodile farms, rose gardens and many cultural centres (V. Jayanth, 1996).

Japan

The tourists of Japan have made their presence felt as in ASEAN region. ASEAN (Association of South East Asian Nations) is a tourist organization of Indonesia, Malaysia, Philippines, Singapore and Thailand.

Japan accounts for the largest share of tourists from Singapore (16%), Thailand (12%), Indonesia (11%), Malaysia (4%) and Philippines (18.4%). Many tourists of Japan were impressed by the warm welcome they received and politeness of the Japanese. Also they say that their food habit were close to that of Japanese. The visitors of Japan appreciated, the Singapore’s clean street and Thailand people’s “spiritual abundance”. The majority of the Japanese tourists learned to appreciate some aspects of ASEAN cultures (Robber C. Salazar 1997).
Portugal

In Portugal the tourism industry has economic importance. The rapid development of Portuguese tourism in 1960 and 1970s also saw a transformation in the nature of the industry. By 1987, the tourism has generated a net inward balance of US $1,727 million for economy, which is equivalent to 4.1 per cent of GDP. By 1988 over 40 per cent of foreign tourist stayed in three star hotels, compared to 33 per cent of domestic tourists. The changing nature of the Portuguese tourist industry is highly seasonal. The household survey undertaken in 1987 suggests that only 7 per cent went abroad for holidays, comprising 2 per cent who went to Spain, 2 per cent to France and 3 per cent to the rest of Europe. The Portugal tourism sector contributes more to the balance of payments than by industrial sector. This industry currently accounts for 6 per cent of Gross Domestic Product (GDP) and employs nearly 20,000 people and is a vital element in international trade (Alan M. Williams, 1990).

Switzerland

The tourism is the most paying industry in Switzerland. The industry has been created based on three types of tourism. They are, the tourism in grand hotels to be found along the shores of lakes, tourism in Alps Valley and tourism in health centres. Tourism provides 1,70,000 jobs directly and accounts for 14 per cent of working population. Tourism contributes to 8 per cent of national income (Alan M. Williams, 1990).

Argentina

The tourism sector is one of the fastest developing sectors in Argentina with a growth rate of 60 per cent. The tourism industry is now working towards attracting families to the region. Besides natural beauty, adventure sports and horse-riding are the favourite tourist attractions. The tourism represents 4 per cent of GDP (The Hindu, 1996).
**South Africa**

Tourism is one of most important sectors of the South African economy. There has been a four-fold growth in the number of people visiting the country that constitutes the tip of the African continent. From 1991, tourist arrivals have been increasing. The growing interest in South Africa is the increase in the number of airlines flying to the country since Mr. Nelson Mandela took over the reins of the administration in 1994. The country offers immense scope for water sports. Additionally, there are historic buildings and sites that can be packed into tourist itinerary (Anita Joshua, 1997).

**Singapore**

Singapore is a small island and it is one of the world’s largest ports. Tourism industry is one of the largest industries accounting for 7.13 million tourists in 1995. The tourists from India alone rose to 28.4 per cent, Australia 20 per cent and China 16.2 per cent. The plus point with Indian tourists was their “massive spending and shopping arcades” (V. Jeyanth, 1998).

**Macau**

Imagine travelling back in time to a country whose lifestyle has barely changed in a few decades, but where the comforts and technology of the 21st century are freely available. This is Macau. Here tourism is the major industry. The traditional temples and large statues standing in the temples are the important tourist attractions (K. Ganapathy, 1996).

**Hong Kong**

Hong Kong situated in the southeastern coast of China, consists of more than 200 islands. It is a vibrant city where east meets west in civilization and where Chinese traditions and western lifestyles are in perfect accord. Tourism is the third largest source of foreign exchange earnings for Hong Kong. Most of the tourists are from Taiwan, Japan and Singapore and Many North Americans
and Europeans also visit the country. It has excellent transport facilities for the tourists (V.R. Ravikumar, 1997).

**Mauritius**

Mauritius is a volcanic island surrounded by coral reefs. Besides sugar industry, tourism is the highly developed industry. It receives around 500,000 tourists per year (Hugh and Colleen Gantzer, 1997).

**Malaysia**

Malaysia is setting out to woo Indian tourists despite strict visa regulation. This new thinking is developed with opening up of bilateral trade with India’s economy. Indians have a better spending power and now make for lucrative travellers and tourists. Malaysia has set itself a target of making its tourism industry the highest money spinner and so the paying tourist is welcome here. An official of the Malaysian Tourism Promotion Board (MTPB) has told a visiting Indian journalists team that even if their country could attract one percent of India’s people, “it would be enough for them”. He said the Indian presence was almost nil on the tourism circuit. The Malaysian Government recognizes the Tamil festivals including Diwali, along with the Chinese New Year and Malaysian Ramzan. The peninsula not only offers a variety of cultures, sun-bathed beaches, water sports and dense rain forest island, but has an ace in the world famous Casino on Genting islands owned by a Chinese. Recently, a full-fledged theme park, on the lines of Disneyland, was built along the side of the Casino to make it a real family tourist resort that offers “excitement at its park” (Gargi Parsai, 1996).

**Oman**

The gesture of the Sultan of Oman in allowing a Hindu temple to come up in the Sultanate certainly deserves praise and appreciation by one and all. In Dubai, there has been a temple for Srinathji (Natdware) for quite a long time, maintained by the Hindu business community. Yes, though a surprise, it has
become a reality, thanks to the secular credentials of the Sultan of Oman (Ramamurthy, 1997).

Tourist Organisations in India

On the recommendations of the Sargeant Committee, the organizational activities were found restructured. The main recommendation of the Sargeant Committee was regarding the establishment of a separate tourist organization with the regional offices in metropolitan cities of Mumbai, Delhi, Calcutta and Chennai. In 1948, after the attainment of independence, the first step was the constitution of an ad-hoc Tourist Traffic Committee. In 1949, a separate Tourist Traffic Branch was set up in the Ministry of Transport. The opening of a chain of tourist offices both in India and abroad is an important development of post-independence period.

In March 1958, a separate Tourism Department was created in the Ministry of Transport to deal with all matters concerning tourism. By the Presidential order, dated March 14, 1967 the Department of Aviation was formed into a separate ministry designated as the Ministry of Tourism and Civil Aviation.

Department of Tourism (DOT)

With the formation of the new Ministry of Tourism and Civil Aviation, tourism got the due priority and thus achieved all-round expansion in its activities. The Department of Tourism is now attached with the Ministry of Tourism and Civil Aviation which is headed by the Director General of Tourism. The Director General of Tourism is carrying on an ex-officio status. This department is both a policy maker and an executive organization which corresponds directly with the ministries.

The functions of the Department of Tourism are both promotional and organizational and for that, there are different divisions, viz., accommodation,
supplementary accommodation, publicity and conference, travel, trade, hospitality and administration. The Department of Tourism represents on the following committees and advisory bodies (1) Civil Aviation Department Fund Committee, (2) Advisory Committee, Indian Airlines (3) Advisory Committee, Export-Import (4) Central Advisory Board of Archaeology (5) Hotel Industry Study Groups (6) Governing Body of Institute of Hotel Management, etc., (Bhatia, 1978).

**India Tourism Development Corporation (ITDC)**

This Corporation was set up in 1966. It is a Government of India owned undertaking, where funds are provided by the Government in the shape of equity and loan capital. The Corporation aimed at setting up a sound base for the development of tourist infra-structure, particularly to develop the industry in the neglected areas, specially with the support of public sector. In a true sense, the India Tourism Development Corporation (ITDC) is the implementation wing of the Department of Tourism. It is run by a Board of Directors with a Managing Director as its executive head. It is one of the few public sector undertakings generating profits since its inception. The India Tourism Development Corporation (ITDC) is aiming at setting up a sound base for the development of tourism infrastructure such as the Institute of Hotel Management and others (Bhatia, 1978).

**Tamil Nadu Tourism Development Corporation (TTDC) - A Profile**

The Tamil Nadu Tourism Development Corporation was incorporated on July 1, 1971 with the main objective of promoting tourism in Tamil Nadu. The Corporation expanded its activities with the opening of hotels and restaurants. There has been an improvement in the performance of the hotel division during the year 1991-92, with a turnover of Rs.800 lakhs.

The transport wing of the Corporation is endeavouring to introduce new tour catering to the growing tourist’s demand. There has been a quantum leap
in the performance of the transport division with its turnover jumping from Rs.181 lakhs to Rs.216 lakhs in 1991-92. The Corporation has continued to maintain boat houses and telescope houses for the entertainment of the tourists. It has earned a foreign exchange of Rs.66.66 lakhs during 1991-92, and there was no outgoing of foreign exchange. The Corporation is also spending over Rs.20 lakhs every year on advertising and publicity, which can be enhanced for getting wider publicity for Tamil Nadu.

The Tamil Nadu Tourism Development Corporation’s services include a chain of inexpensive accommodation facilities available at all major tourist centres in Tamil Nadu. The Tamilnadu Tourism Development Corporation (TTDC) also runs regular and conducted tours within Chennai City and other package tours around Tamil Nadu of more than ten types. (Annual reports, TTDC, 1989-1999).

**Components of Tourism**

The following components are necessary to organize tourism. They are,

1) Transport
2) Accommodation and
3) Locality.

**Transport**

Transport is considered a major infrastructure facility in the promotion of tourism. Tourists had experienced difficulties till recently because of absence of proper transportation. Now, the position has completely changed and direct road and railway transport services are available to reach various tourist destinations.

The tour operators sponsored by the Tamil Nadu Tourism Development Corporation are much sought after by the domestic and foreign tourists in these days.
Accommodation

Accommodation facilities are the vital areas in the promotion of tourism. Accommodation is one of the basic components of tourism system and includes all such provisions necessary for sojourn of visitors such as hotels, motels, tourist rest houses, traveller’s lodges, circuit houses, dark bungalows, railway retiring rooms, youth hotels, dharmashalas, inns, paying guest facilities and the like. From among the various types of accommodation facilities mentioned above, hotels are the most popular and thereby widely sought after units as far as tourism is concerned.

Locality

Tourism may have different characteristics according to the nature of places of visit and motivation of the tourists. In the past, tourists were mainly composed of pilgrims who travelled to religious places in groups seasonally or at festive times which coincide with the holy calendar.

Tamil Nadu offers a rich and variety of features to the modern tourists with its hills, plains, beaches and bays and it is a fascinating state. The cultural life is an added attraction of the Tamils. South Indian art, architecture, culture, dance and music are distinguished features of Tamil Nadu and so Tamil Nadu is often called the “Land of temple”, “A land of culture”, “Land of tradition”, and “A land of civilization”.

Many factors influence people in their enjoyment and peace activity in which, temple places have an important role. The practice of travelling for religious reasons or going on a pilgrimage is a well-established custom in many parts of the world which kindles tourism activities. It provided an impetus or driving force for a stay away from home. It also exposed people to new manners and customs, different kinds of food and dresses. It served as a powerful means of building national integration and creating an understanding between people...
from widely different regions. Today people visit places for a variety of reasons varying from religious worship to recreation.

**Statement of the Problem**

Travel and tourism will be one of the world’s highest growth sectors in the twenty first century, with the right policies in place. India can become a much more important travel and tourism destination. India has the potential for exponential growth in international business and leisure arrivals over the next 12 years, supplemented by a significant growth in domestic tourism. This growth has enormous potential for India as a catalyst to offer wealth and job creation.

Tourism sector earns a large foreign exchange and creates more employment opportunities directly and indirectly. The visible and invisible trade benefits are many. The tourists are received as strangers and sent as friends. The land of evolving cultural heritage has attracted many global tourists. The huge temples attract even the non-Hindu tourists especially during the October-January season. It is also useful for the development of hotel, transport and local facilities. Even though, it has a vast potential for progress, the industry has not received sufficient attention. Research attempts have been made scarcely, and hence the present study has been carried out.

**Aim of the Study**

The aim of the study is to give a focus on the performance of tourism industry in the study area namely Tiruchirappalli. Through tourism it is possible to achieve unity in diversity among the people of different cultures, languages, races and heritages. The study also focuses on different factors which influence the tourists to visit different places in the study area. Another aim is to study the socio-economic characteristics of the tourists.
Scope of the study

Tourism is the second largest industry in the world next to oil in its visible and invisible sources to the state exchequer. In India, religious places play a vital role in the development of tourism. They accelerate the arrival of tourists from other states and nations. Tourism generates more foreign exchange and it leads to a higher share in national income. There is more scope for developing this as a labour-intensive industry. So, it will lead to an increase in employment opportunities in future. The development of tourism places would create integration among people and between the nations. It may improve the marketing facilities of the handicraft products. The visa liberalization between Pakistan and India is applauded by every Pakistani and Indian today. Therefore, a study on tourism will facilitate to discover new avenue to enhance Indian economy.

Importance of the Study

The faster rate of expansion of international tourism is a result of increasing leisure, higher standard of living, technological advances in transport and communication and emergence of the new pattern in the country. It is known that in Indian culture, men folk wear a variety of dresses which differ from region to region. The western style of dresses is quite popular among men and women in cities and towns. India may be called a "Garments Paradise".

Tourism generates the internal market for regional products and provides higher direct and indirect employment avenues. It acquires more foreign exchange and leads to reduce the adverse nature of balance of payment position.

Period of the Study

The secondary data used in the study cover a 5 year period from 2000 to 2004 (January to December of each calendar year). However, primary data were collected during the year 2004 with the use of a structured questionnaire.
Objectives

The present study has been carried out with the following objectives.

1) To study the trends of arrivals of both foreign and domestic tourists to Tiruchirappalli during the period 2000-2004 and also to study the seasonal variations of arrivals of both foreign and domestic tourists to Tiruchirappalli.

2) To study the development of transport facilities at Tiruchirappalli during 2000-2004.

3) To study the bed availability and occupancy rates of beds in hotels in Tiruchirappalli and also to study the income turnover and employment availability in hotels in Tiruchirappalli during 2004.

4) To identify the factors which influence the tourists to visit different places in Tiruchirappalli.

5) To study the different modes of transport availed by the tourists at Tiruchirappalli during the study period.

6) To identify the months preferred by tourists to visit Tiruchirappalli.

7) To study the socio-economic characteristics of tourists.

8) To study the problems faced by tourists who visit Tiruchirappalli and to suggest suitable remedial measures.

Hypotheses

1) The foreign and domestic tourist arrivals to Tiruchirappalli have been increasing every year.

2) Transport availability (bus, car/maxicab and autorickshaw) has been increasing annually in Tiruchiappalli.

3) The occupancy of available beds in third class hotels is significantly higher than in second class and first class hotels in Tiruchirappalli.
4) There is no correlation between the income of the tourist (foreign, national and local) and the number of days of stay in Tiruchirappalli.

5) There is no correlation between the income of the tourist (foreign, national and local) and the mode of transport availed in Tiruchirappalli.

6) There is no correlation between the income of the tourist (foreign, national and local) with cost of stay, total money allotted for tour and total travelling cost.

Methodology

This study is based on both primary and secondary data. The primary data have been collected with the use of a well-structured questionnaire, direct interview method and observations. Random sampling technique was employed and a sample size of 100 foreign tourists, 100 national tourists and 100 local tourists was chosen. Foreign tourists refer to those who visit Tiruchirappalli from other countries. National tourists are those who visit Tiruchirappalli from other States in India, while local tourists refer to persons who live in Tamil Nadu and visit Tiruchirappalli. Primary data have been collected by interview method also from 20 hotel managers. Hotels are classified into three categories based on investment, facilities and availability of skilled employees.

The secondary data have been collected from various administrative agencies such as District Tourism Centre, State Tourism Department, Tourism Ministries of Centre and State, concerned religious offices, Hindu Religious and Charitable Endowment [HR & CE] Department, State Transport Corporation, private transport owners, State Tourism Development Corporation, travel agencies, State owned hotels, private hotels, dharmashalas, ashrams, mutts, youth hostels, river conservancy divisions and traveler’s bungalows with regard to the provision of infrastructural facilities. The necessary information was collected from the Municipal Corporations also. Data from Government Reports and Journals have also been taken.
Statistical Tools

Necessary tools such as percentages, averages, analysis of variance (one way ANOVA) test, chi-square test and correlation techniques have been used. Trend analysis has been carried out to enumerate the tourists inflow into Tiruchirappalli. Regression model has been constructed for the analysis of transport availability in Tiruchirappalli.

Limitations

Due to vastness of the universe and paucity of time and other resources, the study has been confined only to some selected areas in Tiruchirappalli tourism region. It is difficult to collect information from respondents and so a scientific enquiry system has been used to tap materials and data extensively. As far as, physical and financial targets, a healthy questionnaire has been framed and 100 per cent population has not been covered in this net work. Sophisticated statistical tools used have brought good results with some limitations. However, care has been taken to achieve 100 per cent accuracy.

Scheme of the Thesis

The origin and growth of tourism, perspectives of tourism in different countries, the scope of study, objectives, hypotheses, methodology, statistical tools and limitations are dealt with in this introductory chapter I.

Chapter II deals with the definitions, concepts and review of literature.

Chapter III deals with the perspectives of tourism scenario in India and Tamil Nadu.

Chapter IV presents the profile of the study area.

Chapter V provides the analysis of the tourism activities.

Chapter VI concludes with findings and recommendations.