



A Study on Tourism Development in Tamilnadu With Special Reference to Food And Hotel Services

Dr.B.Sudha

Associate Professor and Head, Department of Commerce, Mahendra Arts and Science College, Namakkal.

ABSTRACT

The State of Tamil Nadu, situated in the southern part of the Indian Peninsula has over 20 centuries of cultural heritage and historic significance. The foremost of attractions in the state are its impressive temples, which are true edifices of a great and ancient culture vibrant and lively even today. Next only to the pilgrimage and heritage locations in Tamil Nadu comes the scenic beauty of nature in and around the state in the form of forests, wildlife sanctuaries, hill stations and the long bio-diverse coastline. These locations provide immense opportunities for sightseeing, pleasure and leisure, to the visitors of various categories including adventure tourists. The number of tourists arriving in Tamil Nadu has increased 2½ times since 1990. As per 2013 statistics, 245.8 lakh tourists arrived in the state of which 238.1 lakh were domestic tourists and 7.7 lakh, foreign tourists. Where the years 2005 and 2006 experienced an unprecedented growth of 18.7% and 18.8% respectively, years 2007, 2008, and 2013 saw steep declines in growth rate – 4.0%, 3.8%, and 3.4% respectively. Chennai, Madurai, Ooty, Kodaikanal, Rameshwaram, and Kanyakumari have attracted maximum tourists of all the tourist places in Tamil Nadu over the past several years. In this paper we are going to discuss about the development of current tourism scenario and its impact on hotel and food services

KEYWORDS

food services, tourism management, prospects, etc.,

INTRODUCTION

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.

TTDC was incorporated during July 1971 under the Companies Act 1956. The entire share capital of Rs.678.63 lakhs has been subscribed by the State Government. TTDC was formed with the objective of promoting tourism in Tamilnadu by providing infrastructure facilities of transport and accommodation. To fulfill this objective, TTDC has expanded its activities into 3 main operations, namely, Hotels, Transport and Fairs. Hotels of TTDC is at present having 78 outlets Out of the 54 hotels under the control of TTDC, two hotel units have been handed over on long term lease of 30 years during the year 1995. The Government of Tamilnadu have already approved proposal of franchising 30 hotel units of TTDC and 7 Restaurants. Efforts are being taken to franchise these hotels on long term basis for 10 years in respect of small hotels with 5 rooms and 15 years in respect of other hotels.

Temples are a marked feature of the landscape of Tamil Nadu. The style of temple buildings is known as Dravidian style. Few prominent places of pilgrim interest can be identified as – Madurai, Chidambaram, Kancheepuram, Kanyakumari, Nagore, Palani, Rameshwaram, Thiruvannamalai, Srirangam, Thanjavur and Velankanni. There is a large number of heritage sites which even today reflect the cultural, social and ethnic background of this region in various forms. Some of the significant locations include Chennai, Gangaikonda Cholapuram, Gingee, Dindigul, Madurai, Mamallapuram, Poompuhar, Thanjavur, Tiruchirappalli, and Vellore.

Among the places of scenic beauty (beaches, hill stations, forests/ sanctuaries) are Ooty, Kodaikanal, Yercaud, Rameshwaram, Coonoor, Sathanur Dam, Kanyakumari, Chennai, Pichavaram, Point Calimere, Coramandel Coast, Indira Gandhi Wildlife Sanctuary and National Park, Mudumalai Wildlife Sanctuary National Park, Mukkurthi National Park, Kalakkadu Wildlife Sanctuary, Mundanthurai Wildlife Sanctuary, Point Calimere Wildlife Sanctuary, Srivilliputhur Grizzled Squirrel

Wildlife Sanctuary, Guindy National Park, Vallanadu Black Buck Sanctuary, Vedanthangal and Karikili Bird Sanctuaries, Arignar Anna Zoological Park, Madras Crocodile Bank Trust, Gulf of Mannar Marine National Park. Tamil Nadu is a magical blend of timeless traditions and colourful festivals – a seat of cultural heritage. The festivals include – summer festivals, saral festival, silk festival, sculpture fair, pilgrim festival, dance festival, tea and tourism festival, Pongal festival, and the music festival. Trekking, aqua sport, hang-gliding, angling, and water surfing offer opportunities of adventure to the tourists in Tamil Nadu. Golf, snooker, and horse racing are some of the leisure activities that help develop leisure tourism.

TOURISM PROMOTIONAL SERVICES OFFERED BY TAMILNADU TOURISM DEVELOPMENT

There are few TTDC owned hotels/ units that are suffering losses and need be franchised to private parties. There is an absence of heritage hotels, paying guest accommodations, and dormitories at pilgrim destinations; the budget hotels are available at all the surveyed locations; the star category hotels are absent from a few locations. The situation as regards the heritage hotels, paying guest accommodations, and dormitories in destinations of scenic beauty, heritage, adventure, and leisure, is similar to that of pilgrim destinations. Tamil Nadu ranks second in terms of transport network. The state utilises all the three modes of major transporting facilities in an effective manner. It is well connected globally by means of international seaports and airports. There is an international airport at Chennai besides domestic airports at Chennai, Salem, Trichy, Coimbatore, Madurai, Neyveli, and Tuticorin.

There is a total railway track length of 6,693 km and there are 690 railway stations in the state. Main rail junctions in the state include Chennai, Madurai, Trichy, Salem, Coimbatore, etc. The length of total road network in Tamil Nadu, taking together both surfaced and unsurfaced roads, is nearly 1.82 lakh km. Tamil Nadu has a long sea coast (ECR) which can be used to connect places on the East coast and provide added attraction for tourists. Possibilities of inland cruise service on the river/ canals are also suggested to be explored. All pilgrim destinations are well connected by road etc. the levels of service and satisfaction, however vary between them. Where most locations have a satisfactory level/ quality of service, Kancheepuram, as suggested by the results of the market survey,

has less satisfactory road and transport.

This is primarily because the roads are narrow and the surface in and around Kancheepuram, poor. As regards water supply among pilgrim destinations, only Rameshwaram has a shortage of potable water. Sewerage and drainage conditions at Rameshwaram and Trichy are less than satisfactory. There is no problem on account of telecommunication system, post and telegraph, and banking.

TOURISM DEVELOPMENT – OBJECTIVES

The Consultants have formulated the objectives as follows:

- To trigger higher growth of economy, also balancing for sustained socio cultural and physical environment;
- To introduce new tourism products i.e. adventure tourism, heritage tourism, business tourism, sports tourism, education tourism and so on;
- To identify infrastructure and other development needs for supporting and substantiating tourism;
- Projection i.e. identification of projects, their financing and management strategies; and,
- To formulate integration of various departments so as to promote tourism in the state.

TOURISM AS AN INTEGRATED SYSTEM

The effective development, operation and management of tourism requires certain institutional elements, such as:

- Tourism related legislation and regulations, such as standards and licensing requirements for hotels and tour and travel agencies
- Organizational structures, especially government tourism offices and private sector tourism associations such as hotel associations.
- Education and training programmes and training institutions to prepare persons to work effectively in tourism
- Availability of financial capital to develop tourist attractions, facilities, services and infrastructure, and mechanism to attract capital investment
- Marketing strategies and promotion programme to inform tourists about the country or region, and induce them to visit it, and tourist information facilities and services in the destination areas
- Travel facilitation of immigration (including visa arrangements), customs and other facilities and services at the entry and exit points of tourists
- Enhancing and distributing the economic benefits of tourism
- Environmental protection measures
- Reducing adverse social impacts and conservation of the cultural heritage of people living in the tourism areas.

PLANS FOR SUSTAINABLE TOURISM DEVELOPMENT

Other important aspects of sustainable development relate to emphasis on community -based tourism and quality tourism. This approach to tourism focuses on community involvement in the planning and development process, and developing the type of tourism which generate benefits to local committees, besides providing tourist attractions, facilities and services that offer 'good value for money' protecting tourism resources and attract the kinds of tourists who will respect the local environment and society.

Tourism development policies and plans will be prepared for relatively long term periods of 20 years depending upon the predictability of future events in the region. Strategic planning typically is to be oriented to rapidly changing future situations and how to cope with changes organizationally. It will be more action oriented and concerned with handling unexpected events.

ECO-TOURISM IN INDIA

The geographical diversity of India is a wealth of ecosystems that are well protected and preserved. These ecosystems have

become the major resource for eco-tourism in India. They are – Biosphere Reserves, Mangroves, Coral Reefs, Deserts, Mountains and Forests, Flora and Fauna, Seas, Lakes and Rivers, and Caves.

The growth of ecotourism with its positive impacts of environmental protection and community development. The guidelines focus of aspects as follows:

1. Development of national parks and protected areas for tourism of the World Tourism Organization;
2. PATA Code for environmentally responsible tourism;
3. Environmental guidelines of the World Travel and Tourism Council;
4. The Himalayan Codes of Conduct prepared by the Himalayan Tourism Advisory Board; and, v. Ecotourism guidelines by Ecotourism Society.

Sl. No.	Region of Location	Hotels/ Units	Turn Over	Profit
1	Chennai	➤ BRC Mamallapuram	108.62	12.21
		➤ CS Mamallapuram	24.31	1.98
		➤ YH Chennai 3	43.93	6.45
		➤ HTN Kancheepuram	56.55	8.83
		➤ SB. Vandalur ¹	15.75	1.89
		➤ Boat House, Muttukadu	44.06	21.73
		➤ SB, New Delhi	18.79	2.51
2	Madurai	➤ TSC Mamallapuram	546.05	9.31
		➤ HTN Kodaikanal	124.09	7.72
3	Tirunelveli	➤ BH Kodaikanal	29.55	20.52
		➤ HTN Rameshwaram	85.77	14.11
4	Uthagai	➤ THN Kanyakumari	85.42	3.33
		➤ HTN Tiruchendur	44.02	3.52
		➤ HTN Yercaud	98.83	25.20
		➤ HTN Hogenakkal	38.05	6.20
		➤ Krishnagiri	56.16	4.82
		➤ Hosur	53.34	9.68
		➤ YH Uthagai	60.40	8.13
5	Tiruchirapally	➤ BH Uthagai	290.74	153.00
		➤ BH Pykara	24.45	14.27
		➤ HTN Thanjavur	62.99	2.28
		➤ Pitchavaram	16.14	3.91
		➤ Ulundurpet	52.48	6.73
		➤ Kumbakonam	11.13	0.27

Source: Department of Tourism, Government of Tamil Nadu.

TOURISM INFRASTRUCTURE

Tourism is a highly perishable commodity, in the sense that unsold airline seats, hotel rooms, etc have no residual value. The industry is highly infrastructure dependent, and relies upon various transport services to deliver clients. Immigration and entry/ exit control regulations have a direct influence on the supply on international tourism services. Important challenges facing the industry include environmental and infrastructure problems, as well as rapid technological change. Adequate infrastructure must be provided and sufficiently maintained¹ so as to support any intended tourism activities, both for domestic and international tourism. This includes airport facility, port facility, road system, and telecommunication, water supply, electric power facility, and, sewage treatment facility.

The supply of tourism services is characterized primarily by the movement of consumers – i.e. the consumer coming to the supplier, rather than the opposite as is the case with many other services. Tourism is composed of a significant number of service sectors, such as –

1. Hotels, restaurants, resorts, and other tourists complexes providing accommodation and/ or catering and food facilities to tourists;
2. Travel agencies, tour operators and tourist transport operators;
3. Units providing facilities for cultural, adventure and wild-life experiences to tourists;
4. Surface, water and air transport facilities for tourists;
5. Leisure, entertainment, amusement, sports and health units for tourists; and,
6. Convention/ seminar units and organizations.

CONCLUSION

Tourism plays an important role in the socio-economic devel-

opment of any country. It is also one of the major sources for earning the foreign exchange. Strengthening of the existing infrastructure can promote tourism and serve the local community too. Tourism promotion also generates employment in urban as well as rural areas, which may arrest the large-scale migration of rural mass to urban centers and in turn help avoid formation of more slums. Tamil Nadu, with its picturesque hills, beaches, waterfalls, wildlife sanctuaries, temples, ancient monuments, places of worship for all faiths and centers of art and culture has lot to offer to the domestic and international tourists. An effort has been made to identify areas requiring improvement including those currently not so developed or popular but with sufficient potential for attracting tourists.

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