



ORIGINAL RESEARCH PAPER

Commerce

AN ANALYSIS OF THE TOURIST ARRIVALS IN TAMILNADU

KEY WORDS:

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Introduction:

The State of Tamil Nadu, situated in the southern part of the Indian Peninsula has over 20 centuries of cultural heritage and historic significance. Tamil Nadu with a GDP of \$150 billion is the second largest economy of the country and Tourism is one of the main sources of its revenue. Tourism in the state is promoted by the Tamil Nadu Tourism Development Corporation headquartered in the capital city of Chennai. Tamil Nadu is a year-round tourist destination, and the industry is the largest in the country. Infrastructural development and aggressive marketing have made the brand "Enchanting Tamil Nadu – Experience Yourself" very popular. The uniqueness of our State is highlighted in the potential regions. Tamil Nadu could showcase its multifarious tourist attractions in India and abroad through various travel marts and exhibitions to realize its immense tourism potential. Tamil Nadu has topped the list of States with the most tourist arrivals, both domestic and international. Based on the importance, potential for attracting tourist population and uniqueness, the tourist destinations in Tamil Nadu can be broadly covered under the following classifications namely:

- (i) Pilgrimage destinations
- (ii) Heritage locations and historical monuments
- (iii) Locations of scenic beauty – hill stations
- (iv) Beaches and forests/ sanctuaries
- (v) Tourist Festival locations
- (vi) Adventure destinations and
- (vii) Leisure destinations.

Few prominent places of pilgrim interest can be identified as – Madurai, Chidambaram, Kancheepuram, Kanyakumari, Nagore, Palani, Rameshwaram, Thiruvannamalai, Srirangam, Thanjavur and Velankanni. 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 Sancturay, 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.

The State is well connected with sea ports, best roads and rail connectivity, besides being the only State with four international airports offering direct connectivity to many countries. Chennai International Airport received the Tamil Nadu Tourism Award – 2016 in the category of 'Best Tourist Friendly Airport' on 24.03.2017. This award is conferred by Madura Welcome, a tourist guide book company, in association with Incredible India, Ministry of Tourism, Government of India. With peace loving people and good law & order, the State offers right business environment and desired linkages, along with all necessary

infrastructure for investors. The "Vision Tamil Nadu 2023" outlines a road map for the growth in the State, covering all 12 the major sectors in the economy. The State has emerged as a preferred investment destination ranked high among the investors for fostering growth and empowering an efficient and competitive market place. The State has always offered a climate of uninterrupted growth and economic resilience.

Department of Tourism is the major catalyst for tourism promotion in Tamil Nadu. Tamil Nadu Tourism is taking various steps to attract both domestic and foreign tourists. Marketing Meets, Publicity Campaigns and Exhibitions are conducted at potential regions at domestic and overseas levels. The multifarious tourist attractions, excellent Law and Order, connectivity to destinations, tourist facilities for luxury and budget travel, tourist friendliness are highlighted in marketing activities. World Tourism Day is celebrated at different tourist centres in Tamil Nadu on September 27th every year with a view to create awareness on Tourism and its importance.

Objectives of the study:

The objectives of the present study are:

- (i) To study the growth of domestic and foreign tourist arrivals in Tamilnadu.
- (ii) To study the share of tourist arrivals in Tamilnadu to tourist arrivals in India.
- (iii) To study the relationship between tourist arrivals in Tamilnadu and tourist arrivals in India.

Hypotheses of the study:

To arrive at the objectives of the present study the following hypothesis were framed:

- H₀₁ There is no relationship between domestic tourist arrivals in Tamilnadu and domestic tourist arrivals in India.
- H₀₂ There is no relationship between foreign tourist arrivals in Tamilnadu and foreign tourist arrivals in India.
- H₀₃ There is no relationship between total tourist arrivals in Tamilnadu and total tourist arrivals in India.

Methodology of the study:

The study is undertaken based on the secondary data collected from journals, magazines, books, brochures, various publications of Ministry of tourism (Government of India and Government of Tamilnadu) and through renowned websites. The tourist arrivals in India and Tamilnadu from 2007 to 2016 were collected for the purpose of the study.

Tools of analysis:

For the purpose of analyzing the arrival of tourists, Compound Annual Growth Rate, Chain base Index Numbers and Person's Coefficient of Correlation were used in the study. Tourist arrivals in Tamilnadu:

Tamil Nadu topped the country in attracting the highest number of foreign travellers in 2016. Targeted promotional strategies and extensive marketing campaigns through print and electronic media at the national and international levels and creation and upgradation of basic amenities and infrastructure at tourist destinations have resulted in the increase of tourist arrivals to Tamil Nadu. The state also topped the chart in wooing domestic tourists. As per the statistics of Ministry of Tourism, the number of domestic tourist arrivals in the Tamilnadu was 343812413 in 2016 as

compared to 333459047 in 2015 registering a growth of 3.1 %. The number of foreign tourist arrivals in the Tamilnadu was 4721978 in 2016 as compared to 4684707 in 2015 registering a growth of 0.8 %.

Tourist arrivals in Tamilnadu

Sl. No	Year	Domestic Tourists	% change	Foreign Tourists	% change	Total Tourists	% change
1.	2007	50647188	-	1753103	-	52400291	-
2.	2008	62618252	23.6	2040419	16.4	64658671	23.4
3.	2009	78037607	24.6	2369050	16.1	80406657	24.4
4.	2010	103010435	32.0	2804504	18.4	105814939	31.6
5.	2011	136750750	32.8	3308438	18.0	140059188	32.4
6.	2012	184136840	34.7	3561740	7.7	187698580	34.0
7.	2013	244232487	32.6	3990490	12.0	248222977	32.2
8.	2014	327555233	34.1	4657630	16.7	332212863	33.8
9.	2015	333459047	1.8	4684707	0.6	338143754	1.8
10.	2016	343812413	3.1	4721978	0.8	348534391	3.1
	CAGR	21.11%	-	10.42%	-	20.86%	-

Source: Policy Note, 2016-2017 Tourism, Culture and Religious Endowments Department, Government of Tamil Nadu 2016

Share percentage of tourist arrivals in Tamilnadu to tourist arrivals in India:

During 2016, the number of domestic tourist visits to India was 1613.55 million as compared to 1431.97 million in 2015 registering a growth of 12.68 % over 2015. According to the Market Research Division of Ministry of Tourism, the top ten States in terms of number of domestic tourist visits (in millions), during 2016, were Tamil Nadu (343.81), Uttar Pradesh (211.71), Andhra Pradesh (153.16), Madhya Pradesh(150.49), Karnataka (129.76), Maharashtra (116.52), Telangana (95.16), West Bengal (74.46), Gujarat(42.25) and Rajasthan (41.5).These 10 States accounted for about 84.21% of the total number of domestic tourist visits in India during 2016. During 2016, the number of foreign tourist visits to India was 24.71 million as compared to 23.33 million in 2015 registering a growth of 5.92% over 2015. The top ten States in terms of number of foreign tourist visits (in millions) during 2016 were Tamil Nadu (4.72), Maharashtra (4.67), Uttar Pradesh (3.16), Delhi (2.52), West Bengal (1.53), Rajasthan(1.51), Kerala(1.04), Bihar(1.01), Goa (0.68) and Punjab (0.66). These 10 states contributed about 87.02% to the total number of FTVs in the country during 2016.

Share percentage of tourist arrivals in Tamilnadu to tourist arrivals in India.

Sl. No	Year	Tourist arrivals in India		Tourist arrivals in Tamilnadu			
		Domestic Tourists	Foreign Tourists	Total Tourists	Domestic Tourists	Foreign Tourists	Total Tourists
1.	2007	526700493	13267612	539968105	50647188 (9.6)	1753103 (13.2)	52400291 (9.7)
2.	2008	563034107	14380633	577414740	62618252 (11.1)	2040419 (14.2)	64658671(6.0)
3.	2009	668800482	14372300	683172782	78037607 (11.7)	2369050 (16.5)	80406657 (11.8)

4.	2010	747703380	17910178	765613558	103010435 (13.8)	2804504 (15.7)	105814939 (13.8)
5.	2011	864532718	19497126	884029844	136750750 (15.8)	3308438 (17.0)	140059188 (15.8)
6.	2012	1045047536	18263074	1063310610	184136840 (17.6)	3561740 (19.5)	187698580 (17.7)
7.	2013	1142529465	19951026	1162480491	244232487 (21.4)	3990490 (20.0)	248222977(21.4)
8.	2014	1282801629	22334031	1305135660	327555233 (25.5)	4657630 (20.9)	332212863(25.5)
9.	2015	1431973794	23326163	1455299957	333459047 (23.3)	4684707 (20.0)	338143754(23.2)
10.	2016	1613551505	24707732	1638259237	343812413 (21.3)	4721978 (19.1)	348534391 (21.3)

Source: Ministry of Tourism, Govt. of India

*Figures given in brackets denote share percentage of tourist arrivals in Tamilnadu to tourist arrivals in India.

R Calculation

$$r = \frac{\sum((X - Mx)(Y - My))}{\sqrt{(\sum Sx)(\sum Sy)}}$$

X: X Values

Y: Y Values

Mx: Mean of X Values

My: Mean of Y Values

X - Mx & Y - My: Deviation scores

(X - Mx)2 & (Y - My)2: Deviation Squared

(X - Mx)(Y - My): Product of Deviation Scores

Sl. No.	Relationship	Pearson Correlation Coefficient	Coefficient of determination,	Inference	Remarks
1.	Domestic tourist arrivals in India and Tamilnadu	0.9806	0.9616	Strong positive correlation	Hypothesis rejected
2.	Foreign tourist arrivals in India and Tamilnadu	0.9723	0.9454	Strong positive correlation	Hypothesis rejected
3.	Total tourist arrivals in India and Tamilnadu	0.9807	0.9618	Strong positive correlation	Hypothesis rejected

Findings of the study:

- (i) The number of domestic tourist arrivals in the Tamilnadu was 343812413 in 2016 as compared to 333459047 in 2015 registering a growth of 3.1 %. The number of foreign tourist arrivals in the Tamilnadu was 4721978 in 2016 as compared to 4684707 in 2015 registering a growth of 0.8 %. The number of total tourist arrivals in the Tamilnadu was 348534391 in 2016 as compared to 338143754 in 2015 registering a growth of 3.1%.
- (ii) The Compound Annual Growth Rate (CAGR) of domestic tourist arrivals in Tamilnadu is 21.11%. The Compound Annual Growth Rate (CAGR) of foreign tourist arrivals in Tamilnadu is 10.42%. The Compound Annual Growth Rate (CAGR) of total tourist arrivals in Tamilnadu is 20.86%.
- (iii) There is strong positive relationship between domestic tourist arrivals in India and domestic tourist arrivals in Tamilnadu.
- (iv) There is strong positive relationship between foreign tourist arrivals in India and foreign tourist arrivals in Tamilnadu.
- (v) There is strong positive relationship between total tourist arrivals in India and total tourist arrivals in Tamilnadu.
- (vi) In 2016, the share percentage of domestic tourist arrivals in Tamilnadu to domestic tourists arrivals in India is 21.3 %, the

share percentage of foreign tourist arrivals in Tamilnadu to foreign tourists arrivals in India is 19.1 % and the share percentage of total tourist arrivals in Tamilnadu to total tourists arrivals in India is 21.3 %.

Suggestions of the study:

- (i) The arrival of tourists visiting Tamil Nadu could be increased by creating infrastructure facilities of international standards.
- (ii) The Government of Tamilnadu should take full fledged efforts for providing Safety and Security for the tourists. This will automatically attract tourists to make repeated visits to the place.
- (iii) Tamilnadu need more star category hotels in different tourist centres. The star hotels should be scattered all over Tamilnadu not only in cities but also in villages nearer to the tourist centres.
- (iv) Comprehensive training of managers, wardens, travel agents and guides must be arranged to provide excellent services to the tourists.
- (v) Accommodations tailored to suit the pockets of all types of tourists must be established to enable the tourists to stay in Tamilnadu for more number of days.
- (vi) Many web visitors are spontaneous leisure travelers looking for ideas. They make navigational decisions in the blink of an eye. The Tourism Department must incorporate techniques through internet to hold their interest and influence them through their decision-making stages before they plan and book their trip. For example: Short videos about tourist attractions or beautiful places in Tamilnadu shared through YouTube, google+, Twitter, Facebook and Watsapp may prove successful.
- (vii) Government and NGOs should provide mass education about the importance and need of tourism in Tamilnadu.

Conclusion:

Tamil Nadu Tourism is gearing up for the effective and innovative publicity to bring the attention of the tourists across the globe to make them to visit Tamil Nadu, the number one tourist destination in India. The Government and private stakeholders should work in tandem to exploit the immense potential of the State and to create a memorable experience in the minds of all the tourists. Arrangements of services such as travel, accommodation and food with ease and comfort help in attracting repeat visitors and providing effective publicity by word of mouth.

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