

## **IMPACT OF TOURISM IN INDIA**

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### **ABSTRACT**

The Tourism ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the 'Incredible India' campaign, which promoted India's culture and tourist attractions in a fresh and memorable way. Traveling and Tourism has been an integral part of Indian Culture & Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India's tourism industry needs to gauge in terms of its socio- economic magnitudes. It also examines the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. Tourism is one of the fastest growing service industries in the country with great potentials for its further expansion and diversification. Tourism industry plays a major role in any country's economic development. It helps significantly to the country for creating the employment opportunities to the large number of people. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential. We need to concentrate to have liberal policies, relaxation in taxes, comprehensive package and so on to influence tourist and foreign investment. There is also a need to increase the government's role to make India flourishing in tourism and established in the global market. India has rich source in tourism for the establishment of the brand. Of course India has been launched the Incredible India to make tourism better.

## **INTRODUCTION**

Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. India has strong signs of becoming one of the emerging giants in world tourism. The most imperative factors for successful tourism development include product enhancement, marketing, regulations and human resource development. India's tourism is one of the flourishing sectors in terms of its scope. Tourism in India is growing continuously to generate employment and earn large amount of foreign exchange in order to stabilise the country's economic and social development. It also helps in preserving and sustaining the diversity of the India's natural and cultural environments. We should develop tourism industry with government supports, new initiations, actions and plans to influence foreigners to sustain our position strongly. Tourism in India is a key growth driver and a significant

The word "tour" is derived from the Latin word 'tornare' and the Greek word 'tornos,' meaning 'a lathe or circle; the movement around a central point or axis.' This meaning changed in modern English to represent 'one's turn.' In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country. Let us discuss the development as well as the negative and positive impacts of tourism industry in India. Tourism in India has grown in leaps and bounds over the years, with each region of India contributing something to its splendor and exuberance As per the Travel and Tourism competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. The India travel and tourism industry ranked 5th in the long- term [10-year] growth and is expected to be the second largest employer in the world by 2019.

Opportunities in Tourism industry:

India's size and massive natural, geographic, cultural and artistic diversity offers enormous opportunities for the travel. and tourism industry. The promotion and aggressive marketing measures undertaken by the government is expected to aid influx of tourists. The

industry would also benefit from introduction of new forms of tourism and development. Medical tourism in India has gained considerable popularity in recent years. India has a major cost advantage in this field compared with other countries. In addition to cost advantages, Indian healthcare industry offers state-of-the art equipment, technological advancement, qualified and experienced medical personnel and a blend of modern and traditional medicines. Thus, medical tourism has immense potential in India. Opportunities also exist in ecotourism, adventure tourism, and cruise tourism. Eco-tourism is increasing in popularity, evident in the development of eco-friendly hotels and tour packages. With increasing environment awareness and consciousness among tourists and given efforts undertaken by the government and private players, the ecotourism segment is expected to record handsome growth in the coming years. India holds immense potential in adventure and cruise tourism. India's greatest adventure tourism assets are Himalayas and its mighty rivers.

The peak period for adventure tourism is the "lean period" of cultural tourism. Development of adventure tourism can make India a round-the-year tourist destination. The cruise industry is one of the most promising industries in India. However, strong efforts need to be made to develop this industry. Other forms of tourism such as agric tourism, pilgrimage tourism, heritage tourism, and MICE tourism also hold enormous potential. Prospects in Tourism Industry Healthy economic growth recorded in past few years, especially in the services industry, have led to increase in business travel. Higher disposable income and affordability have increased domestic leisure travel in India. Foreign tourist arrivals in India have also grown. However, the industry has shown signs of recovery in the first half of 2010. This is a clear indicator that the long-term prospects for the Indian travel and tourism industry are bright. India is expected to witness increased tourist activity both in the business and leisure segments in the coming years. India has been identified as one of the fastest-growing countries in terms of tourism demand.

The tourism and hospitality industry is one of the largest segments under the services sector of the Indian economy. Tourism in India is a key growth driver and a significant source of foreign exchange earnings. In India, the sector's direct contribution to gross domestic product (GDP) is expected to grow at 7.8 per cent per annum during the period 2013-2023. The tourism sector in India is flourishing due to an increase in foreign tourist arrivals (FTA) and a larger

number of Indians travelling to domestic destinations. The role of the Indian government, which has provided policy and infrastructural support, has been instrumental in the growth and development of the industry. The tourism policy of the government aims at speedy implementation of tourism projects, development of integrated tourism circuits, special capacity building in the hospitality sector and new marketing strategies. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourists, and coordinated government campaigns to promote 'Incredible India'.

In fact India has a rich source in tourism sector to influence GDP, employment, image, foreign investments, new projects and the like to make our position comfortable in globally. Challenges in Tourism industry Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. There are challenges involved in tourism industry.

**Lack of Proper Infrastructure:** Infrastructure needs for the travel and tourism industry range from physical infrastructure such as ports of entry to modes of transport to urban infrastructure such as access roads, electricity, water supply, sewerage and telecommunication. The sectors related to the travel and tourism industry include airlines, surface transport, accommodation (hotels), and infrastructure and facilitation systems, among others.

**Access and Connectivity** the infrastructure facilities like air, rail, road connectivity, and hospitality services are still needs to be improved to connect various cities across the country. This remains a major issue for the development of tourism. Tourists largely depends on road network rather other mode. Despite numerous efforts will be taken to modernize the road facilities connectivity remains a major challenge. There is a greater need to improve road and rail network to connect various locations across different regions in the country.

**Amenities:** Amenities available at various tourist locations and en route need to be improved. These include basic amenities such as drinking water, well maintained and clean waiting rooms and toilets, first aid and wayside such as lounge, cafeteria, and parking facilities, among others. India scores poorly in terms of availability of these infrastructure facilities. Inadequate

infrastructure facilities affect inbound tourism and also could lead to an increase in the outflow of domestic tourists from India to other competitive neighboring countries.

Human Resource to sustain growth in the tourism industry trained manpower is required at various levels such as managerial, supervisory, skilled or semi-skilled. At mid and senior management levels, the industry faces talent crunch and at the front-line staff level, although human resources are adequate, a boom in other service industries such as banking, retail, airline and BPO have resulted in shortage of manpower at this level for the travel and tourism industry. Thus, we have a demand-supply mismatch with respect to manpower in the tourism sector in India. Attrition, shortage of tourism training infrastructure, qualified trainers, and lack of proper strategies and policies for human resource development also affect the industry. The industry needs to address these problems at the earliest.

Service level the degree of service offered by the various stakeholders has a significant impact on determining the tourist's overall experience of India as a tourist destination. The government has taken initiatives to promote responsible tourism by sensitizing key stakeholders of the tourism industry through training and orientation.

Marketing and Promotion India needs to change its traditional marketing approach to a more competitive and modern approach. There is a need to develop a unique market position and the brand positioning will be the essence of the country's tourism products to the potential customer. Indian tourism products are promoted primarily by the Ministry of Tourism with the involvement of state governments through the State Tourism Development Corporations.

Taxation Tourism in India is a high-taxed industry, which makes India expensive as a tourist destination. This is affecting the growth of the industry in India and India is losing out to other low- cost destinations. Different types of taxes are levied across the entire industry right from tour operators, transporters, airline industry to hotels and these include service tax, luxury tax, tax on transportation, tax on aviation turbine fuel (airline industry), and various taxes on transportation

**Security:** Security has been a major problem for our growth in tourism for a number of years. Terrorist attacks or political unrest in different parts of the country have adversely affected sentiments of foreign tourists. However, the government needs to take a proactive approach in

addressing these issues and in averting the potential impact on the industry. Cyber crime is another major challenge in tourism industry

**Regulatory Issues:** A number of countries competing with India for tourists provide visa on arrival. India should provide visa on arrival for more countries or for certain categories of tourists for a specific duration. A number of projects in the tourism infrastructure segment and in the hotels industry are delayed due to non-attainment of licenses and approvals on time.

### **Different forms of Tourism**

**Medical tourism** Medical tourism also known as health tourism has emerged as one of the important segments of the tourism industry. The term has been coined by travel agencies and the mass media to describe the rapidly-growing practice of travelling across international borders to for healthcare. Travelers typically seek services such as elective procedures as well as complex specialised surgeries such as joint replacement (knee/hip), cardiac, dental, and cosmetic surgeries. Psychiatry, alternative treatments, and convalescent care are also available.

**Adventure tourism** Travel for the aim of exploration or travel to remote, exotic and possibly hostile areas is known as adventure tourism. With tourists looking for different options, adventure tourism is recording healthy growth. Adventure tourism refers to performance of acts, which require significant efforts and some degree of risk or physical danger. The activities include mountaineering, trekking, bungee jumping, mountain biking, river rafting, and rock climbing. India with its diverse topography and climate offers tremendous scope for adventure tourism.

**Heritage tourism** Heritage tourism is defined as “travel undertaken to explore and experience places, activities, and artifacts that authentically represent the stories and people of the past and present”. It is oriented toward cultural heritage of the tourist location. It involves visiting historical or industrial sites, religious travel or pilgrimages. India is well known for its rich heritage and ancient culture.

**Eco tourism** Eco tourism, also known as ecological tourism, is travel to natural areas to appreciate the cultural and natural history of the environment, while not disturbing the integrity of the ecosystem and creating economic opportunities that make conservation and protection of natural resources advantageous to local people. Ecotourism also minimizes wastage and the environmental impact through sensitized tourists.

**Rural tourism:** Rural tourism encourages rural life, art, culture and heritage of rural locations, benefitting the local community economically and socially as well as enabling interaction between the tourists and locals for a more enriching tourism experience. India's rural, geographical and cultural diversity enables to offer a wide range of tourism products and experiences.

**Wildlife tourism** Wildlife tourism, one of the fastest segments of tourism, involves travel to different locations to experience wild life in natural settings. India is endowed with various forms of flora and fauna and it has numerous species of birds, mammals, reptiles, amphibians and plants and animals.

**MICE tourism** MICE (Meetings, Incentives, Conferences and Exhibitions) tourism is also one of the fastest growing in the global tourism industry. It largely caters to business travelers, mostly corporate.

## **IMPACT OF TOURISM ON ECONOMY:**

### **POSITIVE IMPACTS:**

- 1. Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.77% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.
- 2. Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
- 3. Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites.
- 4. Developing Infrastructure:** Tourism tends to encourage the development of multiple-use of infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers.
- 5. Promoting Peace and Stability:** Tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income & diversifying the economy.

6. **The Multiplier Effect:** The flow of money generated by tourist spending multiplies as it passes through various sections of the economy.

7. **Regional Development:** The underdeveloped regions of the country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and cultural attractions.

8. **Economic Value of Cultural Resources:** Tourism provides monetary incentives for the development of many local crafts and culture, thus it has an effect on the income of the local artisans and artists

9. **Promotion of International Understanding:** Tourism can also become an effective tool to develop a better understanding and interaction amongst people of different countries.

#### **NEGATIVE IMPACTS:**

1. **Undesirable Social and Cultural Change:** Tourism sometimes led to the destruction of the social fabric of a community, the more tourists coming into a place, the more the perceived risk of that place losing its identity.

2. **Increase Tension and Hostility:** Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.

3. **Creating a Sense of Antipathy:** Tourism brought little benefit to the local community. In most all inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers.

4. **Adverse Effects on Environment and Ecology:** One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality.

5. **Import Leakage:** This commonly occurs when tourists demand standards of equipment, food, drinks, and other products that the host country cannot supply, especially developing countries.

6. **Seasonal Character of Job:** The job opportunities related to tourism industry are seasonal in nature as they are available only during the tourist season.

7. **Increase in Prices:** Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately.



**HIGHLIGHTS OF INDIAN TOURISM** The following are the scope and highlights of Indian Tourism

- Increase in GDPC making the tourism industry a unifying force
- Helping to preserve, retain and en rich our cultural heritages
- Increase in International Trade
- Giving more innovative promotional measures for tourism
- Offering more Tourism Education
- Growth in Health Care Management
- Progress in Health Care Industries
- Multi-socio cultural Activities
- Growth in Hotel Industry
- Expansion in Transport [Both Urban and Rural], Air Travel and shipping
- Focus on Rural Tourism
- Motivating private sectors to attract more tourists

SWOT Analysis Strengths, Weaknesses, Opportunities and Threats of the Indian Tourism at an overall level, in view of the challenges thrown up by competing nations, as understood from the feedback received from different sources, discussed above, are elaborated below

### **Strength**

- India has an immense bouquet of destinations of diverse types, more than what many countries have to offer together at an aggregate level.
- A rich saga which offers an unique combination of past and present, which includes architecture, culture, modern amenities and facilities as well
- Some products like “Rural Tourism” are unique in nature, which no other country has thought of or conceived of.
- A wonderful promotional campaign which has attracted attention of millions of globe trotters across the world.

### **Weaknesses**

- Lack of co-ordination amongst the States as well as Centre in promoting destinations/ products. The Centre as well as the State promotes destinations independently. Such multiplicity of destinations creates confusion in the minds of the foreign tourists visiting / willing to visit India as where should one start from?
- Procedure for release of Visa is a comparatively lengthy procedure, compared to the South East Asian nations
- Certain airports lack appropriate infrastructure which promulgates foreign airlines to shy away from them
- Lack of appropriate connectivity amongst certain prime destinations within the country. E.g. Air fares between certain domestic destinations within the country is equivalent or somewhat more than connecting flights abroad
- Lack of quality accommodation facility amongst major destinations across the country. Demand spurs higher room rent, which eats up considerable proportion of a foreign tourist's budget. Subsequently, the tourist stays for a considerably lesser time and in the process has limited period of exposure to the country and its resources in general
- Climate of certain locations within India being temperate in nature, there is considerable hindrance in marketing those places as a "365 day destination" unlike major South East Asian Countries, which have geared up its infrastructure to deal with this type of climate

### **Opportunity**

- India as a destination provides "value for money" compared to the other South East Asian as well as South Asian nations
- India offers diverse kinds and types of destination, in form of a complete package, compared to the south east/ far east countries which strongly promote one or two themes/ products.
- Wide base of English speaking population – a major advantage compared to the South East Asian nations
- Booming economy, growing foreign investment in the major sectors have prompted immense flow of foreigners in recent times. Word of mouth has promoted Indian Tourism on the whole.

- The International events like the upcoming Commonwealth Games in New Delhi in the year 2010 presents India with a platform to attract more and more foreign visitors.

**Threat**

- China is developing its infrastructure keeping in mind the 2008 Olympics and it plans to use this as a major event in attracting tourists. The Beijing – Lhasa railway line is an important indicator in this direction.
- Pro active and systematic marketing efforts of the comparatively smaller South East Asian nations and their focus on developing an infrastructure based on tourism.
- Off late, Sri Lanka is actively promoting it’s tourism resources with focus mainly on its natural resources (sprawling beaches, evergreen forests, tea gardens)
- Dubai is aggressively marketing itself as a major tourism destination. The world’s most ambitious project, the Dubai waterfront is shaping up to be a major tourist attraction of the world, which on completion is likely to draw scores of tourists to witness this engineering marvel.

**Table - 1**

**Type of Tourists vs. Problems Faced By Tourists**

<b>Problems</b>	<b>Domestic tourists</b>	<b>Foreign tourists</b>	<b>Total</b>
Inhospitable climate	23(9.2)	8(5.3)	31(7.75)
Poor quality of accommodation	14(5.6)	14(9.3)	28(7)
Non availability of right type of food	33(13.2)	16(10.6)	49(12)
Poor sanitary conditions	21(8.4)	12(8)	33(8.25)
Tiresome customs & immigration procedure	24(9.6)	8(5.3)	32(8)
Non availability of air bookings	19(7.6)	9(6)	28(7)
Non availability of train bookings	15(6)	10(7)	25(6)
Non availability of air conditioned car/ coach	20(8)	18(12)	38(10)
Inadequate tourist guide services	13(5.2)	9(6)	22(5.5)
Problems of personnel security & safety	20(8)	11(7.3)	31(7.75)
Limited Shopping Facility	15(6)	16(10.6)	31(7.75)

Inadequate Culture Activity/Entertainment	21(8.4)	11(7.3)	32(8)
Inadequate night life	12(4.8)	8(5.3)	20(5)
<b>Total</b>	<b>250(100)</b>	<b>150(100)</b>	<b>400(100)</b>

**Source; Compiled from Primary Data**

**Note:** Figures in the parentheses indicate percentage to total.

The problems faced by sample tourists are collected and shown in table 7.27. It is inferred that 7.25 per cent of the sample respondents have the problem of unsuitable climate, 7 per cent of them have the problem of poor quality of accommodation; 12 per cent of them have the problem of non availability of right type of food, 8.25 per cent of them have the problem of poor sanitary condition, 8 per cent of them have the problem of tiresome customs and immigration procedure, 7 per cent of them have the problem of non availability of air booking; 6 per cent of them have the problem of non availability of train booking; 10 per cent of them have the problem of non availability of air conditioned car/coach; 5.5 per cent of them have the problem of inadequate tourist guide services; 7.75 per cent of them have the problem of personal security and safety; 7.75 per cent of them have the problem of limited shopping facility; 8 per cent of them have the problem of inadequate cultural activity/entertainment and the rest 5 per cent of them have the problem of inadequate night life.

An assumption is framed;

***Ho: There is no significant relationship between types of tourists and their Problems in the tourist spot.***

Test used	Degrees of freedom	Level of significance	Table value	Calculated value	Result
Chi-square	12	5%	21.0	13.64	Ho is Accepted

Since the calculated value is less than the table value, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between type of tourists and their problems in the tourist spot.

**Table - 2**

**Types of Tourists vs. Satisfaction towards General Area Maintenance**

Types of tourists	Satisfaction				
	Excellent	Good	Satisfactory	Poor	Total
Domestic	23(9.2)	84(33.6)	48(19.2)	95(38)	250(100)
Foreign	22(14.7)	71(47.3)	36(24)	21(14)	150(100)
<b>Total</b>	45(11)	155(39)	84(21)	116(29)	400(100)

Source; Compiled from Primary Data

Note: Figures in the parentheses indicate percentage to total

The opinion about satisfaction of sample respondents towards general area maintenance is collected and shown in table 7.22 It is inferred from this table that 11 per cent of the sample respondents feel that general area maintenance is excellent; 39 per cent of them feel that it is good; 21 per cent of them feel that it is satisfactory and 29 per cent of them feel that it is poor. Hence it is concluded that majority of the sample respondents felt that general area maintenance is good.

An assumption is framed.

***Ho: There is no significant relationship between type of tourists and their Satisfaction towards general area maintenance***

Test used	Degrees of freedom	Level of significance	Table value	Calculated value	Result
Chi-square	3	5%	7.81	28.81	Ho is Rejected

Since the calculated value is more than the table value, the null hypothesis is rejected. Hence it is concluded that there is a significant relationship between type of tourists and their satisfaction towards general area maintenance.

**Table - 3**

**Types of Tourists vs. Opinion about Transport Charges**

Types of tourists	Opinion				Total
	subsidized	Economical	Excessive	No comment	
<b>Domestic</b>	41(16.4)	146(58.4)	30(12)	33(13.2)	250(100)
<b>Foreign</b>	45(30)	41(27)	27(18)	37(25)	150(100)
<b>Total</b>	86(21.5)	187(46.75)	57(14.25)	70(17.5)	400(100)

Source; Compiled from Primary Data

Note: Figures in the parentheses indicate percentage to total

The opinion of sample respondents towards transport charges is collected and shown in table 7.18 Among the domestic tourists, 16.4 per cent of them feel that transport charge is subsidized; 58.4 per cent of them feel that it is economical; 12 per cent of them feel that it is excessive and the rest 13.2 per cent of them did not say anything. Among the foreign tourists, 30 per cent of them feel that the transport charge is subsidized; 27 per cent of them feel that it is economical; 18 per cent of them feel that it is excessive and 25 per cent of them did not say anything. In general 21.5 per cent of them feel that transport charge is subsidized; 46.75 per cent of them feel that it is economical; 14.25 per cent of them feel that it is excessive and the rest 17.5 per cent of them did not say anything. Hence it is inferred that majority of the sample respondents feel that transport charge is economical.

An assumption is made.

**Ho: There is no significant relationship between type of tourists and their Opinion about transport charge**

Test used	Degrees of freedom	Level of significance	Table value	Calculated value	Result
Chi-square	3	5%	7.81	41.03	Ho is Rejected

Since the calculated value is more than the table value, the null hypothesis is rejected. Hence it is concluded that there is a significant relationship between type of tourists and their opinion about transport charges.

**Table - 4**  
**Type of Accommodation Preferred**

Types of tourists	Type of communication					
	Five star hotels	Two/three star hotels	Tourist bungalow free	Non star hotels	Guest house	Total
Domestic	68(27.2)	90(36)	56(22.4)	21(8.4)	15(6)	250(100)
Foreign	48(32)	12(8)	39(26)	11(7)	40(27)	150(100)
Total	116(29)	102(25.5)	95(23.75)	32(8)	55(13.75)	400(100)

Source: Compiled from Primary Data

Note: Figures in parentheses indicate percentage to total

The type of accommodation preferred by tourists is shown in table 7.14 Among the sample domestic tourists, 27.2 per cent of them have preferred five star hotels; 36 per cent of them have preferred two/three star hotels; 22.4 per cent of them have preferred tourist bungalow; 8.4 per cent of them have preferred non star hotels and the rest 6 per cent of them have preferred guest house.

Among the sample foreign tourists, 32 per cent of them have preferred five star hotels; 8 per cent of them have preferred two/three star hotels; 26 per cent of them have preferred tourist bungalow; 7 per cent of them have preferred non star hotels and 27 per cent of them have preferred guest house.

In general, 29 per cent of them have preferred five star hotels; 25.5 per cent of them have preferred two/three star hotels; 23.75 per cent of them have preferred tourist bungalow; 8 per cent of them have preferred non star hotels and the rest 13.75 per cent of them have preferred guest house. Hence it is inferred that majority of the tourists have preferred five star hotels.

An assumption is framed.

***Ho: There is no significant relationship between type of tourists and their Choice of accommodation***

Since the calculated value is more than the table value, the null hypothesis is rejected. Hence it is concluded that there is a significant relationship between type of tourists and their choice of accommodation

	Degrees of freedom	Level of significance	table value	calculated value	Result
Chi-square	4	5%	9.49	63.69	Ho is Rejected

**Findings**

- **There is no significant relationship between types of tourists and their Problems in the tourist spot.**
  - Since the calculated value (13.64) was less than the table value, the null hypothesis was accepted. Hence it is concluded that there is no significant relationship between type of tourists and their problems in the tourist spot.
- **There is no significant relationship between type of tourists and their satisfaction towards general area maintenance**
  - Since the calculated value (28.81) was more than the table value, the null hypothesis was rejected. Hence it is concluded that there is a significant relationship between type of tourists and their satisfaction towards general area maintenance.
- **No significant relationship between type of tourists and their opinion about transport charge**
  - Since the calculated value (41.03) was more than the table value, the null hypothesis was rejected. Hence it is concluded that there is a significant relationship between type of tourists and they're about transport charges.



- **Significant relationship between type of tourists and their choice of accommodation**
  - Since the calculated value (63.69) was more than the table value, the null hypothesis was rejected. Hence it is concluded that there is a significant relationship between type of tourists and their choice of accommodation

## **Conclusion**

Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. In worldwide this industry currently employs more than 200 million people. Moreover tourism is one of the best instruments of economic development in all the way. Tourism sector plays a vital role in the way of helping poor countries to provide employment opportunities in an increasing rate. It is one of the important foreign exchange earning industries has manifested great potential of growth under liberalized Indian economy.

The tourism industry in India is substantial and vibrant and the country is fast becoming a major global destination. Moreover tourism industry is significantly supported to grow horticultures, handicrafts, agriculture, construction, poultry and the like. Today, tourism has become more inclusive of new concepts which require the support of the government to develop and flourish. There is a need to propagate these concepts with dedicated policies formed for the development of tourism. Effective implementation of the policies will help in the growth of the industry overall. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

To conclude, all these improvements and facilities are done and created, in order to bring a sea change in the tourism industry in general and specifically for Tiruchirappalli District in particular. For the effective development of the potentials in the tourism industry, government should formulate and design policies related to development of travel industry as well as travel education scenario in India.

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