



# A STUDY ON BLOOMING OF TOURISM IN TAMILNADU THROUGH THE FRAMEWORK OF REGIONAL EXCURSIONIST

Mr. M.D. Ragulkannan<sup>1</sup> Dr. G.Hanishkanthraja<sup>2</sup>

Asst.Professor, Hotel Management, Science & humanities, SRM University, Trichy, INDIA <sup>1,2</sup>

## ABSTRACT

Tamilnadu is a major Paramount factor in drawing the national and international Excursionist due to its diverse, pilgrimage destination, heritage and food etc., Tamilnadu is ranked first in domestic and international tourism arrivals. Tamilnadu government took more promotional activities to attract more Excursionist. Tamilnadu has more than 4,000 years of continuous cultural history. TTDC [Tamilnadu Tourism Development Corporation] was incorporated during July 1971 under the companies Act 1956. Tamilnadu Tourism one of the most preferred hotspots for the Excursionist. Domestic Excursionist can be easily determining a number of comfortable stay for their boarding places in Tamilnadu, Excursionist stay, star hotels and resorts. Tamilnadu tourism especially leads in medical, pilgrimage cultural, rural and eco-tourism.

**Key words:** *Tamilnadu, Excursion, Promotion, Culture, Travel, Heritage*

## INTRODUCTION

In this paper, an attempt is made to ascertain the status of tourism in Tamil Nadu based on the viewpoints of the Excursionist. The perceived information of the Excursionist about various tourism-related infrastructure facilities available at various places of tourism importance in Tamil Nadu along with their purpose of visit, mode of transport, preferred accommodation, per day expenses on various tourism-related activities, extent of cost on different tourism services and awareness about eco-tourism are analyzed. The major aspects of tourism-related services available in Tamil Nadu are also identified based on the perceived information of the Excursionist.

## LOCAL TOURISM IN TAMIL NADU

Domestic tourism plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years. Tamil Nadu is a State with several distinguished tourism genres. It has cerulean mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence. Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Elagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanic Gardens in Ooty, Kodaikanal and Coimbatore. It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvanniyur, Tiruchendur, Rameswaram and Kanniyakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram,

Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour.

Tamil Nadu has been attracting Excursionist both from foreign countries and other Indian States. The Central and the State Governments have been investing resources for the development of tourism. Giving special focus on novel initiatives like medical tourism, eco-tourism, rural tourism, adventure tourism and 'Virunthinar Potruthum' (care for guests), Tamil Nadu ranks first in the country in medical tourism and second in foreign Excursionist's arrivals and third in attracting domestic Excursionist in India. The State aims at making Tamil Nadu the topmost attractive Excursionist destination at the international level by increasing the number of Excursionist arrival, the length of stay and the average spending. Tamil Nadu Tourism has embarked upon a novel programme called Special publicity campaigns to showcase to Excursionist the culture and diversity of Tamil Nadu. Tamil Nadu Tourism Development Corporation is a state owned public sector undertaking to initiate novel ventures and innovate new schemes for providing demonstration effect to the private sector. Tamil Nadu Tourism Development Corporation (TTDC) has been operating Hotels, Youth Hostels, Restaurants, Tours, Boat houses, Telescope houses as a forerunner for the private sector to follow as new area of business proposition. Tamil Nadu Tourism Development Corporation's (TTDC) rail-cum-road tour packages have been conducted at Bangalore, Kolkata, Lucknow, New Delhi, Hyderabad and Jaipur, which attracted considerable Excursionist to Tamil Nadu. The Tamil Nadu Government is planning to extend such campaigns to other important places of the country. For massive publicity and familiarization of tours, the State uses aggressive promotion and marketing campaigns through Electronic / Print Media.

## EXCURSIONIST AND TOURISM

An Excursionist is someone who travels for pleasure, May it be international or within their own country. In other words, an Excursionist is a visitor to certain place on vacation, on business trips, attending a special event, participating in a sporting event, just explore or visiting friends and relative from some other location without intention of staying permanent. Generally, Excursionist want attractions and activities in the places they visit. They make visits to enjoy nature resources or scenic settings, human-made attractions, historical, cultural and ethnic attractions, unique recreational opportunities, festivals and other special events.

Cohen (1972) was one of the first sociologists to propose a typology to conceptually clarify the term "Tourist". His four-fold typology- the drifter, the explorer, the individual mass, and the organized mass- is based on the degree of institutionalization of the Excursionist. This classification is often cited in academic studies, and attempts have been made to develop and refine it.

## SCOPE OF THE STUDY

Promotion of Domestic Tourism has great scope in the present context for the following reasons:

1. Present status of tourism (importance and benefits) in Tamil Nadu as perceived by the domestic Excursionist
2. Purpose and importance of domestic Tourism as postulated by domestic Excursionist
3. Ascertain the existing tourism infrastructure at important places of tourism in Tamil Nadu as part of identifying existing promotional activities.

## REVIEW OF LITERATURE

V.K Gupta (1987) in his study found out a region-wise pattern with descriptions of places with tourist attractions and facilities in India. He has equipped visitors and hotel facilities with helpful upgrades. He mentioned the principal merits of a number of places in India. In his study.

Prakash Adour (2012) has examined precisely the problems and issues involved in promoting tourism. He emphasize the general potential and also voiced the steps to be taken with promising incentives to achieve optimal travel in this intricate field. In the sense that a number of aspects of the tourism industry were also explored from the demand side.

R.B.L. Garg (2014) experienced some very significant problems in his research on the ills of Indian tourism. Rising uncertainty in the lives of visitors occupies a predominant position among the major problems mentioned. He makes an allusion to concern among tourists about rail travel in the course of his debate on this issue. Incidents such as the looting of foreign tourists on a train near Agra are still fresh in their memories. Then he goes on to deal with concerns such as bad hotel and restaurant hygiene and sanitation, unscrupulous shopkeepers, racketeers in foreign exchange, greedy tax collectors, and the sneers of fundamentalist religion and fanatics.

Vivek Sharma (2015) adds one more dimension. In his view, tourism is advantageous, apart from the benefits of better contact with the citizens of other nations. The tourist traffic gives a boost to the development

of the small and village industries' handicraft products and has its spin on all village industries. K. Bhat Shiva Shankar has also upheld these theories

## METHODOLOGY

In view to support the secondary data sourced from various journals, books and internet, information was drawn from communication with respondents mainly from consumers, Tour Operators, Hoteliers, and others who are knowledgeable about the problem at hand. The respondents were interviewed with help of an interview schedule and one to one interaction.

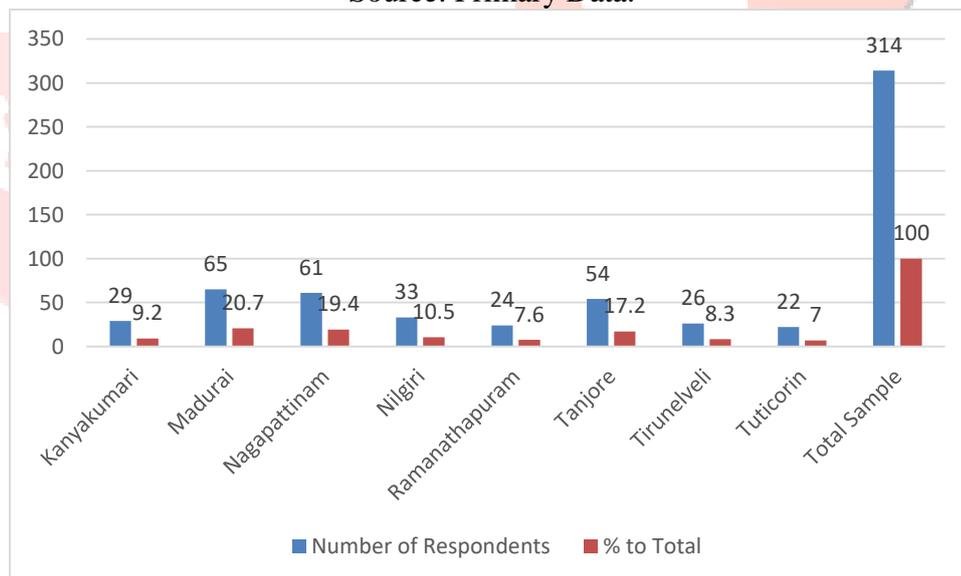
The objective was to get information regarding the consumer's perception of domestic tourism, reason for explorer, the emerging trends and factors influencing choice of a destination. It also enables to get a perspicacity to the existing business model and the challenges faced by industry to reach the perceived target market.

## OUTCOMES AND SOLUTIONS

**Table 1: Distribution of Samples by Districts of Tourism Importance**

Districts	Number of Respondents	% to Total
Kanyakumari	29	9.2
Madurai	65	20.7
Nagapattinam	61	19.4
Nilgiri	33	10.5
Ramanathapuram	24	7.6
Tanjore	54	17.2
Tirunelveli	26	8.3
Tuticorin	22	7.0
Total Sample	314	100.0

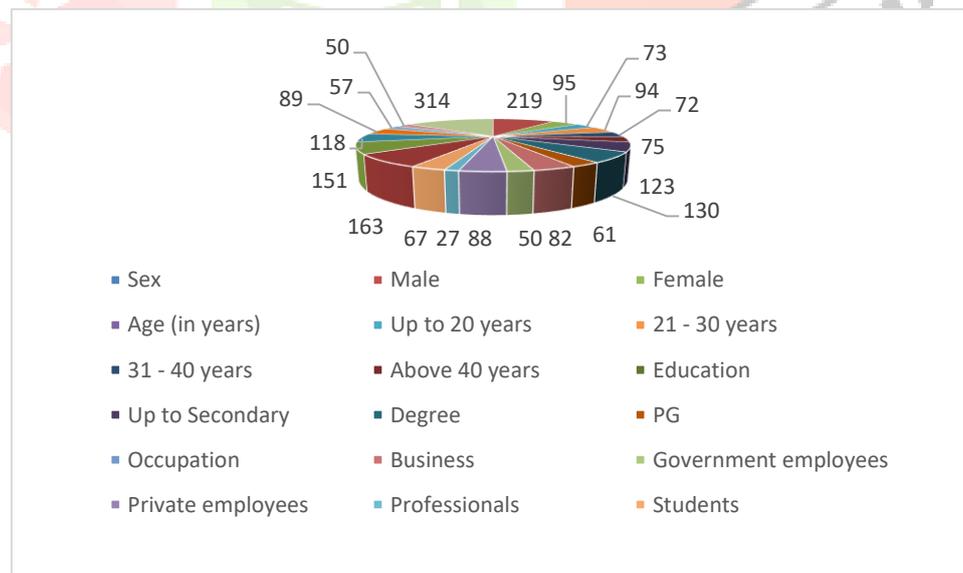
Source: Primary Data.



**Table 2:** Distribution of Sample Respondents by Socio-Economic Characteristics

Socio-Economic Characteristics	Number of Respondents	% to Total
Sex		
Male	219	69.7
Female	95	30.3
Age (in years)		
Up to 20 years	73	23.2
21 - 30 years	94	29.9
31 - 40 years	72	22.9
Above 40 years	75	23.9
Education		
Up to Secondary	123	39.2
Degree	130	41.4
PG	61	19.4
Occupation		
Business	82	26.1
Government employees	50	15.9
Private employees	88	28.0
Professionals	27	8.6
Students	67	21.3
Marital Status		
Single / Unmarried	163	51.9
Married	151	48.1
Family Income		
Up to Rs.10000	118	37.6
Rs.10001 – 20000	89	28.3
Rs.20001 – 30000	57	18.2
Above Rs.30000	50	15.9
<b>Total Sample</b>	<b>314</b>	<b>100.0</b>

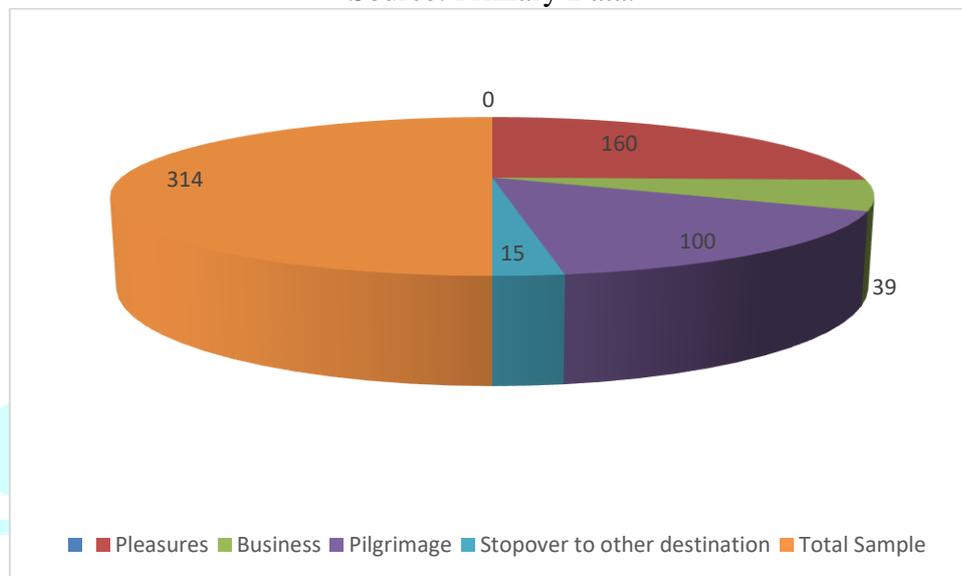
Source: Primary Data



**Table 3: Purpose of Visits**

Purpose	Number of Respondents	% to Total
Pleasures	160	51.0
Business	39	12.4
Pilgrimage	100	31.8
Stopover to other destination	15	4.8
Total Sample	314	100.0

Source: Primary Data.

**Table 4: Relationship between Purpose of Visit and Places of Tourism Importance in Tamil Nadu**

Districts/places	Purpose of Visit				Kruskall Wallis ANOVA Results	
	Pleasures	Business	Pilgrimage	Stop over to other Destination	Sum of Ranks	H Value (DF, N)
Kanyakumari	18 (62.1)	2 (6.9)	9 (31.0)	0 (0.0)	4054.5	98.80*** (7, 314)
Madurai	24 (36.9)	17 (26.2)	24 (36.9)	0 (0.0)	10980.0	
Nagapattinam	51 (83.6)	2 (3.3)	8 (13.1)	0 (0.0)	6461.5	
Nilgiri	30 (90.9)	3 (9.1)	0 (0.0)	0 (0.0)	2955.0	
Ramanathapuram	4 (16.7)	3 (12.5)	17 (70.8)	0 (0.0)	5103.5	
Tanjore	19 (35.2)	11 (20.4)	22 (40.7)	2 (3.7)	9612.5	
Tirunelveli	14 (53.9)	1 (3.9)	1 (3.9)	10 (38.5)	4626.5	
Tuticorin	0 (0.0)	0 (0.0)	19 (86.4)	3 (13.6)	5661.5	
Total	160 (51.0)	39 (12.4)	100 (31.8)	15 (4.8)		

Source: Primary Data. Figures in brackets are percentages to Row Total \*\*\*Significant at 1% level.

**Table 5** Relationship between Mode of Transport and Places of Tourism Importance in Tamil Nadu

Districts / Places	Mode of Transport					Kruskall Wallis ANOVA Results	
	Bus	Train	Air	Own Car	Hired Car	Sum of Ranks	H Value (DF, N)
Kanyakumari	21 (72.4)	4 (13.8)	1 (3.5)	3 (10.3)	0 (0.0)	4207.0	19.85*** (7, 314)
Madurai	43 (66.2)	4 (6.2)	10 (15.4)	5 (7.7)	3 (4.6)	10304.0	
Nagapattinam	49 (80.3)	4 (6.6)	0 (0.0)	8 (13.1)	0 (0.0)	8268.0	
Nilgiri	17 (51.5)	3 (9.1)	0 (0.0)	10 (30.3)	3 (9.1)	6192.5	
Ramanathapuram	10 (41.7)	14 (58.3)	0 (0.0)	0 (0.0)	0 (0.0)	4260.0	
Tanjore	40 (74.1)	9 (16.7)	0 (0.0)	5 (9.3)	0 (0.0)	7637.5	
Tirunelveli	14 (53.9)	2 (7.7)	0 (0.0)	2 (7.7)	8 (30.8)	4931.0	
Tuticorin	13 (59.1)	5 (22.7)	1 (4.6)	1 (4.6)	2 (9.1)	3655.0	
Total	207 (65.9)	45 (14.3)	12 (3.8)	34 (10.8)	16 (5.1)		

Source: Primary Data. Figures in brackets are percentages to Row Total \*\*\*Significant at 1% level.

**Table 6: Relationship between Number of Times Visits and Places of Tourism Importance in Tamilnadu**

Districts/ Places	Number of Times			Kruskall Wallis ANOVA Results	
	First Time	2 - 3 times	More than 3 times	Sum of Ranks	H Value (DF,N)
Kanyakumari	11 (37.9)	10 (34.5)	8 (27.6)	4713.0	36.83*** (7, 314)
Madurai	34 (52.3)	23 (35.4)	8 (12.3)	8561.0	
Nagapattinam	31 (50.8)	11 (18.0)	19 (31.2)	9202.5	
Nilgiri	19 (57.6)	12 (36.4)	2 (6.1)	3954.0	
Ramanathapuram	13 (54.2)	7 (29.2)	4 (16.7)	3206.0	
Tanjore	8 (14.8)	22 (40.7)	24 (44.4)	11066.0	
Tirunelveli	5 (19.2)	11 (42.3)	10 (38.5)	5051.0	
Tuticorin	8 (36.4)	7 (31.8)	7 (31.8)	3701.5	
Total	129 (41.1)	103 (32.8)	82 (26.1)		

Source: Primary Data. Figures in brackets are percentages to Row Total \*\*\*Significant at 1% level.

**Table 7: Sources of Information about Places Visited**

Sources of Information	Number of Respondents	% to Total
Friends / Relatives	216	68.8
Newspaper / Magazines	39	12.4
Television	33	10.5
Travel Agents	26	8.3
Total	314	100.0

Source: Primary Data.

**Table 8: Length of Stay for Excursionist**

Length of Stay	Number of Respondents	% to Total
Up to 3 days	267	85.0
3 - 5 days	31	9.9
> 5 days	16	5.1
Total	314	100.0

Source: Primary Data.

**Table 9: Perceived Status of Expenses on Important Tourism-Related Services**

Tourism- Related Services	Very Costly	Costly	Moderate	Cheap	Very Cheap	Mean	Standard Deviation
Accommodation	23 (7.3)	64 (20.4)	136 (43.3)	71 (22.6)	20 (6.4)	3.00	0.99
Food and Beverages	14 (4.5)	71 (22.6)	124 (39.5)	85 (27.1)	20 (6.4)	3.08	0.96
Transport	12 (3.8)	48 (15.3)	140 (44.6)	92 (29.3)	22 (7.0)	3.20	0.92

Source : Primary Data Note: Figures in brackets are percentages to Row total.

**Table 10: Comparison of Satisfaction among Excursionist Groups based on Places of Tourism Importance (District)**

Major Services	Districts								F Value
	Kanya kumari	Madurai	Nagapattinam	Nilgiri	Ramana thapura m	Tanjore	Tirunelveli	Tuticorin	
Basic Amenities	3.28 (0.50)	3.05 (0.78)	3.26 (1.02)	3.04 (0.43)	3.39 (0.69)	2.74 (0.76)	3.18 (0.61)	3.13 (0.51)	3.10***
Cost & Quality of Accommodation and Food	3.34 (0.34)	3.58 (0.78)	3.75 (0.47)	3.23 (0.50)	3.73 (0.32)	3.40 (0.47)	3.33 (0.53)	3.48 (0.54)	4.79***
Transport Facilities	3.31 (0.69)	3.25 (0.78)	3.06 (1.00)	2.94 (0.47)	3.64 (0.52)	3.54 (0.60)	3.17 (0.58)	3.61 (0.79)	4.21***
Tourism Information and Guide Services	3.33 (0.42)	3.19 (0.70)	3.64 (0.57)	3.14 (0.42)	3.39 (0.67)	2.92 (0.58)	3.28 (0.54)	3.82 (0.94)	8.61***
Banking and Communication Facilities	3.43 (0.48)	3.08 (0.83)	3.37 (0.96)	3.12 (0.52)	3.69 (0.60)	3.02 (0.75)	3.21 (0.75)	3.18 (0.63)	2.96***

\*\*\*Significant at 1% level.

### CONVERSE

The opinion of the domestic Excursionist in the sample is analyzed and the results of the analysis are tabulated and discussed in detail in this chapter. From the discussion of the results, it is understood that the Excursionist from other States is making trip to Tamil Nadu primarily for pleasure / vacation / Explore. Only one-third of Excursionist in the sample have stated that they have made the trip for visiting temples (pilgrimage). The mode of transport for the most of the domestic Excursionist is found to be bus but aged Excursionist in the single status with business as occupation belong to substantially high income families travel either by air or by own car or by other mode of transport than bus to visit various places of the tourism destination in Tamil Nadu. It is further identified that mode of transport used by the domestic Excursionist vary by places they visit. Visiting Tamil Nadu for the first time for single largest groups of domestic Excursionist and most of them tend to visit Tamil Nadu based on the sources of information given by their friends and relatives.

Majority of the domestic Excursionist do not stay for more than three days and they prefer to stay in either Lodges or friends / relative houses. Staying in Star category hotels, Excursionist bungalows and in paying guest accommodation is found to be at marginal extent among the domestic Excursionist visiting Tamil Nadu. The domestic Excursionist in Tamil Nadu spend more on foods and beverages than that of accommodation but overall cost of foods and beverages and accommodation are found to be at moderate level. In Tamil Nadu, availability of luxury transport is good, transport charges are nominal, no overcrowding, timely service and condition of roads are good according to domestic Excursionist.

## VIEWPOINTS OF LOCAL EXCURSIONIST

- ❖ It is found from the opinion of the most of the domestic Excursionist in the whole sample that their purpose of visit is for pleasure / spends vacation / Explore at various destinations of Tamil Nadu.
- ❖ Mode of transport for the Excursionist visiting Tamil Nadu is significantly associated with places of tourism importance. Also, there is a significant relationship between mode of transport and purpose of visit for the Excursionist visiting Tamil Nadu.
- ❖ Majority of the Excursionist visiting Tamil Nadu do not rely on tour agents for organizing the tour they intend to make. However, organizing the tour is significantly determined by the purpose of visit.
- ❖ A single largest group of domestic Excursionist visiting Tamil Nadu are the first-time Excursionist (41.1%). However, the frequency of Excursionist visiting Tamil Nadu is significantly associated with places of tourism importance in Tamil Nadu.
- ❖ The source of information about various places of tourism importance in Tamil Nadu is friends / relatives for most of the domestic Excursionist (68.8%).
- ❖ Length of stay at various places of tourism importance is up to 3 days for
- ❖ 85.0 per cent of the domestic Excursionist visiting Tamil Nadu.
- ❖ The nature of accommodation is lodge for single largest group of domestic Excursionist (27.4%) prior to friends / relative for substantial number of domestic Excursionist visiting Tamil Nadu. But the nature of accommodation preferred by domestic Excursionist differs significantly by regions under study.
- ❖ The expense on food and beverage is more than that of accommodation for domestic Excursionist in Tamil Nadu. The expense on shopping and travel is also substantial for domestic Excursionist.
- ❖ It is found that an expense on Explore is much less in tourism destinations at Tirunelveli and moderately less in tourism places at Tanjore as well as at Tuticorin and Kanyakumari districts. However, expenses on accommodation are higher in these districts.
- ❖ The expenses on Explore is high, whereas expenses on accommodation is less at places of tourism importance in Ramanathapuram and Madurai districts. Less spending on accommodation in Ramanathapuram and Madurai district can be attributed to the fact that the Excursionist visiting the places of tourism importance in these two districts avoided staying overnight.
- ❖ It is found that the expenses on accommodation as well as on Explore is high for the domestic Excursionist group who makes pleasure trip and moderate for those who stopover to other destinations. At the same time, the expenses against travelling within region are more for domestic Excursionist group visiting the places as pilgrimage as well as for those who visit the places for business purpose.
- ❖ The cost of expenses on accommodation, a food / beverages and transport service at various places of tourism importance are moderate and does not differ across regions in Tamil Nadu.
- ❖ According to views of most of the domestic Excursionist in the whole sample, no problem in the availability of luxury transport (68.15%), no overcharges (68.15%), no overcrowding (58.92%), no delayed service (71.34%), and good condition of roads (67.20%). However, availability luxury transport, transport charges and condition of roads differ significantly across regions of tourism importance in Tamil Nadu according to the views of the domestic Excursionist.
- ❖ Most of the domestics' Excursionist (74.8%) are found to be aware of eco- tourism. But the extent of awareness of eco-tourism is significantly related to educational status of the Excursionist.
- ❖ It is found that the major tourism-related service in Tamil Nadu is providing basic amenities, providing quality of accommodation and food with nominal cost, transport facilities, tourism information and guide services and banking / communication facilities.
- ❖ The domestic Excursionist are satisfied with cost and quality of accommodation and food, whereas they are moderately satisfied with basic amenities, transport facilities, tourism information and guide services, and banking / communication facilities as found to be.
- ❖ There is a significant difference in the level of satisfaction with various tourism-related aspects among domestic Excursionist across different regions in Tamil Nadu.

## SUGGESTIONS

- ❖ The Government should take necessary steps to improve basic amenities, tourism information and guide services, transport, banking and communication facilities to attract more Excursionist.
- ❖ The Government of Tamil Nadu should augment packaged tours through Tamil Nadu Tourism Development Corporation.
- ❖ The exploitation of Excursionist by locals must be controlled.
- ❖ The traffic system in popular Excursionist spots has to be regularized to disperse the congestion.
- ❖ The Government should make necessary arrangements to provide sufficient information needed for Excursionist visiting its regions by opening tourism information centers in many places. Guided tour

services need to be improved and promoted further.

## CONCLUSION

Though potentiality for tourism promotion and development in Tamil Nadu is good, the extent of potentiality for promotion and development of tourism is not same in all regions as perceived by the Hoteliers. It is finally concluded that the major hurdles for promotion of tourism is, though quality of accommodation, variety of food, transport services, banking facilities and communication facilities are good, road conditions, Excursionist information Centre, electricity and water supply, drainage system, medical facilities, availability of public toilets, parking facilities for vehicle need the attention of the Government according to the local people and domestic Excursionist

## REFERENCES

1. Rabindraseth., “*Tourism: Problem and Prospects*” , Yojana, Vol.43, no.8 August 1999.  
Ravindra Seth., “*ITDC: Catalyst in Tourism*”, Eastern Economist, Vol.78, No.1, January 1982.
2. Cohen, E. (1972). “*Towards Sociology of International Tourism.*” *Social Research*, Vol.39, pp.164-182
3. Glasson, J., Godfrey, K., and Goodey, B. (1995). *Towards Visitor Impact Management: Visitor Impacts, Carrying Capacity and Management Responses in Europe’s Historic Towns and Cities*. Avebury, England.
4. Godfrey, K., & Clarke, J. (2000). *The tourism development handbook: a practical approach to planning and marketing*. London: Continuum.
5. Dhar, Prem Nath., (2006). *Development of Tourism and Travel Industry – An Indian Perspective*, Kanishka Publishers and Distributors, New Delhi, II Ed., p.201.
6. Srihari, N., “*Tourism Development*”, HRD Times, Vol.12, No.4, April 2010.
7. LajiPathi Rai., “*Development of Tourism in India*”, Print well, Jaipur, 1993. Maneet Kumar, PJAEE, 17 (6) (2020) 10297

