

## **GROWTH AND SPREAD OF TOURISM IN TAMILNADU**

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### **ABSTRACT**

Tamilnadu Tourism has been Playing a key role in Generating Foreign Exchange, It has a Rich Heritage, this article gives the complete picture of Tourism spread in Tamilnadu, and its Major Tourist spots This article gives the analyses of Foreign Tourist Arrivals in Tamilnadu And its FTA share compared with other states.

**Keywords:** FTA, Tourist Arrival, Domestic Tourism, International revenue, Cultural Tourism, Medical tourism

### **TOURISM IN TAMILNADU**

Tamilnadu is located in the down south part of peninsular India predominantly in the extreme South-Eastern part of country consisting of 32 districts surrounded by Andhra Pradesh in the North, Karnataka in the North-West and Kerala in the west and it is also surrounded by the Bay of Bengal in the East, Indian Ocean in the extreme South and considerable part by the Arabian Sea in Geographically, it extends from 80 5' to 130 35' north latitude and from 76o 15' to 80 20' East longitude. It consists of an area of 1, 30,058 sq. km and it is inhabited by 6, 24, 05,679 persons according to the 2001 census. The state has a credit to have 18 sea ports (3 major and 15 minor) followed by 5 Airports, out of which 2 International and 3 domestic airports (2007-2008).<sup>23</sup> The state also comprises about 1070km. long spectacular coastline which is one seventh of the country's total coast line. The coast line has 83 sugar white bays and sun drenched beaches. Marina beach of Chennai, longest beach in India and is the second largest in the world.

### **Major Tourist Spots in Tamilnadu**

A list of the major tourist spots in different districts of Tamilnadu is furnished in Table.

**TABLE: MAJOR TOURIST SPOTS IN TAMILNADU**

<b>Sl.No.</b>	<b>District</b>	<b>Important Tourist Spots</b>
1	Chennai	Fort St.George, Marina Beach, Kiskintha, Golden beach, Vandalur Zoo, Mahabalipuram etc.
2	Kanchipuram	Kanchipuram, Thiruthani
3	Chengalpattu	Vedanthangal, Chengalpattu
4	Vellore	Vellore, Vellamalai, Elagiri Hills
5	Thiruvannamalai	Thiruvanamalai Temple, Sathanur Dam
6	Villupuram	Villupuram, Gingee, Tindivanam, Tirukovilur, Kallakurichi
7	Cuddalore South Arcot	Cuddalore, Annamalai University, Lord Nataraja Temple at Chidambaram, Pichavaram
8	Nagapattinam	Nagore Durga, Basilica of Arokia Matha at Vellankanni, Nagapattinam
9	Tiruvarur	Poombuhar, Tiruvenkadu, Alankudi
10	Thanjavur	Thanjavur Big Temple, Kumbakonam Adi Kumbeswarar Temple (Mahamagam Festival), Swamimalai, Tarasuram (World heritage centre), Vaitheswarankovil
11	Tiruchirapalli	Rock Fort, Srirangam, Thiruvanaikoil, Vayalur, Samayapuram Mariamman Temple, Mookompu, Grand Anaicut,
12	Pudukottai	Sittannaval, Manora, Avudaiyar Kovil, Thirumayam, Veeralimalai
13	Sivagangai	Sivagangai, Karaikudi
14	Ramanathapuram	Rameswaram, Kurusadi, Pamban, Mandapam, Eruvadi Durga, Kanchirankulam
15	Tuticorin	Kattabomman Memorial Fort, Tuticorin,
16	Kanniyakumari	Vivekananda Memorial Rock, Kanniyakumari, Nagercoil, Pachiparai Dam, Govt. Fruit Farm
17	Tirunelveli	Sankaran Kovil, Coutralam, Papanasam and Manimuthar Dam
18	Virudunagar	Sivakasi, Srivilliputhur, Sri Andal Temple
19	Madurai	Meenakashi Sundareswarar Temple, Thirupparankundram, Alagar Kovil, Pazhamudhirsolai, Vaigai

		Dam
20	Teni	Megamalai water falls
21	Dindigul	Palani, Kodaikanal
22	Coimbatore	Perur, Maruthamalai Lord Murugan Temple, Top Slip, Thirumurthy temple and water falls, Annamalai Wild life sanctuary, Siruvani water falls, Alliyar Dam
23	Nilgiri	Ooty (Udagamandalam), Mudumalai wild life sanctuary
24	Erode	Erode, Bannari Mariamman Temple, Bhavani Tiruveni of South India
25	Namakkal	Kolli hills, Tiruchengodu
26	Salem	Yercaud
27	Dharmapuri	Hogenakkal Water falls
28	Perambalur	Pachaimalai Hills, Gangai Konda Cholapuram

Share of Top 10 States / UTs of India in Number of Foreign Tourist Visits in 2014

Tamilnadu leads in foreign travel visits in the year 2014. Tamilnadu’s share was almost 20% top that of other states of India. Even Delhi, the capital city had only 10.8 % of the share while Tamilnadu had almost twice the percentage of that of Delhi.<sup>2</sup>

**TABLE: SHARE OF TOP 10 STATES/UTS OF INDIA IN NUMBER OF FOREIGN TOURIST VISITS IN 2014**

Rank		State/UT	Foreign Tourist Visits in 2014	
Number		Percentage Share (%)		
1	Tamil Nadu	4657630	20.6	
2	Maharashtra	4389098	19.4	
3	Uttar Pradesh	2909735	12.9	
4	Delhi	2319046	10.3	
5	Rajasthan	1525574	6.8	
6	West Bengal	1375740	6.1	
7	Kerala	923366	4.1	
8	Bihar	829508	3.7	

9	Karnataka	561870	2.5
10	Haryana	547367	2.4
Total of Top 10	20038934	88.8	
Others	2528716	11.2	
Total	22567650	100.0	

*Source: State/ UT Tourism Departments*

While comparing the domestic tourists to different states of India, Tamilnadu has maximum domestic tourists comprising of almost 25%. Thus apart from foreign tourists, Tamilnadu has a large share in domestic tourists as well. This has also resulted in the increase of hotels and restaurants to suit different styles and diversities within India as well.

**TABLE: SHARE OF TOP 10 STATES/UTS OF INDIA IN NUMBER OF DOMESTIC TOURIST VISITS - 2014**

Rank	State/UT	Domestic Tourist Visits in 2014	
Number		Percentage Share (%)	
1	Tamil Nadu	327555233	25.6
2	Uttar Pradesh	182820108	14.3
3	Karnataka	118283220	9.2
4	Maharashtra	94127124	7.3
5	Andhra Pradesh	93306974	7.3
6	Telangana	72399113	5.6
7	Madhya Pradesh	63614525	5.0
8	West Bengal	49029590	3.8
9	Jharkhand	33427144	2.6
10	Rajasthan	33076491	2.6
Total of top 10 States	1067639522	83.3	
Others	214312733	16.7	
Total	1281952255	100.0	

*Source: State/ UT Tourism Departments*

**TABLE: TOURISTS ARRIVALS IN TAMILNADU**

<b>Year</b>	<b>Domestic</b>	<b>% change</b>	<b>Foreign n</b>	<b>% change</b>	<b>Total</b>	<b>% change</b>
2002	11041814	-	333877	-	11375691	-
2003	13109863	-	403424	20.8	13513287	18.8
2004	14211842	8.4	435473	7.9	14647315	8.4
2005	16025994	12.8	498121	14.4	16524115	12.8
2006	17214973	7.4	585751	17.6	17800724	7.7
2007	18202666	5.7	613982	4.8	18816648	5.7
2008	18928044	4.0	636642	3.7	19564686	4.0
2009	20413193	9.7	636400	3	21049593	7.6

*Source: State/ UT Tourism Departments*

Table shows that there has been a consistent increase in the tourist arrivals, both domestic and foreign in Tamilnadu. After the implementation of the new economic policy, arrival of foreign tourists has increased considerably. Travel in India has become cheaper due to devaluation. This confirms the expectations made in early 90's that the cheaper rupee would usher in a flood of tourist.

### **FTA in India and Tamilnadu**

If we compare the FTA of India and Tamilnadu, In 1993 Tamilnadu had about 9% of the total share of India's FTA and this increased to 10% in 1994. In 1995 it was 11.7% which was almost consistent till 1998. In 1998 there was a sudden increase in Tamilnadu share of FTA to 13.3% and by 2001 it was 15.9% . Tamilnadu reached it peak in 2003 where it share was 18% of the total share of India. However, this share decreased to about 12.29% in 2010.<sup>25</sup> The decrease may be because of two factors, one there has been a rapid competitions from other states which could have decreased the share of Tamilnadu and two, Tamilnadu has really not aggressively tried to increase this share by improving the tourists promotion activities. However after 2010, this scenario has changed and Tamilnadu has improved all the infrastructure to tourism development, especially hotels and restaurants to promote more diversity in FTA.

**TABLE: FTA- TAMILNADU'S SHARE COMPARED WITH INDIA**

<b>Year</b>	<b>Foreign Tourists Arrivals to India</b>	<b>Foreign Tourists Arrivals to Tamilnadu</b>	<b>Percentage share</b>	<b>Share of Foreign Tourists Arrivals to TamilNadu</b>
1993	1764830	167560	9.49	0
1994	1886433	197772	10.48	18.03
1995	2123683	249185	11.73	26.00
1996	2287860	259825	11.36	4.27
1997	2374094	269228	11.34	3.62
1998	2358629	264265	11.20	-1.84
1999	2184928	289813	13.26	9.67
2000	2641157	333877	12.64	15.20
2001	2537282	403424	15.90	20.83
2002	2370121	435473	18.37	7.94
2003	2726213	498121	18.27	14.39
2004	3456698	585751	16.95	17.59
2005	3918610	613982	15.67	4.82
2006	4447167	636642	14.32	3.69
2007	5081504	636400	12.52	-0.04
2008	5282603	625480	11.84	-1.72
2009	5167699	618952	11.98	-1.04
2010	5580000	685518	12.29	10.75
	<b>AAGR</b>			<b>8.45</b>

*Source: State/ UT Tourism Departments*

### **Length of Stay of Foreign Tourists**

Average length of stay of foreign tourists from different countries at important centres of Tamilnadu during 2007 is provided in Table

**TABLE: AVERAGE LENGTH OF STAY OF TOURISTS FROM MAJOR TOURIST GENERATING COUNTRIES IN TAMILNADU DURING 2007**

Origin	Country of	No. of days
1	United Kingdom	5.4
2	USA	4.6
3	Sri Lanka	3.9
4	France	5.3
5	Germany	5.3
6	Japan	4.9
7	Italy	3.4
8	Malaysia	6.7
9	Canada	5.0
10	Australia	6.3
11	Singapore	7.8
12	All countries	5.1

*Source: Irai Anbu, Tourism Statistical Handbook, TTDC Chennai, 2007, p.1 Economic*

Singapore tourists had the longest average duration of stay (7.8 days) and the lowest was 3.4 days in the case of tourists from Italy. 5.1 days was the average length of stay of tourist from all countries in Tamilnadu during the 71 period of 2007. The reason for the longer period of stay by Singapore tourists could be their cultural, religious and family bondage with Tamilnadu. This was one of the reasons why Singapore was chosen as the case study region to do this study.

### **Flow of Domestic Tourists to Tamilnadu**

Tamilnadu Tourism Department has compiled the statistics of domestic and foreign tourists in 28 important tourist centres in the state.<sup>26</sup> The flow of domestic tourists (tourists from other states in India) to Tamilnadu during the years 2000 to 2011 is provided in Table.

**TABLE: DOMESTIC TOURISTS TO TAMILNADU**

Year	Domestic tourists
2000	11041814
2001	13109863
2002	14211842
2003	16025994
2004	17214973
2005	18202666
2006	18928044
2007	20413193
2010	25862492
2011	26101033

*Source: Tourist Officer, Department of tourism office, Tiruchirappalli*

The growth rate of domestic tourists to Tamilnadu per annum is found at 1238541. Using the trend line it is estimated that the flows of domestic tourists for the years 2010 and 2011 will be 25862492 and 26101033 respectively.<sup>27</sup>

**TABLE: FLOW OF FOREIGN TOURISTS TO TAMILNADU**

Year	Foreign tourist
2000	333877
2001	403424
2002	435473
2003	498121
2004	585751
2005	613982
2006	636642
2007	636400
2010	871161
2011	918208

*Source: Tourist Officer, Department of tourism office, Tiruchirappalli*

There has been a steady increase in the foreign tourist arrival to Tamilnadu.<sup>28</sup> After the implementation of the new economic policy in India, the arrivals of foreign tourists have increased considerably, because the travel in India became cheaper due to devaluation of rupee.



The growth rate of flow of foreign tourists to Tamilnadu per annum is found at 47046.99. It is estimated that the flow of foreign tourists to Tamilnadu for the years 2010 and 2011 will be around 871161 and 918208 respectively. <sup>29</sup>

**Foreign Tourist – Arrivals by Air to Chennai**

Arrivals of foreign tourists by air at Chennai during the years 1998 to 2007 are listed in Table:

**TABLE: FOREIGN TOURIST ARRIVALS BY AIR TO CHENNAI 1998 TO 2007**

<b>Year</b>	<b>Foreign Tourists</b>
1998	130375
1999	157610
2000	156598
2001	185699
2002	238195
2003	248604
2004	254591
2005	271988
2006	289250
2007	312837
2010	2545387
2011	2758029

*Source: Irai Anbu, Tourism Statistical Handbook, TTDC Chennai, 2011.*

The foreign tourist arrivals by air to Chennai have increased from 130375 tourists in 1998 to 157610 in 1999. However it has decreased to 156598 in 2000. It has increased to 312837 in 2007 and further increased in 2010. Chennai has become one of prime centres for travel destinations mainly because of its diverse provision of infrastructural facilities especially the growth of its hotels and restaurants which have made Chennai a favourable destination for not just foreign tourists but also Chennai has seen marked development in domestic tourism as well.

In Tamilnadu Chennai has become a favorite destination of both foreign and domestic tourists. Chennai (formerly known as Madras), the capital city of Tamil Nadu, has a broad industrial base in the automobile, computer, technology, hardware manufacturing and healthcare sectors. A large number of automobile companies such as Hyundai, Nissan, Ford and Ashok Leyland have set up their base in Chennai due to availability of skilled labour, consistent industrial policy, access to a world-class port and financial incentives offered by the government. According to Confederation of Indian Industry (CII), Chennai accounted for 60%of India’s automotive exports

in 2006-07. The success of automobile sector conferred Chennai the status of 'India's Detroit.'<sup>30</sup> Chennai has an area of 1189 Sq Km in the Metropolitan area (CMA) and the Chennai district has an area of about 176 Sq Km. According to 2011 census the population of the state was about 4.7 million. The major advantages of the city are good connectivity, presence of major IT and manufacturing companies and excellent social, educational and health facilities. Madras, now Chennai, the first city of Tamil Nadu, is comparatively a new city. The erstwhile villages of Mylapore, Triplicane, Ezhambur (Egmore) etc., all part of Chennai, have a recorded historical past centuries older than Chennai itself. Chennai, the present Gateway to the South of India is however, only about 350 years old.

Chennai is ever growing, changing and pulsating with new activities. Chennai, as on today, is one of the great metropolitan cities of the world, and the fourth largest city in India, grew from the fort that Francis Day and his superior. Chennai was the first major British settlement in India and it was here that many who went on to build the Empire first learnt their trade. As a consequence, the city is replete with much that is of significance in British Indian history. But the much older settlements have stories to tell too, and so the city is an amalgam of ancient and more modern history. Wherever one may go in Chennai, one will find history written in every name. The particularly charming features of Chennai are its allegiance to ancient traditions, no matter how modernised it has become and its willingness to spread out further rather than develop into a multi-storey concrete jungle. The result is a widespread city still open to the skies; a green, airy city with several vestiges of its rural past; a city that adheres to the leisurely tempo of the life of a world of yesterday; a city whose values of the other day still survive amidst the humdrum bustle of today; a city that still retains the charm, culture, hospitality and courtesies of the ages. In this gracious, spacious city there is much to see. A suggested tour round the city is best completed by following this route: Fort St. George, Pantheon Complex, Valluvar Kottam, St. Thomas Mount, Guindy National Park, the Shrines of Mylapore and Triplicane, Government Estate, the Marina and Anna Salai. Newer attractions are – theme parks such as Kishkinta, MGM Dizzy World and Little Folks, Vandalur Zoo, VGP Golden Beach Resort, Crocodile Bank and Muttukadu Boat house.<sup>31</sup>

One of the four metropolitan cities of the country, Chennai is also the gateway to the south. It is bestowed with a 4.5 km long stretch of beach, the second longest and one of the most beautiful beaches in the world, called the Marina beach. There are many other locations of historic/ tourist interest in and around Chennai.

**Fort St. George** is an important historical landmark in Chennai. It was built by Francis Day and Andrew Cogan, the founding fathers of Chennai and officials of the British East India Company. It was the first British settlement and was under French occupation for a brief period.

The **Fort Museum** formally opened in 1948, houses the fine collection of original writings, medieval weapons, collection of coins, silver wares, porcelain, manuscripts, engravings etc. The flag staff on the ramparts facing the sea and atop the main gate is over 150' high and is still the tallest in India. The Indian flag is hoisted daily. The fort now houses the state legislature and secretariats besides the defence department offices. What was once a lake in the heart of Chennai and later a low-lying area, was reclaimed and refurbished by Chennai Corporation and on it was built the **Valluvar Kottam** – a fitting memorial to the greatest poet-saint of Tamil Nadu. It is shaped like the old and one of the biggest temple chariots, in fact a replica of the one at Thiruvavur. It is 33 m tall with a life-size statue of Thiruvalluvar on its seat. In the front hall corridors of the chariot, all the 1330 Thirukkural with their 133 chapters have been depicted in bass-relief. Its auditorium is the largest in Asia and about 4000 people could be accommodated.

It is a befitting modern memorial erected in the Dravidian and Pallavan style of architecture called the White House of Madras opened in 1913 by Lord Hardinge, the then viceroy of India, the **Rippon Building** has been built of brick and *chunnam* with little stone and has been surmounted by a clock tower. The stately building has been built in the British style. The Chennai Corporation, the City Council and the Mayor's Office function from here. The white building is a graceful landmark and during full moon days its charm increases and it looks like a dream palace.

**Gandhi Mandapam** has a gallery and five-pillared *mandapam* with exquisite carvings. Gandhi Jayanthi and other important functions are held here and on every Sunday between 0900 hrs and 1000 hrs, a large number of devotees of Sri Aurobindo and the Mother of Pondicherry gather to pray and meditate.

The imposing building of the **High Court** is an important landmark. Its stained glass arches and minarets are wonderful. The foundation was laid in 1889 and completed in 1892. The present new lighthouse is on the Marina. The former one called Esplanade lighthouse after being dismantled remains as an ornamental Doric column in the High Court compound itself. Meaning temple of art, **Kala Kshetra** is a cultural institution of international repute. It is renowned for Bharatanatyam – the classical dance, and Kuravanji, a dance drama. It was founded by Rukmini Devi Arundale in the year 1936 to train, encourage and revive interest in the dances and traditions of Tamil Nadu. It is run on the ancient Gurukulam system where students stay with the gurus or teachers and learn the art treating them as their foster parents. It is an interesting sight to see the students learning and performing arts under a sylvan setting, most of the time under the shades of trees in the open air.

**Dr U V Swaminatha Iyer Manuscript Library** could also be seen in the Kala Kshetra complex. It is a rare library of its kind preserving traditional literature on palm leaves. They are

microfilmed and kept in the library for the use of research scholars of posterity. A number of ancient and rare books have also been published by the library and are available in the sales depot.

**Santhome Church** is associated with the apostle St. Thomas. He is believed to have landed here in 52 AD to spread Christianity. St. Thomas retreated to a hill now called St. Thomas Mount where he was killed in 72 AD. His mortal remains were buried on the beach where he preached, and a church was built over it. Afterwards it was transferred to another church built further inland. In 1606 it was rebuilt as a cathedral and in 1896 it was made into a basilica. The church is a magnificent building built in Gothic style with beautiful stained glass windows portraying the stay of St. Thomas. The central hall has 14 wooden plaques depicting scenes from the last days of Christ. A three feet statue of Virgining Mary believed to have been brought from Portugal in 1541 adorns the church. In this basilica, a small hand bone of St. Thomas and the head of a lance are kept as sacred relics. **St. Thomas Mount** is a 300 feet hill called *Parangi Malai* in Tamil, on the verges of the present city limits. The Portuguese had rebuilt a church here at the behest of King Emanuel. It was originally a chapel of the Nestorian Missionary. It was on this mount that St. Thomas is said to have been speared to death. 'The Bleeding Cross' here is a miracle. Hearsay tradition says that it was chiselled by St. Thomas. During May in 1558, it first publicly bled and is said to have bled periodically ever since. There is a painting of Virgin Mary and child Christ, supposed to have been painted by St. Luke and brought to India by St. Thomas. A flight of steps lead to the top of the hill. **Wallajah Mosque** is popularly known as the Big Mosque on the Triplicane High Road in Chepauk. It was built in 1789. It is the biggest in the city with a spacious open space. Muslims gather here on important days. It is an impressive and historic mosque associated with Nawab Wallajah's family. There is another mosque in the Muslim area nearby, called Zam Bazaar historically associated with the Prince of Arcot family in a crowded part of the city. **Thousand Lights Mosque** is a historic mosque and stands on Thousand Lights area at the junction of Peters Road and Anna Salai. This area with numerous lanes and narrow streets is associated with members of the Nawab family as the street names reveal. The name is derived from the lighting of a triangular wedge of a building constructed by Nabab Umdatul-umrah around 1800 for Shias assembling during Moharram. It is one of the major mosques of the city.<sup>32</sup> Chennai International Airport is the third-busiest airport in India after Mumbai and Delhi. It includes both an international and domestic terminal from which 22 international and eight domestic airlines operate. It is located about 15 km from Chennai CBD (Central Business District). Strong growth in passenger and aircraft movements at the airport in recent years has resulted in a second airport being planned in Sriperumbudur, which is almost 40 km from Chennai city centre.



Source: <https://www.google.co.in/search?q=map+of+tourism>



## **Types of tourism in Chennai**

### *Medical tourism*

Medical tourism in Chennai emerges as a huge money generator. Chennai has been promoting its healthcare tourism by giving the tourists with personal healthcare services. It is projected that the total marketplace for medical tourism will expand more in the coming years. Hospitals like Apollo are actually arranging tours in health care and some specialized treatments. Some of the hospitals also have allocated certain hotel for boarding and lodging

### *Spiritual Tourism*

Chennai is spotted with a number of spiritual destinations. A visit to them is important as one of the corridors of spiritual self-discovery. In fact, tours of Chennai allow one to care for the spirituality within oneself by delving deep into the rich religious history of the country. Spiritual tours of Chennai take one to quite a few spiritual destinations in the country which are famous for their religious and spiritual significance. The Santhome cathedral, Kapalishwarer temple, St Thomas Mount, Velankanni Church is some of the notable spiritual destinations.

### *Cultural Tourism*

Chennai has a historic civilization and is rich in arts, crafts and culture, It has now revived traditional crafts, buildings, art and architecture.<sup>14</sup> The Museum, Fort St George, Kalakshetra , The theosophical society are some of the important cultural places frequently visited by tourists. There are numerous temples that are unique in their art and architecture, The Kapaleeshwarer, Mrundeeshwarer, Santhome cathedral to name a few.

### *Ecotourism*

Ecotourism has measured the highest growing market in the tourism industry, according to the World Tourism Organization, Primarily, ecotourism means creating as small an environmental impact as possible and serving to maintain the original nature, so encouraging the conservation of wildlife and habitats when visiting a place. This is a responsible form of tourism and tourism expansion, which encourages going back to normal products in each part of life. It is also the key to sustainable ecological development.

Chennai is the headquarters of Southern Railways network with two major railway stations located in the city, namely Chennai Central Railway Station and Chennai Egmore Railway Station. While the former connects Chennai to other metropolitan cities and state capitals of India, the latter connects Chennai with other cities in Tamil Nadu and Kerala. Several superfast

trains such as Chennai-Bangalore Shatabdi, Grand Trunk Express, Rajdhani Express and Jaipur Express connect Chennai to major cities in India. Chennai has a total road length of 2,847 km1 including a ring road, arterial roads and highways. Four national highways namely NH-4, NH-5, NH-45 and NH-205 radiate outward from Chennai to provide excellent road connectivity with other important cities in India.

**NH-4:** A 1,235 km-long national highway that connects Chennai to Mumbai via Bangalore and Pune.

**NH-5:** Runs along India's east coast from Chennai to Jharpokharia in Orissa, to connect with NH-6 to Kolkata.

**NH-45:** Also known as the Grand Southern Trunk Road, this highway is one of the busiest in South India and runs from Chennai to Theni in Tamil Nadu en route to Trichy (an important industrial hub in Tamil Nadu).

**NH-205:** Connects Chennai to Anantpur in Andhra Pradesh en route to Tirupathi and Tiruvallur.

Chennai is serviced by two major ports, namely Chennai Port and Ennore Port. Chennai Port is one of the largest ports handling 2,1812 vessels in 2010-11. This port handles mainly automobile and general industrial cargo. Ennore Port was set up to meet the coal requirements of the Tamil Nadu Electricity Board. This port handled 11.01 million tonnes 3 of cargo in 2010-11, 85% of which was coal.

**Central Business District (CBD):** Being a state capital, Chennai CBD houses various government departments, head offices of major companies, high-end residential as well as retail space. This micro market also features a large number of branded hotels primarily in the upper upscale and luxury segments. The CBD comprises area such as Egmore, Mount Road and MRC Nagar.

**Secondary Business District (SBD):** SBD comprises areas along Inner Ring Road, Velachery Road, Anna Nagar and Guindy, to name a few. This micro market features offices of primarily BFSI (Banking, Financial Services and Insurance) companies. Because of this and its close proximity to the airport, a number of hotels including Hilton, Trident and Radisson have come up in the micro market.

**Peripheral Business District (PBD):** This micro market comprises of GST Road, Old Mahabalipuram Road (OMR) and Sriperumbudur. OMR features large built-to-suit campuses of primarily IT/ITeS companies, often referred to as the IT corridor of Chennai, whilst Sriperumbudur is an industrial/manufacturing hub that houses manufacturing facilities of companies like Nokia, Hyundai, Caparo and Saint-Gobain. Being a centre for trade, business,

education and culture in southern India, coupled with easy connectivity to other key leisure destinations, Chennai has a fairly well-established hotel market. According to Jones Lang LaSalle Hotels' research, lodging demand in Chennai is dominated by the business segment contributing 70-75% of the total demand, followed by (MICE) Meetings, Incentives, Conferences and Exhibitions (10-15%) and leisure (5-10%) demand sources.<sup>31</sup>

### **Business Segment**

Chennai is home to various industries such as manufacturing, automobile. Chennai has witnessed strong growth in Grade A office stock over the past four years, increasing by around 50%. The city has a total stock of 4.3 million square meters as of 4Q 2011 that resulted in a Compounded Annual Growth Rate (CAGR) of 16.1% over four years. SIPCOT (State Industries Promotion Corporation of Tamil Nadu Ltd) has successfully promoted Chennai as an industrial destination by setting up industrial parks at different locations within and around the city. SIPCOT has established industrial parks in Sriperumbudur, Oragadam, Siruseri, Gummidipoondi and Irungattukottai with a total allotted area of 7,988.6 acres. ancillaries, IT/ITeS and shipping, thus underpinning demand. In terms of micro markets, PBD has the largest stock of Grade A office space in Chennai with a total supply of almost 2.2 million sq m. The availability of bigger land parcels especially on OMR that houses a large number of prominent IT companies has contributed to this. SBD follows with a total supply of 1.8 million sq m, while the CBD has a total stock of 0.3 million sq m only. However, vacancy levels in PBD are also highest at 32% compared to 16% and 21% in CBD and SBD respectively.<sup>32</sup>

### **MICE**

MICE demand in Chennai emanates in the form of meetings and conferences held by local companies. Training workshops, dealer conferences and exhibitions for product launches are the major contributors to the MICE segment in city centre hotels, whereas company off-sites contribute significantly toward MICE demand for hotels/resorts on the East Coast Road (ECR) stretch from Chennai to Mahabalipuram. Besides being an established business destination, Chennai is also a tourist's paradise due to the presence of various tourist attractions within and around the city. Its proximity to destinations like Mahabalipuram and Puducherry add impetus to the growth of leisure demand sources. Having an international airport, Chennai acts as a gateway to the state of Tamil Nadu with many significant religious temples located in cities like Tirupati, Kanchipuram and Tanjore. Chennai is an integral part of various South Indian tourism circuits, the most famous of which is called the Golden Triangle of Tamil Nadu. It includes a tour of Chennai, Mahabalipuram and Puducherry through the ECR (also known as Chennai's Entertainment Corridor). Whilst Mahabalipuram, with its vernacular temple architecture, is a religious destination, Puducherry has emerged over the years as a tranquil beach destination and



is regarded as one of the best on the eastern coast of India. Both of these cities are popular with the local residents of Chennai as a weekend getaway.

The Tourism and Hospitality Industry is a high touch sector that is focused on providing quality services and thereby a delightful experience to all the customers. Chennai as a city has expanded its Tourism especially due to the premium services that tourists experience in hotels that is tailored to his needs and almost making every tourist special. Chennai's History, Heritage sites Health care and Hotels (HHHH) are some of the factors that have made Chennai one of the most visited cities. Chennai attracts large number of foreign tourists and for many foreigners, there is also the eagerness to visit places like Mamallapuram .Close cultural links are probably the reason for Sri Lankans continuing to top the list of foreigners coming to Chennai, followed by visitors from Malaysia and Singapore. The UK, France and U.S follow in terms of highest number of foreign tourist arrivals

Chennai has been the most visited city in India by foreign tourists (since 2008), overtaking New Delhi and Mumbai with visitors to heritage sites in Kanchipuram and Mahabalipuram and medical tourists making up the largest numbers. In 2011, Chennai was ranked 41st in global top 100 city destination ranking, with 3,174,500 tourists, a 14 percent increase from 2010, This is up from 650,000 tourists in 2007, when Chennai was the third most visited city in India by foreigners ranked after Delhi and Mumbai. Tourists from USA, UK, Sri Lanka, Malaysia and Singapore had visited the city in 2007.

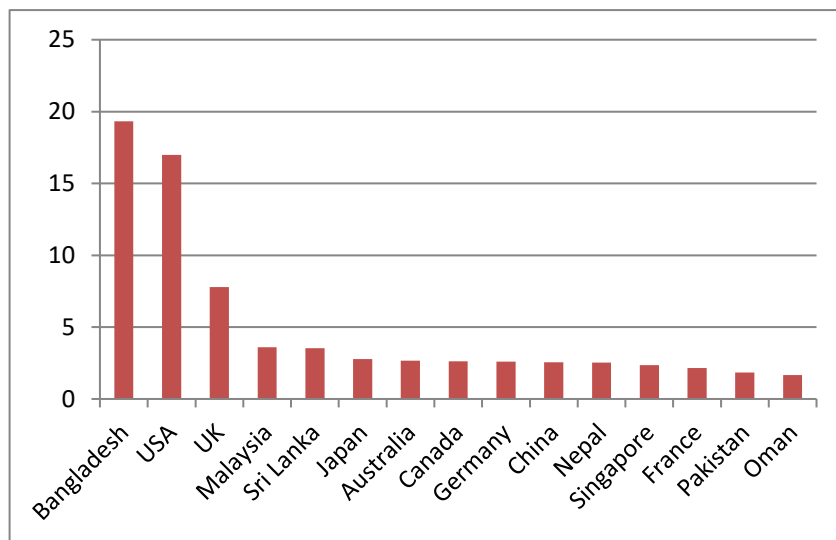
Foreign Tourist Arrivals (FAT) during the period January-May 2015 were 33.32 lakh with a growth of 3.6 per cent, as compared to the FTAs of 32.15 lakh in January-May 2014.If we take the arrival percentage from different countries to Chennai, the highest was from Bangladesh which was about 19% followed by USA which was about 17 %, UK was about 8 % and Malaysia about 4%. There were tourists from Singapore, Japan Australia, China, and Canada. The tourists' arrival of Tourists was from Pakistan and Oman which was about 2% each.( Table 1) .This arrivals indicate that tourism as an industry is growing in Chennai. The hotel Industry is an important factor in the growth of tourism in Chennai city.<sup>33</sup>

**TABLE: ARRIVAL OF TOURISTS FROM DIFFERENT COUNTRIES TO CHENNAI**

Country	Arrival percentage
Bangladesh	19.32
USA	16.99
UK	7.79

Country	Arrival percentage
Malaysia	3.59
Sri Lanka	3.54
Japan	2.78
Australia	2.66
Canada	2.63
Germany	2.59
China	2.56
Nepal	2.52
Singapore	2.36
France	2.16
Pakistan	1.84
Oman	1.66

Source: Ministry of Tourism, Government of India.



Source: Compiled from data from Ministry of Tourism, Government of India.

Being an economic and cultural centre in South India, Chennai has witnessed double-digit growth in international and domestic visitation over the past eight years, from financial year (FY) 2003-04 through 2010-11.

- International passenger traffic has increased from 2 million during 2003-04 to almost 4.2 million in 2010-11, which translates to an absolute growth of more than 100%.
- Domestic passenger traffic has increased from 2.5 million in 2003-04 to 7.8 million in 2010-11, recording a CAGR of 17.6%.

Chennai has large base for automobile, computer technology and hardware. It has now also become the hub for healthcare .Chennai is blessed with the availability of good and skilled workforce and consistent Industrial policy. It is also accessible to all parts of the world .The automobile sector has become the backbone of Chennai's economy and has added impetus to the growth of its lodging market, as well. There is an increase of 77% in the total hotel room supply.

#### **Major Threats to Tourism in Tamilnadu**

- Luxury tax is too high. Service tax is high too.
- Fluctuating tariff in budget hotels and other private hotels.
- Camera entry ticket at many places/ destinations is higher than the entry fee for
- Tourists / people.
- Entry fee for foreigners is prohibitive
- Camera is not allowed at several places.

#### **CONCLUSION**

Tourism can yield positive results provided it satisfies the requirements of sustainable eco-development and is managed scientifically and gainfully; it otherwise poses problems. To contain such problems, tourism should be developed gradually over time so that the society can adapt it, get educated, participate and enjoy the change. Local people should be made to participate in planning and development of tourism so that they can bring new ideas, support and influence the decisions, and in turn be a part of it. The beaches are faced with multifarious problems of pollution. Haphazard and rapid developments along beaches cause hazards to the beach. The mitigation measures involve enforcement of legal measures to stop dumps into the sea, banning of sand removal from dunes, plantation of trees, diversion of tourists from beaches, ban on use of plastic bags on the beach. Controlled tourism should be promoted for excess tourism shall pose excess pressure on water supply, thereby generating excess wastewater and solid wastes which the existing facility will not be able to cater to, thereby affecting the fragile

ecosystem. The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing, and promotion development is not really spent and hygiene becomes a major set back for tourism development generally in India and specifically in Tamilnadu and Chennai.

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