

Impact of Tourism Industry

Dr.J.Malarvizhi¹, M. Bala Subbulakshmi²,

¹Assistant Professor, Department of Commerce,
Nadar Saraswathi College of Arts & Science, Theni.

²M.Phil Scholar, Department of Commerce,
Nadar Saraswathi College of Arts & Science, Theni.

ABSTRACT

This chapter introduces its readers to the concept of tourism. It also describes different aspects that together make up the tourism industry. Tourists travel to destinations that are accessible to them. In a developing city tourism is one of the major sectors of the economy, contributing to a large proportion to GDP and employment opportunities. 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. "The existing knowledge about the tourism impacts like the tourism industry itself is highly fragmented. Although there is complementarity between the elements of the tourist industry, the effects of tourism on each of these components are separate and differ widely".

KEYWORDS: Tourism, potentials, diversification, fragmented, separate and differ widely.

1. INTRODUCTION

India has a remarkable growth of tourism over the last 25 years and it is one of the most incredible economic changes. Tourism activity has long lasting socio-economic impacts on the host economy and community. Now in India tourism is the large service industry with a contribution of 8.23% to the national GDP and providing of 10.78% of the total employment. Tourism can be thought of as a bundle of goods and services combined together with a fixed proportion. Tourism is not an industry but a collection of interrelated industries, which sell products to tourists as well as to a range of other customers: hotels, tour operators and travel agents, airlines, etc. Tourism consumption usually leads to increased output, prices and wages in the industries that sell products directly to tourists. Mostly studies were undertaken after rather than before the commencement of tourism development. The rational management of tourism may, similarly, contribute to a large extent to protecting and developing the physical environment and the cultural heritage, as well as to improving the quality of man's life. Formally addressing the impacts of tourism facilitates planning that helps a community create a sustainable tourism industry. Generalization from the research undertaken mostly at the international and national levels has been applied to more restrictive area without carrying our further investigation.

2. OBJECTIVES

- To know the Impact of tourism industry development in India.
- To exhibit the perception related to factors stimulating to choosing a tourist place.
- To know the places according to people's choice to Theni district.

- To analyse the positive impact of tourism industry in Theni and also understand the opportunities in tourism industry
- To undertake an in-depth study of literature on the tourism system and indicators of sustainability.
- To develop a understanding of the rapid growth of population and its causes

HISTORY

The Tourism business is at least 2,000 years old. It began when wealthy citizens of ancient Rome, deciding they would rather spend their summers away from the city, took trips to the countryside and the coast. Throughout history, the growth of tourism has relied upon the development of transportation systems to reduce the work involved with travelling.

STATEMENT OF PROBLEM

Tourism industry they well adopted information technology, it is evident that they are struggling with integrating e-commerce into their business process.

SCOPE OF THE STUDY

The scope of the study is very vast which includes all the important tourist places located in tribal districts. Further to ensure in-depth study regarding the tourism growth, development and its impacts, it included a study of development of tourism and its economic, socio-cultural and physical impact etc. Generally, the monsoon period can be treated as the peak period for this area; hence the study was conducted during this period only.

3. REVIEW OF LITERATURE

Batra and Dang Wal (2000) in their study suggested that the complex nature of tourism phenomenon implies that various academic disciplines are involved in its study. Some basic disciplines such as economics, psychology, sociology and geography contribute a great deal. Certain newer disciplines of management and marketing have been introduced and play a significant role.

Bishwanath Ghosh (2001) stated that the agricultural development, industrial development and tourism development are three ways to bring money and business into a given region. Tourism develops in a peaceful environment. Owing to terrorism in various states of India, tourism has come to a halt in those areas. Riots, robbery, mugginess and terrorism are liable to put off visitors and detract tourists.

Sinha P.C. (1998) discussed the marketing strategies in tourism, components of marketing mix, role of tour operators and travel agencies in marketing tourism.

IMPACT OF TOURISM

A goal of developing the tourism industry in a community is maximizing selected positive impacts while minimizing potential negative impacts. First, it is essential to identify the possible impacts. Tourism researchers have identified a large number of impacts. Grouping the impacts into categories shows the types of impacts that

could result from developing tourism in a community. The following tables list a range of important tourism impacts in a concise format. Readers needing additional information about specific impacts should contact appropriate professionals or consult tourism texts and research papers.

A community will not experience every impact. Some are dependent on particular natural resource features (mountains, coral reefs) or development and spatial patterns (special "tourist zones"). Others relate to the social condition of the community, particularly the ability to culturally or socially connect with tourists. Still others relate to types and intensity of tourism developments, i.e., approval or hostility toward tourist activities.

ELABORATION OF TOURISM IMPACTS

Understanding that tourism development may result in many and complex impacts suggests that local elected officials, the tourism industry, and community residents need to work cooperatively and carefully to plan for its growth and development. Planning can help create an industry that enhances a community with minimal costs and disruptions in other aspects of community life. Having broad community involvement and embracing different perspectives during planning helps identify and resolve concerns that would otherwise create problems later.

ECONOMIC

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry-level to high-paying professional positions in management and technical fields generate income and raise standards of living. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending.

ENVIRONMENTAL

Areas with high-value natural resources, like oceans, lakes, waterfalls, mountains, unique flora and fauna, and great scenic beauty attract tourists and new residents (in-migrants) who seek emotional and spiritual connections with nature. Because these people value nature, selected natural environments are preserved, protected, and kept from further ecological decline.

SOCIAL AND CULTURAL

Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities, and services. Tourism offers resident's opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives.

CROWDING AND CONGESTION

People congregate in attractive places. Tourism often develops around specific locations and concentrates there, providing growth yet avoiding sprawl. Historic buildings and grounds, which might otherwise slowly deteriorate, have great appeal for tourism development and can often be renovated to suit the industry.

SERVICES

Tourism creates opportunities to develop new amenities and recreation facilities that would not otherwise be viable in a community. Tourist expectations can upgrade service by local shops, restaurants, and other commerce operators.

TAXES

Increased retail activity from restaurants and tourist shopping will add state and local sales tax revenue.

COMMUNITY ATTITUDE

Visitor interest and satisfaction in the community is a source of local pride. Seeing visitor interest makes local residents more appreciative of local resources that are often taken for granted.

RESEARCH METHODOLOGY

The research methodology employed in this study is elaborately discussed. However, an overview of the research process is summarized in the following sections.

LITERATURE STUDY

The conceptual framework for this study emanated from an in-depth consultation of relevant sources, primarily from science direct and emerald dealing with the tourism system, sustainable tourism development, tourism development in South Africa and community tourism. Secondary sources such as journals, text books, articles, conference proceedings, internet texts, abstracts, these and reports equally provided valuable information. Special focus was placed on the economic, environmental and socio-cultural impacts of community tourism development.

EMPIRICAL STUDY

Four different surveys were conducted during the course of this study; with the first exploring the demand side of the study. Two other surveys and three interviews were conducted in order to explore key aspect of the supply side of tourism. The first supply side survey involved residents with the purpose of exploring their perceptions on the impacts of tourism development in their community. Secondly, a survey was conducted with tourism product managers to explore the range and quality of existing tourism products. Finally, interviews were conducted with three community leaders to ascertain the objectives of tourism development, the state of tourism planning and key issues around the tourism product offering.

SAMPLING AND COLLECTION OF DATA

It refers to the number of customers selected from the universe to constitute a sample. The researchers have circulated 85 questionnaires to selected sample respondents and received back 75 filled questionnaires. Hence the sample size is 75.

DATA ANALYSIS

GENDER	FREQUENCIES	PERCENTAGES
Male	33	44
Female	42	56

TABLE NO 1

From the above table, it is inferred that a majority of 56% of the respondents of female and the rest of 44% are male.

AGE	FREQUENCIES	PERCENTAGES
Below30	62	82.7
31-40	9	12.0
41-50	2	2.7
Above 50	2	2.7

TABLE NO 2

From the above table, it is inferred that a majority of 82.7% of the respondents belong to below 30 years category, 12% of the respondents belong to 31-40 years category, 2.7% of the respondents fall under 41-50 years category and 2.7% of the respondents belong to above 50 years category with respect to the age.

RELIGION	FREQUENCIES	PERCENTAGES
Hindu	59	78.7
Christian	9	12
Muslim	7	9.3

TABLE NO 3

From the above table, it is inferred that a majority of the respondents 78.7% belong to religion Hindu, 9.3% are Muslims and 12% are Christian.

NATIONLITY	FREQUENCIES	PERCENTAGES
Indian	60	80
Foreign	15	20

TABLE NO 4

From the above table, it is inferred that a majority of tourists who visit Theni are Indian with a 80% and 20% respondents belong to the other country.

FINDINGS

The researcher has traced out the following important findings from the study.

- 82.7% of the respondents are below 30 years
- There is no gender discrimination among the sample employees (44% and 66%)
- More than 78.7% of the respondents belong to the religion Hindu.
- Nearly 80% of the respondents are Indians.

4. CONCLUSIONS

Thus, to conclude, we can say that Indian tourism has a vast potential for generating employment and foreign exchange earnings. Since it is a multi-dimensional and service-oriented industry all divisions of the Central and State governments, private sector and voluntary organizations become active partners in the attempt to attain sustainable growth in tourism of the country. The total number of foreign tourist arrivals in the country has augmented several times. It showed an increasing trend except few years during the study period. It denotes that the Indian government is giving attention both on the development of the tourism and linked almost all the known tourist spots by road, railway and civil aviation. The foreign exchange earnings of the country through tourism has increased more than seven times from 2005 to 2018. It proves that the economic, political and social amity has positive impact on the arrival and receipts of the tourist industry in countries.

5. REFERENCES

- [1] Antigua and Barbuda Tourism Development Programme. (2003). Tourism's Economic Impacts Increasing the Contribution to Prosperity, Prepared by: KPMG Consulting LP, February,2003:[Online]Available:http://www.tourismantiguabarbuda.gov.ag/tourism_programs/pdf/planning_eis_study.pdf.
- [2] Airey, D. (1978). Tourism and the balance of payments. Tourism International Research – Europe. 3rd quarter. 2-16. In Mathieson, A. and Wall, G. 1992. Tourism. Economic, Physical and Social Impacts. Essex: Addison Wesley Longman Limited.
- [3] Blake, A., and Gillham, J. (2001). A Multi-Regional CGE Model of Tourism in Spain. Paper prepared for the European Trade Study Group annual conference, Brussels, September 2001. Blake Adam. (2008a). Tourism and Income Distribution in East Africa. International Journal of Tourism Research, 10(6), pp. 511-524.