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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	TIME LAG ANALYSIS OF SELECTED INDIAN COMPANIES <i>DR. RAMANJIT KAUR</i>	1
2.	A STUDY ON WOMEN EMPLOYEE ATTRITION IN IT INDUSTRY WITH SPECIAL REFERENCE TO TECHNOPARK, THIRUVANANTHAPURAM <i>DR. R. MOHAN KUMAR & A. ASTALIN MELBA</i>	5
3.	CUSTOMERS PERCEPTION TOWARDS ELECTRIC TWO WHEELER VEHICLES IN BANGALORE CITY: A STUDY ON GO GREEN BATTERY OPERATED VEHICLES <i>SANTHOSH.M & RAGHAVENDRA.K.A</i>	9
4.	STATUS OF SCHEDULE TRIBES IN TELANGANA REGION <i>A. LAKSHMI</i>	15
5.	COMPANIES ACT 2013: A NEW INITIATIVE TOWARDS CORPORATE GOVERNANCE <i>BHARAT N. BASRANI</i>	18
6.	CATALOGUING OF ISSUES BIRTHING LIFE INSURANCE POLICIES LAPSATION: A CASE STUDY OF HARYANA <i>DR. SILENDER SINGH HOODA</i>	21
7.	MICROFINANCE AND IT'S PROGRESS IN UTTARAKHAND <i>GAURAV PANT</i>	24
8.	STRATEGIC ISSUES OF MAKE IN INDIA CAMPAIGN <i>DR. SONIA, DR. GARIMA DALAL, YOGITA & SUMEET MALIK</i>	29
9.	THE STUDY OF IMPACT SIMULTANEOUS OF CAPITAL STRUCTURE AND COMPETITIVE POSITION IN PRODUCT MARKET (MARKET SHARE) OF COMPANY LISTED IN TEHRAN STOCK EXCHANGE <i>YAVAR MOBASHER & MOHAMMAD REZA POURALI</i>	33
10.	SEGMENTATION STUDIES FOR GREEN MARKETING AND THEIR LIMITATIONS <i>RAJEEV GUPTA</i>	39
11.	TRANSFORMING THE NIGERIAN ECONOMY THROUGH FOREIGN DIRECT INVESTMENT: THE ROLE OF FINANCIAL DEVELOPMENT <i>DR. NSEABASI IMOHO ETUKAFIA & DR. AKPAN JAMES WILLIAMS</i>	43
12.	A STUDY OF FEMININE SANITARY WELL BEING OF KORKU TRIBE IN SOUTH MADHYA PRADESH <i>DR. SUNEELI ANAND & PARTH GUPTA</i>	50
13.	A CAPSULIZATION OF REGNANT CONTENTIONS IN HRM <i>KIRTI S BIDNUR</i>	54
14.	MICRO FINANCE INSTITUTIONS (MFIs): AN ANALYSIS OF THEIR FUNCTIONING IN BELLARY DISTRICT <i>DURGASHAMILI.SUNKARA & GURUDATT.KAMATH B</i>	58
15.	VALUE ADDITION ON KENYAN TEAS: EFFECTS ON INTERNATIONAL MARKET SUSTAINABILITY AND COMPETITIVENESS <i>ESTHER WANJIRU MAINA</i>	65
16.	EMPLOYEE RETENTION: MANAGING THE HUMAN RESOURCE IN EDUCATION SECTOR <i>JWALA HANDOO & TANIA MENGI</i>	68
17.	PERFORMANCE EVALUATION OF MUTUAL FUNDS OF ICICI AND SBI <i>CHILLAKURU ESWARAMMA</i>	71
18.	MULTIVARIATE MODEL FOR PREDICTING THE IMPACT OF FIRM SPECIFIC VARIABLES ON FINANCIAL PERFORMANCE OF AIR INDIA LIMITED <i>SWARICHA JOHRI</i>	78
19.	A STUDY ON ECONOMICS OF TOURISM WITH SPECIAL REFERENCE TO VELANKANNI- NAGAPATTINAM DISTRICT <i>W.ROSE MARY FLORENCE</i>	82
20.	INNOVATION CAPACITY: A PREREQUISITE FOR 'MAKE IN INDIA' <i>AAINA DHINGRA</i>	89
	REQUEST FOR FEEDBACK & DISCLAIMER	93

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A STUDY ON ECONOMICS OF TOURISM WITH SPECIAL REFERENCE TO VELANKANNI- NAGAPATTINAM DISTRICT

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ABSTRACT

Tourism is one of the oldest, biggest and fastest growing industries in the world. The benefits of tourism mainly economic have been enormous especially for under developed and developing countries that have limited sources of foreign exchange. Tourism plays an important role in the place of velankanni. So, the researcher is very much interested to know about the employment opportunity, Profit or annual income from the hotels and lodges, and also to know there is any improvement in infrastructure, transport has developed with the help of tourism.

KEYWORDS

tourism, tourism industry

INTRODUCTION

Man has been a traveler from the very beginning for food, water, safety or acquisition of resources (trade) which were the early travel motivations. Rapid development in the means of transport and communication has made the whole world practically one neighbourhood. Tourism is an activity generating number of social, cultural and economic benefits. It promotes national integration and international understanding among the countries in the world. In the new millennium, Tourism emerged as the largest global industry of the 20th century. Many countries have developed tourism as a major source of national income. Some of the smaller countries like Singapore, Thailand, Indonesia and Philippines depend largely on income from tourism. The World Tourism and Travel Council (WTTC), based in London, is a world body carrying on research in tourism estimates that tourism currently employ 17.7 million people in the country, if India maintain its growth 10 million jobs will be added by the year 2020.

DEFINITION

The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

REVIEW OF LITERATURE

Wilson and John (2001) in their study highlighted the role of rural tourism in the economic development of rural community. They viewed that rural tourism could develop easily with active participation of local government and people. They highlighted several factors namely tourism package, good leadership, support of local government, funds, strategic planning, coordination between local people, and technical assistance for tourism promotion which were essential for rural tourism development. The authors viewed that, rural tourism provided income and employment opportunities to local people in rural areas having unutilized huge natural resources.

Mukesh Ranga (2003), in 'Tourism Potentials in India' examined economic impacts in different order with consideration to tourism expenditure by the way of direct and indirect purchases. He identified that economic development and tourism development often occur in a parallel fashion.

M.A. Khan (2005) wrote a book on "Principles of Tourism Development" which deals with hotel industry and tourism, these are the two significant sectors of modern day economy, tourists are honored guests and the hotels offer them the demanded hospitality. He also focussed on the role of information technology in tourism industry

Wickremasinghe and Ihalanayake (2006) investigated the issue that tourism plunged into the industry leads to economic development for a developing country - Sri Lanka, using annual data from 1960 to 2000. The results of the study suggested that there is a significant causal relationship from tourism receipts to the GDP of Sri Lanka

Khalil (2007) examined the role of tourism in the short-run economic development in case of Pakistan through error correction model, and the causal relationship between tourism receipts and economic expansion. The results pointed out that there is strong relationship among tourism, receipts and economic backwardness needs economic expansion, which means that economic expansion is necessary for tourism development.

Ravichandran K (2008) studied the penetration of internet in travel and tourism industry in India (urban and semi urban) and identified that the present outlook for travel industry is one of innovation, rate of high occupancy and healthy competition at a higher rate. The study highlighted that a need for transformation into the techno-centric business arena was felt where the consumers have different choices for customisation of their own product without any direct contact with an intermediary. It was further pointed out that the major aspect of concern for travelers is to search information faster, seek more options and choices that suits their budget and settling transaction online through the internet

Vithiranj C. (2010), in his article has presented an overview of the impact of tourism on Indian economy. Tourism helps in regional and economic development. The Government of India understood the importance of tourism as an industry in 1980. Recent study reveals that the globalization and open economy helped tourism to emerge as one of the biggest foreign exchange earners for India. Economic progress and industrial development depends completely on the overall development of a country and tourism plays a major role in this overall infrastructural advancement. It also helps agriculture and other industries directly and indirectly. The impact of India's economic growth on tourism is increasingly being felt in specialty sectors like spiritual tourism, spa tourism, and family vacation plan as well as adventure tourism.

STATEMENT OF THE PROBLEM

The present study area, Velankanni is one of the major tourist centers in Nagapattinam district in TamilNadu. It is international tourism places and also important holy places for Christians. Tourism plays a key Economy for the Nagapattinam district even though agriculture and fishing are the Major ones. The growth of tourism industry, its components like hotels, accommodation and transport have developed and has created direct and indirect employment opportunities and generate income for the Indian economy and also earns foreign exchange. Added to this, the analysis has been made on the perception of tourists, both domestic as well as foreign, visiting various tourism places towards the components of tourism such as attraction, accommodation, refreshment, entertainment and festivals.

OBJECTIVES

1. To compute the volume of domestic and foreign tourist arrivals.

2. To understand the purpose of visit of sample respondents
3. To study about the mode of transport available in the study area.
4. To study about the length of stay of the respondents.

HYPOTHESIS

- Ho : The staying of domestic and foreign travelers in the star hotel may be independent.
 H₁ : The staying of domestic and foreign travelers in the star hotel may be dependent.

RESEARCH DESIGN AND METHODOLOGY

The data has been collected from primary as well as secondary sources. Primary data have been collected by using personal interviews and discussions from 50 sample respondents. Out of this 30 were domestic tourist and 20 were foreign tourist. Secondary sources include published and unpublished sources. Published sources are newspapers, reports of WTO, ITDC, and official publications of national and international tourism bodies including central and State Governments. Unpublished sources viz., the records maintained by the Government, private hotels, lodges and shops studies undertaken by research institutions, scholars and economists have served the purpose. The number of respondents was selected through the simple random sampling method. Chi-square test is applied for the opinion regarding the stay of domestic and foreign travelers in the star hotel.

AREA PROFILE

Velankanni is one of the most visited pilgrim centers in India. It is a town situated on the shores of Bay of Bengal. This renowned shrine Basilica of our Lady of health draws pilgrims from all over the world. Not only Christians but also the people of other faiths come to this Church to pray at the shrine of "Our lady of health". Knowing the importance of this town the Pope in the Vatican City has declared Velankanni as a "Holy city".

This Roman Catholic Church has an extended Basilica, which has two floors where one can find the statue of Jesus Christ. The Gothic style of architecture is a unique feature of the Church. There is also a shrine of "our lady of sorrow" where in the sorrowing Mother is depicted carrying infant Jesus in her hand.

The golden jubilee of the Shrine Basilica of Velankanni is being celebrated from 3rd November 2012. It is decided to raise a monument for our Lady of Health. It is called as 'Morning Star Church'. This mega structure is in the northern side of the Holy Path in Velankanni. The new church measuring 400 feet long, 138 feet wide and 40 feet high, have the seating capacity of over 15,000 numbers. It is designed with Portuguese artistic nuances. The overall view resembles a shell. There are no intermediate columns. The front elevation is similar to that of Our Lady's main basilica. This church has become an architectural wonder.

FESTIVALS

Festivals are celebrated here with all pomp and gaiety every year on August 29th the feast of our lady commences with the hoisting. Of the flag the 10th day ends on the 8th September after the dismounting of the flag. This day is declared as local holiday. Holy masses are conducted in eight languages, Tamil, English, Malayalam, Hindi, Telugu, Kannada, Konkani and Marathi. Christmas, New Year and lent season also celebrated.

TOURISM IN INDIA

Tourism development in India has passed through many phases. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

However, it was only after the 80's that tourism activity gained momentum. A National Policy on Tourism was announced in 1982. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft New Tourism Policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate.

As per the working strategy for the **12th Five Year Plan**, the Ministry of Tourism has adopted a pro-poor tourism approach which could contribute significantly to poverty reduction. More than half of Tourism Ministry's Plan budget is channelized for funding the development of destinations, circuits, mega projects as also for rural tourism infrastructure projects. The Ministry also ensured that 10% and 2.5% of its total Annual Plan (2012-13) outlay went to the tourism projects in the North-Eastern region and the tribal areas respectively.

FOREIGN TOURISTS ARRIVALS IN INDIA (FTAS)

The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 11.8 per cent as compared to (-) 2.2 per cent during 2009 over 2008. The growth rate of 11.8 per cent in 2010 for India was better than UNWTOs projected growth rate of 5 per cent to 6 per cent for the world in 2010.

The share of India in international tourist arrivals in 2010 was 0.61 per cent, which is 0.02 per cent improvement over 2009. However, India's rank improved to 40th in 2010, from 41st in 2009. India accounted for 2.83 per cent of tourist arrivals in Asia Pacific Region in 2010, with the rank of 11.

The following table shows the number of foreign tourists' arrivals in India during 2000 – 2011.

TABLE 1: FOREIGN TOURIST ARRIVALS FROM 2000-2011

Year	FTAs (in millions)	Annual growth (%)
2000	2.65	6.7
2001	2.54	- 4.2
2002	3.38	- 6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	- 2.2
2010	5.58	8.1
2011	2.92	10.9

Source : secondary data

FOREIGN EXCHANGE EARNINGS FROM TOURISM

Foreign Exchange Earnings (FEEs), Tourism As per the monthly Estimates prepared by 2011 were 77591 crore 64889 crore as compared in 2010 to 19.6 % in 2011 over 2010. FEE compared to US\$ 14.19 billion in 2010 with a India, in INR terms and US\$ terms, during 2000-2011.

Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were ₹ 64889 crore as compared to ₹ 54960 in 2009, registering a growth of 18.1 per cent. Tourism makes significant exchange earnings, which grew from US\$ 11.39 billion (Rs.54960 crores) in 2009 to US\$ 16.56 billion (Rs.77591 crores) in 2011. The share of India in world earnings from Tourism registered an increase from 1.34 per cent in 2009 to 1.61 per cent in 2011.

TABLE-2: FOREIGN EXCHANGE EARNINGS FROM 2000-2011

Year	FEE in US\$	
	Million over year	Percentage
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-3.7
2010	14193	27.5
2011	16564	16.7

Source: Secondary data

ECONOMIC IMPACT OF TOURISM IN INDIA

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. In 2010, total Foreign Tourist Arrivals (FTA) in India were 5.78 million and India generated about 200 billion US dollars in 2008 and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. The majority of foreign tourists come from USA and UK. Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five states to receive inbound tourists.

According to World Travel and Tourism Council, India will be a tourism hot-spot from 2009 to 2018 having the highest 10-year growth potential. The Travel & Tourism Competitiveness Report 2007 ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security. Despite short- and medium-term setbacks, such as shortage of hotel rooms tourism revenues are expected to surge by 42% from 2007 to 2017. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism.

Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO).

The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewelers and readymade garments.

ANALYSIS AND INTERPRETATION

The researcher has selected the 50 respondents. Out of this 30 were domestic tourists and 20 were foreign tourists.

TABLE NO. 3: DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR AGE

Age	Domestic	Foreign
Less than 10	2	1
11-20	4	3
21-30	8	6
31-40	7	5
41-50	5	3
More than 50	4	2
Total	30	20

Source: primary data

This table shows that both in domestic and foreign respondents less than 10 were only 2 and 1 respectively. Similarly more than 50 year old respondents are very less in number in both domestic and foreign like 4 and 2 respectively. From the age of 21-50 only the respondents were interested in tourism.

TABLE NO. 4: DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO GENDERS

Sex	Domestic	Foreign
Male	16	12
Female	14	8
Total	30	20

Source : primary data

This table shows that the male respondents are comparatively more than the female respondents both in the domestic as well as the foreign respondents. The domestic female respondents are 14 only compared to the male domestic respondents.

TABLE NO. 5: LENGTH OF STAY OF SAMPLE RESPONDENTS

Length of stay	Domestic	Foreign
Less than 2 days	16	12
2-4	9	5
4-6	3	2
More than a week	2	1
Total	30	20

Source: Primary Data

This table shows that intended length of stay of domestic and foreign tourist in Velankanni. The majority of the domestic tourist stays during less than 2 days is 16 respondents. It was reduced to 2 respondents that the length of stay was increased to more than a week. Similarly, the foreign tourist stay during less than 2 days is 12 and it is reduced to only 1 their length of stay was increased more than a week. This may be due to the interest of architecture and know about "Mother Mary".

TABLE NO. 6: PURPOSE OF THE VISIT

Purpose of the visit	Domestic	Foreign
Pleasure	7	7
Pilgrimage	13	6
Conference/Meeting	1	-
Study tour	2	2
Business	3	1
Festival	4	4
Total	30	20

Source: Primary Data

The table illustrates the need of visiting purposes of both domestic and foreign tourist. Out of 30 respondents 13 were visiting for religious purpose and 7 for pleasure and 4 for during the annual festival of velankanni from the month of august 29th to September 8th.foreign tourist 7 of them came for pilgrimage and 6 of them came for pleasure. Out of 50 respondents religious visit to the place is the highest for both domestic and foreign tourist.

TABLE NO. 7: SOURCE OF ACQUIRING KNOWLEDGE ABOUT THE DESTINATION

Destination	Domestic	Foreign
Travel agent	10	9
Friends/relatives	17	5
Advertisement	2	3
Internet	1	3
Total	30	20

Source: Primary Data

This table shows the source of acquiring knowledge about the destination .10 domestic and 9 foreign respondents get the destination through travel agent and 17 domestic and 5 foreign respondents get through the destination from friends/relatives.

TABLE NO. 8: MODE OF TRANSPORT USED

Mode of transport used	Domestic	Foreign
Air	1	20
Road	15	-
Rail	14	-
Total	3	20

Source: Primary Data

This table illustrates that mode of transport used by the respondents for reaching velankanni, it can be split into three ways that are airways, railways and roadways. Domestic respondents 15 were used roadways and 14 of them were used railways only one person used airways .The expense of air transport was more compared to road and rail transport. So, the majority of the domestic respondents used only road and rail transport.

TABLE NO. 9: LEVEL OF STAYING

Standard of Travelers	Star	Deluxe	Ordinary	Relatives/Friends	Total
Domestic	5	7	8	10	30
Foreign	7	6	5	2	20

Source: Primary Data

The above table describes the level of staying domestic and foreign tourist that out of 30 sample respondents 5 of them stayed in star hotel, and 8 of them stayed ordinary hotel and 7 of them stayed deluxe hotel and the remaining people were stayed in Relatives/Friends house. Foreign tourist mostly prefers the star hotels .Out of 20 sample respondents 7 of them stayed in star hotel and 6 of them stayed in Deluxe room and the remaining were stayed in relatives/friends house.

From the table the following Hypothesis is framed.

Ho: The staying of Domestic and foreign travelers in the star hotel may be independent

To test the hypothesis X² test is applied, the test statistic is

$$X^2 = \sum \frac{(o_{ij}-E_{ij})^2}{E_{ij}} \text{ } X^2 \text{ distribution with } (R-1)(C-1) \text{ d.f at } 5\% \text{ level}$$

Where

- O_{ij} = Observed frequency
- E_{ij} = Expected frequency
- R = Number of Rows
- C = Number of Columns

CALCULATION

OBSERVED FREQUENCY

Standard of travellers	Star	Deluxe	Ordinary	Friends/Relatives	Total
Domestic	5	7	8	10	30
Foreign	7	6	5	2	20
Total	12	13	13	12	50

To calculate Expected Frequency, the below formula is used

$$E_{ij} = \frac{RT \times CT}{N}$$

Where

- RT = Row Total
- CT = Column Total
- N = Grand Total

EXPECTED FREQUENCY

Standard of Travellers	Star	Deluxe	Ordinary	Friends/Relatives
Domestic	7.2	7.8	7.8	7.2
Foreign	4.8	5.2	5.2	4.8

TO FIND

O _{ij}	E _{ij}	(O _{ij} - E _{ij})	$\frac{(O_{ij} - E_{ij})^2}{E_{ij}}$
5	7.2	4.84	0.6722
7	7.8	0.64	0.0821
8	7.8	0.04	0.0051
10	7.2	7.84	1.0889
7	4.8	4.84	1.0083
6	5.2	0.84	0.1231
5	5.2	0.64	0.0077
2	4.8	0.04	1.6366
		Total	4.6207

$\chi^2_c = 4.6207$

$\chi^2_{0.05}$ with (R-1) (2-1) = (2-1) (4-1) 3 d.f = 7.815

If $\chi^2_c < \chi^2_{0.05}$ Accept, otherwise Reject H₀

Here $\chi^2_c < \chi^2_{0.05}$

4.6207 < 7.815

Accept H₀

Since calculated value is less than table value so, we accept H₀

Inference

Domestic travelers staying and foreign travelers staying in the Star hotel are independent.

TABLE NO. 10: EMPLOYMENT OPPORTUNITY IN HOTELS AND LODGES IN VELANKANNI

workers	Number of lodges
Less than 10	35
11-20	27
21-30	23
More than 30	15
Total	100

Source: Primary Data

This table shows that employment opportunity in lodges at Velankanni. Less than 10 workers were employed in 35 lodges and 10-20 workers were employed in 27 Lodges and 21-30 workers were employed in 23 Lodges. More than 30 were employed in 15 Lodges. This shows that the majority of the people get employment opportunity through tourism.

TABLE NO. 11: ANNUAL INCOME EARNED BY LODGES

Annual Income	Number of Lodges
Less than 5,00,000	5
5,00,000-10,00,000	12
10,00,000-15,00,000	23
15,00,000-20,00,000	28
More than 20,00,000	32
Total	100

Source: Primary Data

The above table explains the details about the Annual income earned by the lodges. Less than 5, 00,000 lakhs of annual income earned by 5 lodges and it has increased to 32 lodges get more than 20, 00,000 lakhs of annual income and it shows that more profit was earned by the lodges due to the arrivals of the tourist.

FINDINGS

- ❖ From the age of 21-50 only the respondents were interested in tourism.
- ❖ Out of 50 respondents religious visit to the place is the highest for both domestic and foreign tourist
- ❖ The male respondents are comparatively more than the female respondents both in the domestic as well as the foreign respondents
- ❖ The majority of the domestic and foreign tourists were interested to stay only less than 2 days.
- ❖ The domestic respondents know about the places mainly through their friends and relatives are more when compared to the other source of information but foreign tourist know about the place mainly through travel agent and internet.
- ❖ 32 lodges get more than 20, 00,000 lakhs of annual income and it shows that more profit was earned by the lodges due to the arrivals of the tourist.
- ❖ More than 30 were employed in 15 Lodges. This shows that the majority of the people get employment opportunity through tourism.

SUGGESTIONS

- Tamilnadu Transport Corporation has increased the number of buses for the tourist places in this district, but it is very unsafe to travel by road because of the poor road facilities. So, the government should take necessary steps to improve the road facilities.
- The government should implement suitable policy regarding hygiene and sanitation. Adequate steps should be taken in the places like railway station, bus stand to increase facilities of transport.
- Velankanni is located in coastal area so the tourists are interested in the beach games. Accidents occur because of the poor and lack of medical facilities. So the government should take necessary steps for safety and proper medical facilities.
- Prime minister has introduced the 'Clean India Movement'. This movement should be properly implemented by everyone will improve sanitation and also increase the number of tourist arrivals.
- The government should take necessary steps to eradicate plastics and non degradable items sales should be completely restricted in the tourist centers.
- Regulation of rate of tariff will also increase the number of tourist arrivals.
- The state government should improve the accommodation facilities in this district for tourists.
- The information about the facilities like accommodation, transport, tourist centers should be clearly mentioned in the web pages

CONCLUSION

India is slowly but surely awakening in its Tourism potential. Concentrated efforts have been made by the Indian government to boost tourism activity. India is best suited for all kinds of tourism like rural, cultural, eco-tourism, spiritual, sports and adventure tourism. Indian tourism industry must concentrate on encouraging Indian citizen to domestic tourism. It plays vital role in achieving the national objectives of promoting social, cultural, and national integration.

LIMITATIONS OF THE STUDY

The present study has some limitation. The major business in this area is hotels and lodges. Those business units do not maintain proper records. Findings are restricted only to sample tourist center and sample respondents selected. Results may not be applicable for all the tourist centers and tourist of the whole.

SCOPE FOR FURTHER STUDY

1. Social and Economic impacts of Tourism in India
2. Social effects of Tourism development in Nagapattinam District
3. To study the potential of medical Tourism in Tamil Nadu
4. Tourism Development and Resource Conservation in Tamil Nadu
5. A study of the integrated Tourism planning of the department of Tourism in Tamil Nadu.

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APPENDIX**QUESTIONNAIRE**

1. Name of the Tourist :
2. Address :
3. Sex :
4. Marital Status :
5. Nationality :
6. Size of the Family :
7. Education :
8. Occupation :
9. How did you come to know about the Destination?
 - a) Through Travel Agent
 - b) Through Advertisement
 - c) Trough Friends/Relatives
 - d) Through Internet
10. Main purpose of the Visit
 - a) Pleasure Trip
 - b) Pilgrimage
 - c) Study Tour
 - d) Business
 - e) Any other
11. Transport used
 - a) Road ways
 - b) Railways
 - c) Air ways
12. Period of Stay
 - a) Less than 2 days
 - b) 2-4 days
 - c) 4-6 days
 - d) More than a week
13. Level of Staying
 - a) Star
 - b) Deluxe
 - c) Ordinary
 - d) Relatives/Friends

14. Workers employed in hotels and lodges
 - a) Less than 10
 - b) 11-20
 - c) 21-30
 - d) More than 30
15. Annual income earned by the hotels and lodges
 - a) Less than 5,00,000
 - b) 5,00,000-10,00,000
 - c) 10,00,000-15,00,000
 - d) 15,00,000-20,00,000
 - e) More than 20,00,000
16. Please offer your suggestion for tourism development in this area.



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