

**A STUDY ON VARIOUS BENEFITS OF TOURISM INDUSTRY IN THE
ECONOMIC DEVELOPMENT – A STUDY WITH REFERENCE TO THANJAVUR
DISTRICT OF TAMILNADU**

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Abstract

Tourism has today achieved the status of a complete industry today. Governments all over the world are competing with each other in selling tourism and travel concept, their history and culture, snow capped mountain, beaches, sand, sunrise, sunset, etc. Travel and tourism enhance the quality of human experience in spiritual as well as material way. Globally, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned. As an internationally traded service, inbound tourism has become one of the world's major trade categories. There are only a few research has examined the contribution of the tourism industry in the economic development in Northern states. Therefore, the present study has been initiated to find out the contribution of the tourism industry in the economic development of the Thanjavur District of TamilNadu. The object of this research is to analyze the various benefits of tourism industry in the economic development in the study area.

Key Words: Benefits of Tourism, Economic Development.

Introduction

Tourism Sector is a major generator of employment. As a highly labour intensive activity, tourism and tourism support activities create a high proportion of employment and career opportunities for low skilled and semi-skilled workers, particularly for the poor, female and young workers. Today multiplier effects of tourism are considerably common for the national economies. Tourism is a bilateral event which covers not only locals but also the visitors. None of the tourist would like to encounter the inappropriate behaviors of the locals even if the destination shines with the tremendous natural environmental and historical beauties. Tourism might cause a gradual change in a society's values, beliefs and cultural practices. Local residents feel this impact more heavily. By observing the tourists, local people might change their life style (dressing, eating, entertainment and recreational activities, and so forth). While this influence may be interpreted positively as an increase in the standard of living, it may also be considered negatively as an indication of acculturation.

Objectives of the study

- ❖ To study the general accountability of the tourism industry.
- ❖ To analyze the various benefits of tourism industry in the economic development in the study area.
- ❖ Finally, to offer valuable suggestions for further development towards the tourism industry on the findings of the study.

Hypotheses of the study

- ❖ There is no significant correlation between the variables of “social benefits of tourism”, “cultural benefits of tourism”, “economical benefits of tourism” and “perception of local community in economic development”.
- ❖ There is no significant difference of opinion between the variables of “perception of local community in economic development” based on the “occupation”.

Methodology

Descriptive research is a type of quantitative research to collect data that is quantifiable and can be used to assess the population sample statistically. It is a popular research instrument that enables us to gather and describe the character of the demographic phase to be collected and described. The interview schedule was prepared and a preliminary test of the interview schedule was performed after a sufficient analysis and examination of the literature review. The survey planned and carried out data collection so that it was possible to communicate with the interviewees face to face. This was accompanied by data entry, coding, and data analysis. Before data analysis, the post-tests were conducted to verify and prevent even minor errors which prevailed. One of the important stages in the research process is data collection. The researcher used both primary and secondary methods of data collection.

Sampling

In this present study, the total population is infinite, hence the researcher adopted the “Purposive Sampling Technique” for the selection of samples. There are various formulas for calculating the required sample size based upon whether the data collected is to be of a categorical or quantitative nature (e.g. is to estimate a proportion or a mean). These formulas require knowledge of the variance or proportion in the population and a determination as to the maximum desirable error, as well as the acceptable Type I error risk (e.g., confidence level). According to demons table, 663 local community peoples are enough at 99 per cent Confidence Level and 5 per cent of Confidence Interval. The researcher interviewed 700 local community peoples 33 were biased. The reason for more bias is some of the local community people respondents knowingly provided incorrect information. Hence the researcher finalized 667 respondents from the local community were selected for this study. The researcher attempted to make the local community sample as representative as possible. Those who are involved in the tourism industry i.e. workers,

farmers, industrial workers, merchants, service class peoples, and elites constituted the major segments in the sample for the local community.

Table 1.1 Correlation between the variables of “Social Benefits of Tourism”, “Cultural Benefits of Tourism”, “Economical Benefits of Tourism” and “Perception of Local Community In Economic Development”

H₀: There is no significant correlation between the variables of “social benefits of tourism”, “cultural benefits of tourism”, “economical benefits of tourism” and “perception of local community in economic development”.

Variables	Test	SB	CB	EB	PERC
SB	PC	1			
	Sig.				
	N	100			
CB	PC	.358**	1		
	Sig.	.000			
	N	100	100		
EB	PC	.444**	.535**	1	
	Sig.	.000	.000		
	N	100	100	100	
PERC	PC	.355**	.416**	.430**	1
	Sig.	.000	.000	.000	
	N	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					
PC - Pearson Correlation					

The independent variable “Social Benefits of Tourism” has positive correlation with dependent variables like “Cultural Benefits of Tourism” with a Pearson Correlation value of 0.358; “Economical Benefits of Tourism” with a Pearson Correlation value of 0.444 and “Perception of Local Community in Economic Development” with a Pearson Correlation value of 0.355.

Similarly the independent variable “Cultural Benefits of Tourism” has positive correlation with dependent variables like “Economical Benefits of Tourism” with a Pearson Correlation value of 0.535 and “Perception of Local Community In Economic Development” with a Pearson Correlation value of 0.416.

And finally the independent variable “Economical Benefits of Tourism” has positive correlation with dependent variable like “Perception of Local Community in Economic Development” with a Pearson Correlation value of 0.430.

Table – 1.2 Difference of Opinion between the variables of “Perception of Local Community in Economic Development” based on the “Occupation”

H₀: There is no significant difference of opinion between the variables of “perception of local community in economic development” based on the “occupation”.

Variable	Labels	N	Mean	Sd	F	Sig.
PERC	Government Officer	12	5.00	0.000	12.375	.000*
	Hotel Industry	34	3.21	.410		
	Travel Agency	160	3.94	.733		
	Local Guide	81	3.64	.730		
	Food & Beverage Business	59	3.76	.625		
	Arts Shop	120	3.88	.459		
	Self Employed	68	3.49	.658		
	Local Guide & Self Employed	13	4.46	.519		
	Government Trained	20	4.30	.470		
	Local Guide & Government Trained	73	3.59	.879		
	Local Guide, Government Trained & Self Employed	21	4.00	0.000		
	Government Officer & Archaeologist	6	4.00	0.000		
	Total	667	3.80	.704		
<i>* Significant at 0.05 % (two Tailed)</i>						
<i>N – Number of Respondents</i>						
<i>Sd – Standard Deviation</i>						
<i>F – Fishers Ratio</i>						

From the above table the variable of “Perception of Local Community in Economic Development” shows significant difference based on the “Occupation” categories of the respondents. Since its calculated significance value is less than the actual significance ($P < 0.05$). Hence the null hypothesis is rejected.

Table – 1.3 Mean & Standard Deviation - “Social Benefits of Tourism”

Measuring Questions	N	Mean	Sd
Tourism at Thanjavur improves my life standard	667	4.33	0.666
Tourism should encourage women to work in tourism industry	667	3.95	0.863
Tourism increases pride of local residents	667	4.41	0.749
Tourism increases social and moral values of the area	667	4.10	0.903
Tourism increases peace and harmony of the area	667	3.85	0.841
Tourism increases entertainment and recreational opportunities	667	4.34	0.742
Tourism increases hosts and guests develop a long time friendship	667	4.12	0.815
Tourism increase exposure of heritage site to world	667	4.17	0.818
Tourism develops social and technical infrastructure	667	4.09	0.861
Foreign tourist damages morale of the children	667	3.82	0.987
Mean Score	667	4.23	0.467

The “Social Benefits of Tourism” has ten measuring questions and they are arranged in the descending order based on the mean value and are displayed below;

- ❖ The respondents strongly agree with the statement “Tourism increases pride of local residents” with a mean value of 4.41 and standard deviation of 0.749.

- ❖ The respondents strongly agree with the statement “Tourism increases entertainment and recreational opportunities” with a mean value of 4.34 and standard deviation of 0.742.
- ❖ The respondents strongly agree with the statement “Tourism at Thanjavur improves my life standard” with a mean value of 4.33 and standard deviation of 0.666.
- ❖ The respondents strongly agree with the statement “Tourism increase exposure of heritage site to world” with a mean value of 4.17 and standard deviation of 0.818.
- ❖ The respondents strongly agree with the statement “Tourism increases hosts and guests develop a long time friendship” with a mean value of 4.12 and standard deviation of 0.815.
- ❖ The respondents strongly agree with the statement “Tourism develops social and technical infrastructure” with a mean value of 4.09 and standard deviation of 0.861.
- ❖ The respondents agree with the statement “Tourism should encourage women to work in tourism industry” with a mean value of 3.95 and standard deviation of 0.863.
- ❖ The respondents agree with the statement “Tourism increases peace and harmony of the area” with a mean value of 3.85 and standard deviation of 0.841.
- ❖ The respondents agree with the statement “Foreign tourist damages morale of the children” with a mean value of 3.82 and standard deviation of 0.987.

Concluding remarks

- ❖ It could be found that the “Social Benefits of Tourism”, “Cultural Benefits of Tourism”, “Economical Benefits of Tourism” has positive correlation with the variable “Perception of Local Community in Economic Development”. Here the “Perception of Local Community in Economic Development” is considered to be negative and from this even though the local community people are having lots of benefit, they also face lots of problem caused by the tourism industry at Thanjavur.
- ❖ The respondents agree with the variable “Perception of Local Community in Economic Development” with a mean value of 3.80 and standard deviation of 0.704. This clearly states that the respondents even though get a lot of benefits from the tourism industry a lot of problems also faced by the local community people through tourism industry at Thanjavur. The respondents strongly agree with the variable “Social Benefits of Tourism” with a mean value of 4.23 and standard deviation of 0.467. This clearly states that the respondents are social benefited out of the tourism industry in the study area Thanjavur.

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