

A Study on Tourism Attractiveness Factors in Pondicherry

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Abstract - Tourism has become a global phenomenon in the last 50 years. Better and faster means of transport and communications have resulted in a massive movement of people. Today tourism with its rapid growth rate is not only a big business but is also the world's fastest growing industry next to petroleum. It represents the largest segment of invisible international trade and earnings. Tourism can be a small enterprise or a multi-million project, both labour intensive and capital intensive activity. Tourism industry besides exchange of ideas also generates foreign exchange. Thus, tourism industry is of paramount concern for India's economy as it is a major source of foreign exchange earnings and it can help correct adverse trade balances and regional imbalances and create employment opportunities to give a direct stimulus to the socio-economic development of backward areas in our country. Puducherry is a fast growing region with development in industrial sector, agricultural sector and also tourism sector. Tourism is developing in this region since last 10 years and attracting many tourists which emerged as one of the major sources of incomes to the government exchequer. The basic materials for tourism industry are culture, heritages, natural vegetation, beaches, parks, monuments and sculptures, etc. which Puducherry possesses abundantly and can be exploited for the betterment of the economy. On the above backdrop, present study was undertaken to evaluate the growth of tourism industry and its impact on the overall growth of the Union Territory.

Keywords: heritage, vegetation, abundantly, rambling excursion, influx, social phenomenon

I. INTRODUCTION

The word "Tourism" is derived from the term 'TOUR' means "a journey from place to place or time to be spent at a station or rambling excursion" The Webster's International dictionary defines the tour as "a journey at which one returns to starting point". In the year book of National Economy and Statistics (1910) the Austrian Scholar, Herman V.S.S. Hoffen, described tourism as "the term for all those inter-connected processes, especially economic ones that come in play through influx, temporary residence and dispersal of strangers into within and from a certain district, country or state". Tourism is one of the important components of service sector. It considered as a significant and vital instrument for economic development and employment generation, particularly in remote and backward areas. It is the largest service industry globally in terms of gross revenue as well as foreign Exchange Earnings (FEE). It plays an important and effective role in achieving the growth with equity objectives that set forth.

In India tourism is growing at alarm rate with a capacity to capitalize the service sector and provide sustainable growth. Tourism is a major social phenomenon motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are overcome by technological advances. Progress in air transport and development of tourist facilities has encouraged people to venture out to the foreign lands. Tourism stimulates other economic sectors through its backward and forward linkages and cross-sectoral synergies with other sectors such as agriculture, horticulture, poultry, handicrafts, transport, construction, etc. It leads to additional income, employment generation and poverty alleviation. It enhances the national and state revenues, business receipts, employment, wages and salary income; buoyancy in Central, State and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth in the economy.

It is multi-sectoral activity characterized by multiple services provided by a range of suppliers include airlines, surface transport, hotels, basic infrastructure and facilitation systems, etc. Thus, the growth of tourism cannot be attained unless the related sectors are addressed simultaneously. Pondicherry (Puducheri) literally means 'the new settlement', was merged with the Indian Union on 1st November 1954 in terms of the De facto agreement signed between Government of India and Government of France on 21st October 1954, subsequently the De jure Transfer of Puducherry took place on 16th August 1962. The Union Territory of Puducherry is administered under the provisions of Government of Union Territories Act, 1963. Puducherry is referred by names such as 'Quintessence of French Culture', 'India's Little France' and 'The French Riviera of the East'. It includes four enclaves located in three states of South India. It includes the coastal towns of Pondicherry and Karaikal in Tamil Nadu, Yanam in Andhra Pradesh and Mahe in Kerala. Pondicherry is the Capital of this Union Territory and one of the most popular tourist destinations in South India. Pondicherry has been described by National Geographic as "a glowing highlight of sub continental sojourn".

The town has been dubbed "The Europe of India." Puducherry has a rich French Cultural heritage, having been the capital of the French Colonies in India since the 17th Century. Puducherry region, with a coastal line of 32 Kms, well planned French Boulevard town, palm fringed beaches, resorts, backwaters, water sports centre, fishing villages, harbour, and the pier, Aurobindo Ashram, Auroville and other attractions. Puducherry is a place of many faiths and worship- Puducherry Temples & Mosques which dominate the landscapes. In and around Puducherry there are 350 temples –big and small. Karaikal has another ninety-nine temples, of which some were built by the Chola kings between the 10th and 12th centuries.

II. REVIEW OF LITERATURE

Tourism has gained importance as the fastest growing industry in the world, particularly because of multifarious benefits, it ensures to the destinations, to the tourists themselves to the global geo- political environment as a whole. During the past a number of studies have been conducted to evaluate the role and performance of tourism. In the following discussions, an attempt has been made to review the studies undertaken by different organizations, committees and scholars. Charles, William and Var (1973) laid stress that in a developing country emphasis should be made to increase the purchasing power of its community by the establishment of a tourism industry. Economist Intelligence Unit (1973) reveals that tourism earns foreign exchange and contributes positively to the balance of payments, generate employment, increase standards of living and provide linkage effects with other sectors of the economy.

Anand (1976) highlighted the reason for poor traffic in India is that the problem of tourist interaction from vast spectrum of international communication, consumer preferences and their behavior, the nature of tourists plant and required marketing efforts and consequences and impact of international tourism etc. Kapoor (1976) in his study on tourism as an instrument of economic development observed that the tourism presents a vast potential and is considered the industry whose development ensures the simultaneous development of other related industries. Ferrario (1978) pinpointed that the ultimate test of what constitutes a tourist resource and the degree of its appeal largely depends on preferences, interests and requirements of the tourists themselves. Gopal (1979) advocated that in India a tourists stays for the longest period than in any other country. It is further observed that it ranked 13th in the list of foreign exchange earning source in 1975 and it became 10th in 1978. Ummat (1979) concluded that Tourism Industry will become the biggest industry of the world with an increase in Global Gross National Product (GNP) at 4.8 per cent to US \$ 109,00,000, and Per capita income will touch US \$ 1,700. Dutta (1980) reveals the problems faced by tourists like accessibility to the forests, non-availability of transport and accommodation, political conditions etc.

Laxman (1980) observed that Indians charge more from tourists than other developing countries. India's share in foreign exchange is only 0.5 to 0.7 per cent which is a proof of an overcharging. Laxman (1980) observed that tourism is the second largest industry in the world today next to oil. It is a multibillion dollar industry which received US \$ 70 billion annually involving 300 million people in 1980 alone. Wilson (1980) observed that India Tourism Development Corporation Ltd. offers various unique entertainments of sound and light shows at major cities. Garg (1981) advocated the problems placed by Indian tourism industry such as untapped resources, non-availability of suitable accommodation, customs procedure, and poor image of the country, dearth of recreational facilities, poor transport and communication system, lack of night entertainment such as casino, security and safety etc. Jafri and Ritchie (1981) observed that tourism education and tourism research have to be developed. Mishra, Sharma and Acharya (1981) highlighted that tourism is an important activity in India and the growing importance assigned to tourism depicts the country's earnestness to attract more and more tourists from every part of the world. India's tourism infrastructure is modern and several agencies are engaged in setting up a sound base for the development of the tourism in the country. Agarwal (1982) studied the application of marketing concepts to tourism. He suggested the use of 4 Ps i.e. Product, Price, Promotion and Place.

The product to be offered are natural beauty; mountains, lakes, cultural heritage, honesty and simple way of life of people, surplus craftsmanship of artisans and wild life which should be reasonably priced. To promote all these products, suitable measures can be taken, like advertisement with photographs, films etc. By place means provision of accommodation, transportation and other associated services. Misra (1982) advocated that the end of 1990 India will receive 3.5 million tourists and Tourism Development Corporation (ITDC), contribute eighty million to the exchequer and earned foreign exchange worth Rs.950 million. Singh (1982) revealed that the phenomenon of tourism is a direct product of technological and scientific advancement coupled with industrialization, urbanization and population explosion. Jagadish (1985) highlighted that the potential for tourism development in any area largely depends on the availability of recreational resources in addition to the factors like climate, seasons, accessibility, attitude of the local people and the tourism planners towards the nature and the extent of tourism development, the existing plant facilities etc. Therefore, totality of natural and socio-cultural elements in the area create tourism-magnetic atmosphere, which constitutes its resource base for tourism. Gupta (1987) opined that the tourism in India has been developed rapidly in a well planned manner since independence.

Cohen (1989) points out the inevitability of mass tourism and suggests that its negative effects can be corrected by proper modification to policy and execution. He emphasized the need for a strong government agency to legislate as also

negotiable for the locals with outside agencies to improve local participation in tourism. Local participation has been identified as another key factor in ensuring sustainable tourism. Negi (1990) highlighted that tourism is an economic and industrial activity in which many individuals, firms, corporations, organizations and associations are engaged and is direct concern to many others, He further pointed that tourism has emerged as the single largest net earner of foreign exchange in India. It is a high employment sector. Dodson (1992) observed that the tourism industry continues to change in its promotion of tourism and students can come up with countless ideas and ways of participating in the field of tourism. Kumar (1992) concluded that economic activity as a means to earn foreign exchange, but also is medium of social and cultural development, generator of employment and also as promoter of employment and also a promoter of goodwill and friendship among the nations. Dutta (1993), conducted study on "Neglected and lesser known historical monuments and sites of tourist interest in Bihar" and concluded that the state of Bihar is rich in historical sites of tourist interests. Unfortunately, due to lack of foresight of tourism department and Bihar State Tourism Development Corporation, these places have remained neglected. Hawkins and Hunt (1993) in their study lay stress upon the conceptual and practical issues involved in developing travel and tourism professional education programs in higher education institutions.

Kendell (1993) observed that the role of the government in the tourism sector is should be 'laissez faire' approach to that of a deeper involvement. Panwar(1993) observed that India is a vast subcontinent with a rare mixture of traditions. The Mother Nature has gifted India everything that is normally not found in one country. Ross (1993) lays stress that personality variables do play a predictive role in the understanding of vocational intention in regard to the tourism/hospitality industry. Sharma (1993) in his study advocated that tourism contributes to the transfer to wealth from North to South and from the industrialized to the developing countries which account for a quarter of world arrivals and receipts and can potentially perform much better. For them, international tourism is unquestionably paramount as a creator of jobs and the most readily exploitable source of foreign earnings to finance investments or reduce foreign debt. Singh (1993) laid stress on planning for sustainable tourism development by providing and maintaining high quality tourist facilities, service attractions and activities, resorts, adequate transportation, enough infrastructure and employee training and facilities should be included in resort development. Banda (1994) examined that a country's reputation is a significant factor of determining the tourism industry. The or failure in this industry is no doubt attributed to the changing patterns of global trends.

Davar and Davar (1994) suggested there is a vast scope for increasing the business turnover and their attaining a reasonable standard of investment intensity (Business

turnover divided by total project cost). Bansal (1995) opined that tourism industry is basically a capital intensive industry. Deshmukh (1996) observed that remedial measures are adopted without proper understanding of causative factors of deterioration and therefore these measures do not become effective. Krishan (1996) suggested the need for equitable distribution of spin-off and that for a holistic approach, it is imperative that government agency promoting tourism development flexibility and professionalism. Bhattacharya (1997) concluded that guide book serves a primary function as mediating tourist's experiences in India in ways that reinforce both certain images of India and certain relationships with indigenous inhabitants. Puri (1997) laid stress that government should make tourism a year round activity in Himalayan region, besides keeping in mind that environment and ecological.

III.METHODOLOGY

Tourism has emerged as a dominant economic factor of international horizon, with its economic and all other advantages, tourism can certainly play a determining role in the development of backward economies like India which suffer from an adverse balance of payment, situation a high degree of social backwardness besides the other environmental problems. In fact, it is the high time for India to go ahead with tourism development programmes. Since each state in the country represents its own geo-socio-cultural identity, it therefore, demands specific tourism development plans and actions within the umbrella of an overall tourism perspective for the country. Puducherry has great tourism potential having tourist resorts of different cultural background in all of its four districts. The traditions, the life style of people and economic activities themselves provide a beautiful attraction for the tourists to visit the state. On the other hand, the industrial development in the state has not been quite fast though the population growth is quite high and better improvement in literacy rate and per capita income of the state agricultural production has not been improving, therefore, leaving little scope for generation of more employment opportunities. Hence better management of tourism by treating tourism as 'industry' along with agricultural and industrial development led attention of not only policy makers but also of the researchers and economists to find out ways and means to improve the tourist inflow in the State. This requires the role of planning, promotion and marketing and creating favourable environment for tourism so that tourism development can play a major role in the development of tourism factor in Puducherry. Data collection comprises of primary data and secondary data. The primary data has been collected through questionnaires and secondary data from related journals and publications. The questionnaire was based on the initial research model and propositions. Primary data were collected through questionnaire survey. Based on the research problem, the survey will cover three main sectors with sub questions under each sector. Demographical findings will be processed and presented in bar charts to facilitate the interpretation of this specific type

of data and to easily contrast the differences, RANK CORRELATION analysis will be used in order to find correlations, relationships and strength of relationships between the different factors found in the study. These specific tests were chosen due to the nature of the study and what the authors intended to investigate. SPSS V.16 was used for data analysis.

IV.OBJECTIVES OF THE STUDY

- i. To analyze the opinion of foreigners visiting Pondicherry on tourism.
- ii. To find out the Factors influencing India tourists towards Pondicherry
- iii. To analyze the revenue generated by tourism in Pondicherry
- iv. To explore the existing difficulties faced by the tourists and to recommend suggestions towards accelerating the development of tourism in the state.

V. ANALYSIS AND SOURCE OF CITATIONS

TABLE I RANK STATE/ UNION TERRITORY NUMBER SHARE IN PERCENTAGE

STATES	Number	Share in %
1 Maharastra	4,815,421	24.7
2 Tamilnadu	3,373,870	17.3
3 Delhi	2,159,925	11.1
4 Uttarpradesh	1,887,095	9.7
5 Rajastan	1,351,974	6.9
6 West Bengal	1,213,270	6.2
7 Bihar	972,487	5.0
8 Kerala	732,985	3.8
9Karnataka	574,005	2.9
10.Himachal Pradesh	484,518	2.5

Source: Ministry Of Tourism Government Of India

TABLE II THE LEVEL OF PERCEPTION OF THE RESPONDENTS

S. No	PARAMETERS	RATE OF LEVEL
1	Hotel & accommodation	Average
2	Kindness of the local people	Average
3	Parks and Historical / cultural heritage	Average
4	Medical Treatment	Average
5	Beach cleanliness and order	Average
6	Landscape beauty	Good
7	Health and beauty tourism	Good
8	Environmental safeguarding	Good
9	Safety	Average
10	Sign boards and road maps	Average
11	Visible Policing	Average
12	Cost of living	Good
13	Public conveniences - toilets	Average
14	Food	Average
15	Pilgrimages	Average
16	Holiday packages	Average

TABLE III.THE LEVEL OF SATISFACTION OF THE RESPONDENTS IN TERMS OF PUDUCHERRY TOURIST SPOT

S. No	PARAMETERS	Level of satisfaction
1	Auroville/ Cultural spots	Good
2	Beach & Park	Good
3	Temples/ Religious spots	Good
4	Ashram	Good
5	Adventure spots	Average

VI.FINDINGS

- Majority of the respondents are belongs to youngsters age group between 16-35 years who visit Puducherry as tourists.
- Most of the respondents (43.83%) are couples who visit Puducherry as tourists.
- Majority of the respondents (53.30%) Puducherry tourist guide to guide them.
- (42.25%) of the respondents feels that there are very limited tourist spots are available in Puducherry so that the number of stay in Puducherry is restricted between 1-3 days.
- (47.20%) of the respondents reveals that Puducherry is very economic because average money spent to stay in Puducherry is between (2000-5000) only.
- Major purpose of visit to Puducherry belongs to the respondents group who are in need of medical aids and relaxation.
- (43.83%) of the respondents would like to visit Puducherry with their friends.
- Majority of the respondents are states that they are not willing to visit Puducherry tourist spot while they are in official trip because of lack of proper transport facilities.
- (38.30%) of the respondents reveals that they prefer hotels for the purpose of accommodation.
- Majority of the respondents came to know about Puducherry through their friends and relatives
- Beach and French colony are the most common name of Puducherry been called by the majority of the respondents.
- Attractive Government incentives
- Reliable connectivity – state of the art communications networks
- French past and heritage – a very good marketing platform
- Aurobindo ashram and Auroville-unique spiritual
- Delightful beaches, backwaters and engaging landscapes unique to the area.
- Stable socio-political environment
- High socio-economic indicators
- Skilled manpower available easily
- Reliable power and good roads
- Visible and growing demand for novel entertainment options and avenues.

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VII.CONCLUSION

Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as Foreign Exchange Earnings (FEE). With its backward and forward linkages with other sectors of the economy, like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity. Puducherry is well established on the tourist circuit with the following components:

- Eco-friendly and pollution free
- Proactive administration