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A STUDY ON DEVELOPMENT OF TOURISM IN TAMILNADU STATE OF INDIA

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Abstract:-Tourism sector is one of the emerging service sectors of the Indian economy. This 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. Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country's overall economic and social development. The State of Tamilnadu is situated in the southern part of the Indian Peninsula has over 20 centuries of cultural heritage of historic significance. It has an impressive coastline along the Bay of Bengal over 1000 kms. Tamilnadu can be said to be a multi-dimensional tourist product. Subsequently only to the pilgrimage and heritage locations in Tamilnadu comes the scenic beauty of nature in around the state in the form of temple towns, historical monuments, wildlife and bird sanctuaries, hill resorts, waterfalls, beaches, breathtaking valley views, backwaters, mangrove forests, numerous places of worship, historical forts, rich heritage and culture, music and dance festivals comprise the tourism wealth of Tamil Nadu. The study deals with the tourism potential of Tamilnadu state and to identify the various tourist places of Tamilnadu. The study will suggest to take necessary steps to develop of various tourism spots by Tamilnadu state tourist developers. Based on the study, it could be concluded that the state has rich tourism resources for the tourists visiting in India.

Keywords:tourism; Tamilnadu; economy;employment.

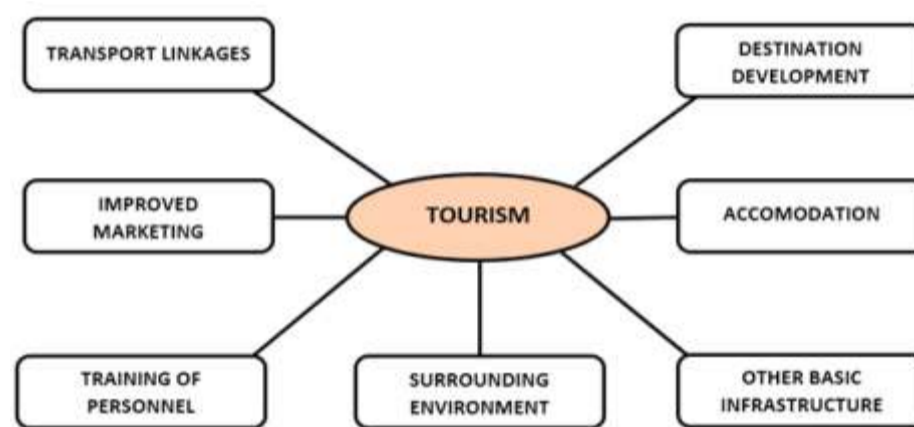
1.INTRODUCTION :-

Tourism sector is one of the emerging service sectors of the Indian economy.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 earns money and enriches foreign exchange. It creates job opportunities and thus alleviates poverty. Countries like Coasta Rica, Belize, Singapore, Thailand, Hong Kong, Malaysia and several others have set their traditional economy on modern pattern through developing tourism as a measure of regional development Kumari(2002). As per the WTO statistics in 2001, about 700 million people travelled throughout the world as tourist's pilgrims and thus generated 4,494 billion dollars, contributed about 12 percent to the global GDP and employed 9.4 per cent labor force Rajuvedi(2004).

Similarly, in India, tourism has become the third important industry only after cotton textile and Diamond Jewelry as foreign exchange earner and employment giver Sinha.N(2001).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 jewelry and readymade garments. Tourism sector contributes significantly to the national economy as well as the creation of jobs in the country. Based on the Tourism Satellite Account for the year 2002-03 prepared by Ministry of Tourism, the contribution (direct and indirect) of tourism in the GDP and the total jobs in the country in 2007-08 is estimated to be 5.92% and 9.24% respectively. Domestic Tourism contributes to three-fourths of the Tourism economy(Tourism Satellite Account of India 2002-03 and estimates for 2007-08, Ministry of Tourism).

Actually, the word Tourism is derived from the word Tour which implies a journey in which one returns to the starting point. In

simple terms, it may be defined as the sum of phenomena and relationship arising from the travel and stay of tourists at a particular place for duration of at least 24 hours. Tamil Nadu is an enchanting and ancient land in the extreme south of peninsular India. It has an impressive coastline along the Bay of Bengal over 1000 kms. Tamil Nadu can be said to be a multi-dimensional tourist product. Its temple towns, historical monuments, wildlife and bird sanctuaries, hill resorts, waterfalls, beaches, breathtaking valley views, backwaters, mangrove forests, numerous places of worship, historical forts, rich heritage and culture, music and dance festivals comprise the tourism wealth of Tamil Nadu. It is this wealth that the State Government is keen on projecting to the world, through its “Enchanting Tamil Nadu” campaign. These attractions are enchanting the visiting tourists and making them come again. The desirable and a sustainable tourism development mode could be:



2.A PLATFORM TO UNDERSTAND TOURISM

2.1 Present Scenario of Tourism in India

ASA& Associates (2013), The Indian Tourism sector is one of the largest service industries in the country in terms of its contribution to the Gross Domestic Product (GDP) and Foreign Exchange Earnings, as well as for providing employment to millions. The sector in fact is expected to generate around US\$ 42.8 billion (INR 1,897.7 billion) by 2017, according to an industry research. The amount of foreign direct investments (FDI) inflow into the hotel and tourism sector during April 2000 to 2013 was worth US\$ 6,664.20 million. Foreign tourist arrivals (FTA) during the Month of June 2013 stood at 0.44 million as compared to FTAs of 0.43 million during June 2012, registering a growth of 2.5 per cent and the domestic tourism is expected to increase by 15 per cent to 20 per cent over the next five years.

Tourism is one economic sector in India that has the potential to grow at a high rate and ensure consequential development of the infrastructure at the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth. In India, the travel and tourism sector is estimated to create 78 jobs per million rupees of investment compared to 45 jobs in the manufacturing sector for similar investment. Along with construction, it is one of the largest sectors of service industry in India. Apart from providing employment to a wide spectrum of job seekers from the unskilled to the specialized, a higher proportion of tourism benefits (jobs, petty trade opportunities) accrue to women.

2.2 Comparative assessment of major tourist states of India

Andhra Pradesh has consistently stayed on top of the list during 2008-2012 even with a low level of state expenditure spend towards tourism sector. Being a major pilgrimage destination, it witnessed the highest number of tourist visits in 2012. Availability of good quality infrastructure further supports the growth of tourism. Tamil Nadu is another major pilgrimage destination in the south with major tourist attractions as Chennai, Madurai and Rameshwaram.

Karnataka witnessed the largest increase in rank with increased spend towards tourism sector at 0.63 per cent of the overall likely state expenditure during 2011-12. The effectiveness of its marketing campaign is evident from the fact that its website popularity improved by 7 ranks from 13 in 2009 to 6 in 2011.

Delhi being a key commercial and leisure destination in the country enjoys the necessary infrastructure and high number of tourist visits.

Maharashtra, a key commercial and business destination scores well on all infrastructural, economic and demographic parameters with fifth largest number of branded rooms per sq km of area, fifth largest GDP per capita in the country and 83 per cent state literacy rate.

Gujarat with 0.71 per cent of state expenditure allocated for the tourism sector witnessed a considerable increase in its budgetary allocation proportion. With the success of the Gujarat tourism campaign with the brand ambassador as Amitabh Bachchan and other marketing and promotional activities, Gujarat has improved upon its tourism appeal many fold. For a

detailed case study on Gujarat, please refer below Table 1.

Marketing and promotional campaigns such as 'Bioscope: Hindustan KaDilDekho' in 2006, 'Eyes Campaign' and advertisements with hand shadowgraphy with the theme as 'MP ajabhai, sabsegajabhai' in 2010 helped Madhya Pradesh gain position amongst the top 10 tourist states of India. New ad campaigns based on the idea of presenting the state through beautiful, vivid colours in 2013 are expected to further augment the tourism potential of the state².

Rajasthan, West Bengal, Himachal Pradesh, Uttarakhand and Kerala are states that have witnessed decline in their positions as preferred tourist destinations. While an increase in funds allocated towards tourism sector in these states is required, effective implementation of the funds may require careful assessment of the impact of marketing and promotion activities in the state. Other areas requiring consideration are improvements in overall state infrastructure.

While Kerala scores highest on literacy levels, low GDP per capita and low urbanisation levels have had a negative effect on the tourism appeal. However, adequate infrastructure in areas of accommodation and passenger transportation along with the government's focused marketing and promotion activities are expected to help Kerala regain its lost position. For a detailed case study on Kerala please refer below Table 1.

Table 1: Major Tourist States of India by Number of Tourists

State	Rank in 2012	Number of tourist visits (mn) in 2012	CAGR (2008-2012)	Rank Improvement (2008-2012)	Tourism spend (INR mn) 2011-12	% of Overall likely state expenditure 2011-12
Andhra Pradesh	1	207	12%	-	106	0.02%
Tamil Nadu	2	188	17%	1	307	0.13%
Uttar Pradesh	3	170	8%	(1)	261	0.06 %
Karnataka	4	95	64%	6	2400	0.63%
Maharashtra	5	71	33 %	-	4855	1.16%
Madhya Pradesh	6	53	24%	-	727	0.32%
Rajasthan	7	30	0.2%	(3)	281	0.10%
Uttarakhand	8	27	7%	(1)	1111	1.42%
Gujarat	9	25	12%	-	2691	0.71%
West Bengal	10	24	4%	(2)	430	0.19%
Bihar	11	23	17%	-	304	0.14%
Delhi	12	21	47%	4	155	0.10%
Jharkhand	13	20	36%	-	250	0.20%
Punjab	14	19	147%	3	224	0.19%
Himachal Pradesh	15	16	13%	(3)	174	0.52%
Chhattisgarh	16	15	141%	3	479	0.29%
Jammu & Kashmir	17	13	13%	1	1392	2.11%
Kerala	1	11	7%	(5)	1530	1.27%
All India	-	1057	16%	-	23991	0.49%

Source: India Tourism Statistics 2012 Ministry of Tourism

2.3 Tourism in Tamilnadu

The state of Tamil Nadu has the potential to become a preferred tourism destination world-wide. With an area of 130,058 sq. km and a population of over 55 million, Tamil Nadu is the eleventh largest populated and the third most industrialized state in India. It boasts successful tourism infrastructure in its Western border, Karnataka, and also enjoys a long unbroken coastline in the Bay of Bengal.

Tamil Nadu is a wonderful tourist place for many reasons. First, it has glorious culture and history. Tamil Nadu has one of the oldest civilizations of the world. It is the home of Dravidian art and culture, characterized by its distinctive music and dances, its amazingly decorated temples with their soaring towers and its plentiful and colorful festivals. There is at least one festival per month, celebrating various events: summer, mangos, teas, Hindu gods, dances, etc. Tamil Nadu is referred as the "Land of Temples" because there are more than 30,000 temples in this state. Secondly, its natural beauty is very attractive to

tourists. The geographic features of Tamil Nadu are very diverse. They range from densely forested lands with abundant wildlife to large mountain ranges. It has excellent beaches and hill resorts, and its southern tip is well known for its beautiful sunrise and sunset.

Tamil Nadu is a State with several distinguished tourism genres. It has cerulean mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.

Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Elagiri, Javvadhur Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam.

It has excellent National Parks like Guindy National Park and Anamalai National Park.

It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam.

It has Botanic Gardens in Ooty, Kodaikanal and Coimbatore.

It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train.

The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvannamiyur, Tiruchendur, Rameswaram and Kanniyakumari.

The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour.

3. LITERATURE REVIEW

Ravichandran K (2008) studied the penetration of internet in travel and tourism industry and identified that the present outlook for travel industry is one of innovation, high occupancy rate 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 travellers is to search information faster, seek more options and choices that suits their budget and settling transaction online through the internet.

Reddy A.K.V.S (2008) opined that properly planned tourism will be a positive factor in national development, creating challenging employment and distributing wealth to all sectors of economy. If the positive effects of tourism are planned and co-ordinated on a regional basis, the positive effects of tourism could be enhanced.

Rajasulochana N (2008) reviewed the rural tourism policy in Tamil Nadu context. It was pointed out that most of the ongoing schemes as well as proposed schemes are concentrating only on religious sites thus reinforcing 'temple' tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, farm tourism and nature tourism were ignored. Prasad Purna (2008) The suggestion included that Tamil Nadu should learn destination marketing from Kerala and Goa. Innovation is required for destination marketing and Tamil Nadu should recognise the significance of branding, packaging, promoting and positioning of its products.

Prasad Purna (2008) analysed the problems and prospects of tourism in Kerala and to manage tourism effectively by employing new management strategies. It was found out that the tourist information centres in Kerala are inadequate, basic amenities are absent in tourism centres, non-availability of trained guides, cleanliness to be developed, taxi drivers to be more humane and pleasing etc. The suggestions included getting feedback from tourists, distribute tourism publicity material at airports, proper sign boards and so on.

Vijayan (2007) found out that the attitude of local people in tourism centres towards tourism development is positive and tourism has a major impact on the economic life of the destination population. From the study it was found out that the tourism officials have not succeeded in bringing awareness of benefit of tourism to the local people. Prasad Purna (2008) It is suggested that the Government of Kerala should take speedy measures to educate the societal benefit of tourism development through various types of programmes. Further, Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.

Rajasekharan Pillai K (2006) studied about the structure of labour market in the tourism sector of Kerala and opined that the concerned government should promote an ideal employer-employee relationship that is conducive to the industry by making the employees adhere to existing labour legislative framework. It is suggested that the Department of Tourism and the Department of Labour should work together to develop and sustain pro-labour and pro-industrial labour relations to the perpetuity of the industry in the State.

4. METHODOLOGY

The research studies fully based on the secondary sources of data are used. The main sources of secondary data were from ministry of Tourism, Government of India including the Department of tourism & culture, Government of Tamil Nadu and its related departments. The information related to tourist spots, arrivals of domestic tourists and foreign tourists and tourist

guide map have been collected from the Tamil Nadu Tourism Development Corporation (TTDC), Chennai. Moreover, intensive literature related to the study area and its concerned resources have also been collected and consulted to understand the issues related to tourism and its further possible impacts from different perspectives. Moreover the study is directly discussed with various tourist developers which is belong from Government of Tamilnadu Tourism Development Corporation (TTDC).

5. OBJECTIVE OF THE STUDY

1. To know the current status of tourism development of Tamilnadu state of India.
2. To identify the various important tourism spots and the level of visitors of Tamilnadu state.
3. To understand the level of potential of tourist spot of Tamilnadu state.
4. To give the viable suggestion to Tamilnadu Tourism Development Corporation regarding the optimum utilization of tourist resources.

6. SCOPE OF THE STUDY

This study throws light on the potential of Tourism in Tamilnadu State. The study is restricted within Tamilnadu State of India. This study will be helpful to improve number of tourist arrivals to study area and act as a secondary data for further research.

7. TOURISM STATISTICS OF INDIA & TAMILNADU WISE

7.1 FTAs in India from Different Regions

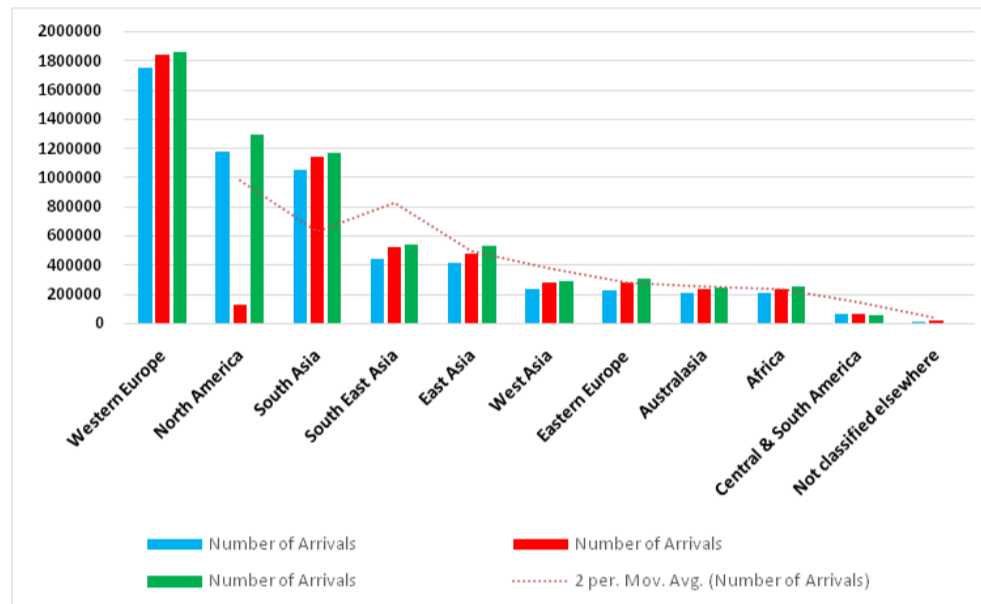
Foreign Tourist Arrivals (FTAs) in India from different regions of the World during last three years are given in Table 2. It can be observed clearly that the FTAs in India have been increasing from all regions during the year 2012. The growth was maximum from Eastern Europe (13.9%) followed by Africa (12.5%), East Asia (12.5%), Australasia (4.9%), North America (4.5%), Central & South America (4.4%), West Asia (4.4%), South East Asia (3.7%), South Asia (2.8%) and Western Europe (0.8%). The percentage share in FTAs in India during 2012 was the highest for Western Europe (28.17%) followed by North America (19.70%), South Asia (17.81%), South East Asia (8.22%), East Asia (8.14%), Eastern Europe (4.75%), West Asia (4.42%), Africa (3.97%), Australasia (3.72%) and Central & South America (0.97%). The arrivals in India from Western Europe were also the highest during the years 2011 and 2010. And the highest level of percentages changes of Arrivals are from Eastern Europe

Table 2: FTAs in India from Different Regions of the World, 2010-2012

Region	Number of Arrivals			Percentage Change	
	2010	2011	2012	2011/10	2012/11
Western Europe	1750342	1838695	1853066	5	0.8
North America	1173664	129705	1295968	5.6	4.5
South Asia	1047444	1139659	1171499	8.8	2.8
South East Asia	439043	521755	540914	8.8	3.7
East Asia	411947	475951	535622	15.5	12.5
West Asia	235317	278773	290996	18.5	4.4
Eastern Europe	227650	274598	312686	20.6	13.9
Australasia	210275	233165	244511	10.9	4.9
Africa	204525	232386	261428	13.6	12.5
Central & South America	62728	60988	63699	-2.8	4.4
Not classified elsewhere	12757	13547	7356	6.2	-45.7
Total FTAs in India	5775692	6309222	6577745	9.2	4.3

Source: Bureau of Immigration, India

Chart 1:FTAs in India from Different Regions of the World, 2010-2012



7.2 Foreign Tourist Arrivals in India

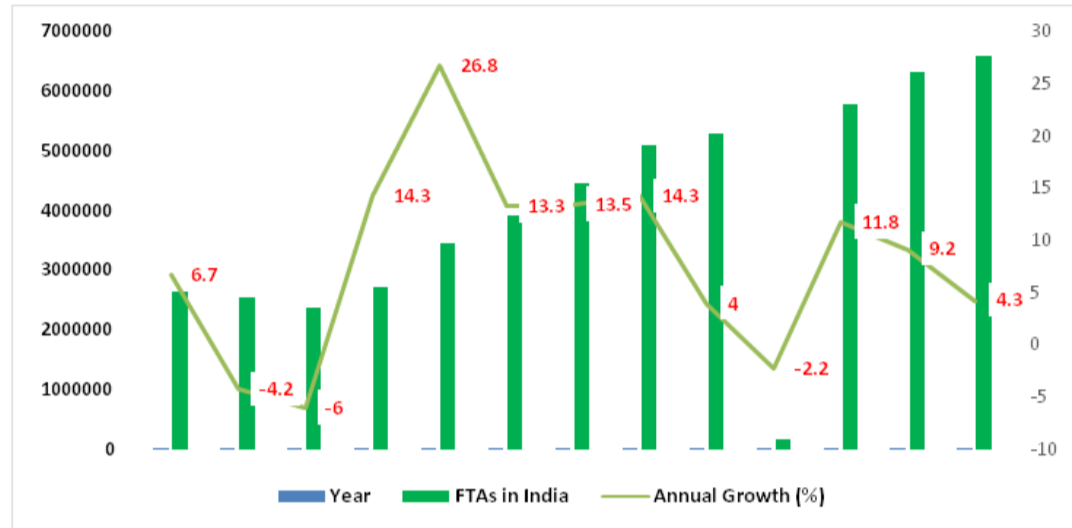
Data regarding the number of Foreign Tourist Arrivals (FTAs) and related aspects have been compiled and are presented in the present chapter. The FTAs in India continued to grow up from 1.28 million in 1981, to 1.68 million in 1991, 2.54 million in 2001, to reach 6.58 million in 2012. During the year 2012, India registered a positive growth of 4.3 % over 2011. The compound annual growth rate (CAGR) in FTAs in India during 2001 to 2012 was 9.0 %. Table 3 gives the number of FTAs in India for the years 2000 to 2012 along with the corresponding growth rate over previous year. The growth in FTAs in India during the eighties & nineties did not follow any consistent pattern. While the years, viz. 1986, 1992, 1995, 2003 to 2007 and 2010 saw double-digit positive growth, there was negative growth in the years 1984, 1990, 1991, 1993, 1998, 2001, 2002 and 2009.

Table3:Foreign Tourist Arrivals (FTAs) In India, 2000-2012

Year	FTAs in India	Annual Growth (%)
2000	2649378	6.7
2001	2537282	-4.2
2002	2384364	-6
2003	2726214	14.3
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
2007	5081504	14.3
2008	5282603	4
2009	167699	-2.2
2010	5775692	11.8
2011	6309222	9.2
2012	6577745	4.3

Source: Bureau of Immigration, India

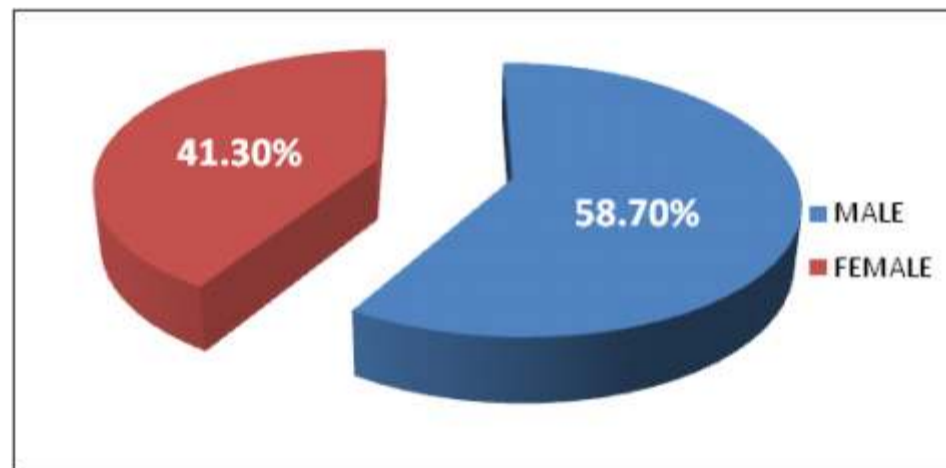
Chart 2: Foreign Tourist Arrivals (FTAs) In India, 2000-2012



7.3 Gender Distribution of FTAs in India

During the year 2012, gender-wise distribution of the FTAs comprises of 58.7% males and 41.3% females. The male-female break-up of the FTAs in 2011 was 59.4% and 40.6% respectively.

Chart 3: Gender-wise classification of Foreign Tourist Arrivals in India, 2012



7.4 Age Distribution of FTAs in India

In 2012, the highest numbers of FTAs in India (21%) were from 35-44 years age group, followed by the age groups of 45-54 years (19.8%) and 25-34 years (16.5%). The Lowest number of FTAs during the same period occurred in the age-group of 15-24 years (8%).

7.5 Foreign Exchange Earnings from Tourism in India

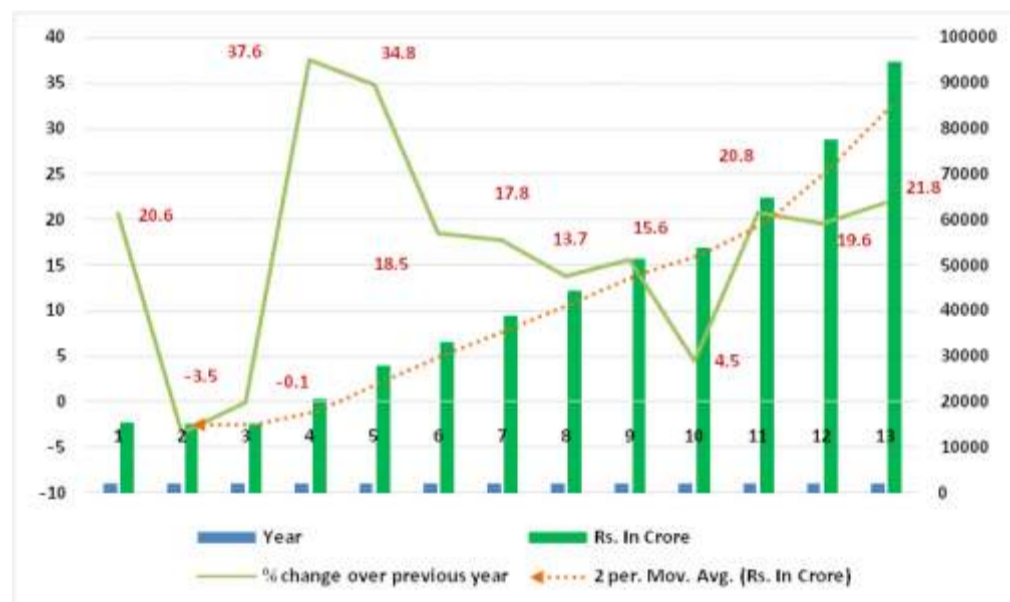
For the FEE's, Tourism is the most important sector in the country. As per the monthly estimates prepared by Ministry of Tourism, FEEs from tourism in India in 2012 in terms were 94487 crores as compared to 77591 in 2011 registering a growth of 21.8 % in 2012 over 2011.

Table 4:Foreign Exchange Earnings from Tourism in India during 2000-2012

YEAR	Fee in Rs. terms	
	Rs. In Crore	% change over previous year
2000	15626	20.6
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	53700	4.5
2010	64889	20.8
2011	77591	19.6
2012	94487	21.8

Source: India Tourism Statistics 2012

Chart 5: Foreign Exchange Earnings from Tourism in India during 2000-2012



7.6 Tourist Arrivals to Tamilnadu

Aggressive promotion and marketing campaigns through print and electronic media at the domestic, national and international levels and creation and up gradation of basic amenities and infrastructure at tourist spots have resulted in the increase of tourist arrivals to Tamil Nadu as furnished below:

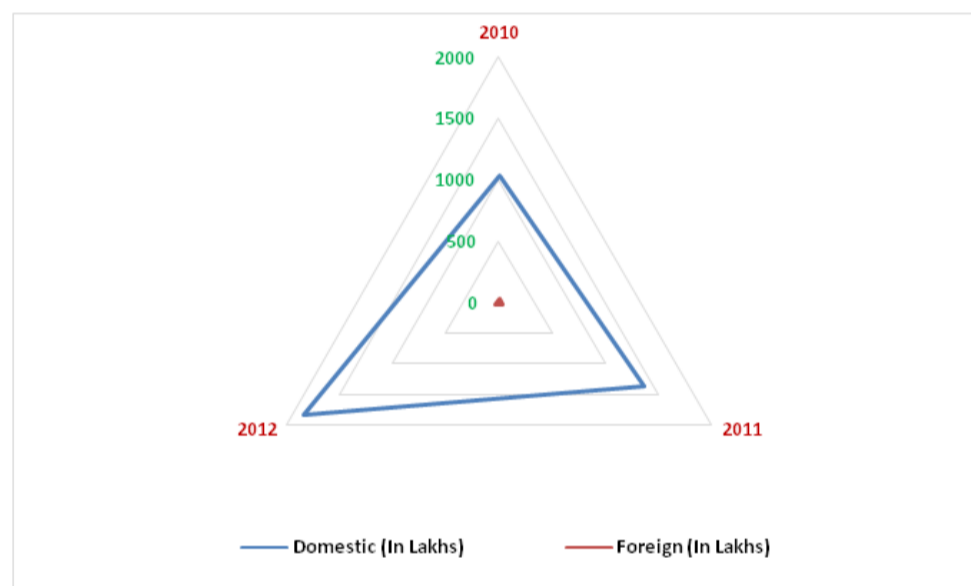
Table 5: Tourist Arrivals to Tamilnadu by Domestic & Foreign

Year	Domestic	Foreign	Total	Growth Rate
	(In Lakhs)			(In %)
2010	1030.1	28.05	1058.15	31.6
2011	1367.51	33.08	1400.59	32.36
2012	1841.37	35.62	1876.99	34.01

Source: Tamil Nadu Tourism Policy Note 2012-2013

As per the monthly estimates prepared by Department of Tamil Nadu Tourism, the tourist arrivals in Tamil Nadu of Domestic people in 2012 in terms were 1841.37Lakhs as compared to 1367.51 in 2011 registering a growth of 34.01 % in 2012 over 2011.

Chart 6: Tourist Arrivals to Tamilnadu by Domestic & Foreign



8. TOURISM DEVELOPMENT STRATEGIES OF TAMILNADU

Tamil Nadu is already an important medical tourist centre. This segment called Health and Wellness Tourism will be given emphasis considering that the in-patient, out-patient treatment in Allopathic, Siddha and Ayurveda is very advanced.

To promote high end tourism by encouraging adventure tourism, cruise tourism, chartered flights and caravan services.

Improving the tourist infrastructure facilities at the existing tourist centres, through Government and private sector investments.

Creating employment opportunities through tourism growth.

To discourage the use of disposable plastics at tourist destinations and to encourage the use of eco-friendly materials.

Provision of well-maintained toilets of acceptable standards.

Developing Tamil Nadu as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination to attract group tourists.

9. RESULTS AND DISCUSSIONS:

FTAs in India have been increasing from all regions during the year 2012. The growth was maximum from Eastern Europe (13.9%) and Western Europe (0.8%). The arrivals in India from Western Europe were also the highest during the years 2011 and 2010. And the highest level of percentages changes of Arrivals is from Eastern Europe

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As per the monthly estimates prepared by Department of Tamil Nadu Tourism, the tourist arrivals in Tamil Nadu of Domestic people in 2012 in terms were 1841.37 Lakhs as compared to 1367.51 in 2011 registering a growth of 34.01 % in 2012 over 2011.

To invite private sector, corporate sector, oil companies for increasing certain tourist infrastructure facilities like golf, adventure tourism, cruises star hotels, resorts, charter tours, group tours etc.

Both state and central government of India has to take the remedial actions to improve the infrastructural facilities in order to increase the rate of foreign tourists to our country.

In the present scenario it is very important to strengthening of the single window system of clearing the projects to give the expected results.

The planning and promotion of tourism is dependent on the assessment of existing tourism resource potential of a region. Thus it is essential to analyse the potential resource base for the promotion of tourism in Tamilnadu State.

10. CONCLUSION

Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a flip to the country's overall economic and social development. Tamil Nadu, especially its coastal areas are unique and priceless treasure of India with tourism point of view. The government should assure this growth by adopting strategies to enhance private sector participation in tourism, as well as take advantage of resources available through the IT industry. Likewise, the state government should provide proper basic services and the academic environment for the proper training of tourism operators. With regard to tourism development, the state has assumed the high status in order to attract the maximum tourists and large number of tourism development activities is rapidly taking place because of the strategic location of its tourist destinations. Tamil Nadu Tourism will work hard to achieve the objective of "Each family: one tour a year" by embarking on novel projects at affordable costs. Based on the analysis of the tourism potential of Tamil Nadu it could be concluded that the state has rich tourism resources for the tourists visiting in this state.

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