An Analysis of Tourism in Social Development - A Case Study of Mahabalipuram, Chennai

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**ABSTRACT**:

 Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" Tourism has become a popular global leisure activity. It can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance. Today, tourism studies mean the multi-disciplinary bundle of academic approaches in the sense of an undisguised "trans-discipline", which can find different applications. However, tourism studies do not exist as an integrated field of study. Instead, there are countless empirical accounts, case studies, approaches, theories and perspectives in individual disciplines, including economy, geography, psychology, architecture, ecology, sociology, political science and medicine. Tourism is vital for many countries, such as Maldives, Sri Lanka, Thailand, Japan, Portugal, Switzerland, Argentina, Mauritius, Malaysia, Oman, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism..The researcher feels that Mahabalipuram has seen a quick development socially as Tourism & handicraft industry provides several job opportunities to the people. Even the opening of several beach resorts and hotels increased the transport facilities and tourist rates. The researcher is undertaking a qualitative analysis by taking in depth interviews using questionnaires from the local community and workers there to know about the role of tourism in social development.

**Keywords**: Tourism, Social development, Hotels, Job opportunities & Environment friendly.

**INTRODUCTION**

 Tourism is a dynamic, evolving, consumer driven force and is the world‟s largest industry. Tourism is not just a source of revenues; it is widely used as a major tool for achieving the goals of development. The impact of tourism is not limited to the economic sector only. This industry has proven to be a strong stimulus for socio - cultural changes too. Tourism can be used as a vehicle for promoting social development. It can also bring about community pride, stimulate planning and establishment of facilities and lead to greater appreciation on the part of both tourist and local communities.

 Mahabalipuram, the city of architectural g randeur is located on the coramandel coast of Bay of Bengal, in Kancheepuram district, Tamilnadu. It was established as a town in 7th century by Pallava kings who ruled south of Madras. It became famous harbour town used for trading with many south eastern countries such as Kambuja (present - day Cambodia) and Shrivijaya (present - day islands of Malaysia, Sumatra and Java), and also with the Champa Empire (known as Annam). Mahabalipuram is named after the King Mamalla (meaning the great warrior) also known as Narasimhavarman I (c. 630 –670), who ruled during the 7th century at the head of the Pallava Dynasty, who scooped out most of the rock cut temples and carvings at that place. During 7th century, the temple building activity marked the beginning of rock - cut architecture in south India, as a part of Dravidian architectural monument. Some of the monuments built during this period are: Rock - cut rathas (Five Rathas) or chariots, the open air bas - reliefs known as the Descent of the Ganges, the rock-cut decorated caves like the Govardhanadhari, Mahishasuramardini, and the Jala-Sayana Perumal Temple, all attributed to Mamalla. In 8th century, structural architecture became popular during the reign of another Pallava king, Rajasimha. His contribution to the same was immense, as he built one of the greatest temples known at that time, ‘THE SHORE TEMPLE.’ It is acclaimed to be the only Shore temple in the world. The temple comprises of the Rajasimhesvara, a west -facing structure which has a small tritala vimana; the Kshatriyasimhesvara, an east - facing structure which has the largest vimana; and Nripatisimha Pallava Vishnugriha, another east-facing structure which is a flat - roofed mandapa in oblong shape, and which enshrines the reclining Vishnu. The unique monuments in Mahabalipuram present a fusion of religion, culture and legends all related to Hindu religious pantheon. All these monuments located on this shores of Bay of Bengal imbibe the art and culture of tamilnadu. The Pallava dynastyreigned from 4th to 19th century until it was defeated by Chola dynasty in 1987 A.D. Mahabalipuram historical importance was diminished after that, for some time it was only known as a port but eventually was destroyed. During Vijayanagara period, the roofing of Krishna mandapa and talsanyana perumal temple was built. Archaeologists of anti -quarian art rediscovered the monuments in the 19th century. In 20th century it became the major tourist attraction and was made a UNESCO world heritage site in 1984 and four categories criteria I, II, III and IV. The major development happened at Mahabalipuram was in the beginning of 1990‟s when Ministry of Tourism laid major emphasis on the development of the place. The Union Ministry of Tourism and Culture financed in 2003 towards the improvements in the place. Mahabalipuram has seen tremendous development during the years with improved tourism infra - structure which includes:

1. Better connectivity

2. Better accommodation facilities.

3. Development of local art-sculpture museum and sculpture business.

4. Shopping centres.

5. Increase in Tourist guides.

 Today Mahabalipuram stands tall as a centre of arts and as a

testimonial to early Dravidian style of temple architecture. The rich portraits in stone of various gods, goddesses, celestial beauties and epic stories present an endless feast for the eye and the mind. Mahabalipuram offers glimpse of the glory of the Pallava Kings and the creativity of the craftsman, who is both a supreme artist and devotee. Also one can hear the sounds of wind on stone and the swish of waves. There is also a museum of archaeology here with exhibits of sculptures and architectural pieces found in the area. The city has an architectural school that teaches stone carving and history of sculpture. Today Mahabalipuram is purely a tourist town and one of the major attractions around Chennai. The east coast road has made it easily accessible just about half an hour from the city.

**GROWTH IN TOURISM IN TAMILNADU**

 Number of tourist‟s arrival in the state rose by 34.1 per cent in 2012 to 187.6 million from 140 million. Mr. Chendur Pandian, Minister for Tourism, Tamil Nadu Government said that tourist arrivals in 2012 was 187.6 million, includes 184.1 million domestic and 3.5 million foreign tourists, as compared to 140 million (includes 136.7 million and 3.3 million foreign) in 2011 and 105.8 million in 2010 includes 103 million and 2.8 million domestic and foreign tourists respectively.“A new Tourism Policy is being formulated, which aims to attract more high spending tourists and also investments in tourism and hospitality related infrastructure. The Policy will also ensure employment for skilled and unskilled persons, besides inclusive development for the local people. Meanwhile, to boost the sector, the Government is formulating a new Tourism Policy to take up Rs 500 crore worth project, with Asian Development Bank (ADB‟s) assistance.

**GROUP OF MONUMENTS AT MAHABALIPURAM – WORLD HERITAGE SITE**

 Most of the monuments, like the rock-cut rathas, sculptured scenes on open rocks like Arjuna's penance, the caves of Govardhanadhari and Ahishasuramardini, and the Jala -Sayana Perusal temple (the sleeping Mahavishnu or Chakrin at the rear part of the Shore temple complex) are attributed to the period of Narasimhavarman I Mamalla.The monuments may be subdivided into five categories:

 • Ratha temples in the form of processional chariots, monolithic constructions cut into the residual blocks of diorite which emerge from the sand. The five ratha of the south, which are the most famous, date to the reign of Naharasimhavarman Mamalla (630 -68), the great Pallavas king (the Cholas texts, moreover, call the city Mahabalipuram).

 • Mandapa, or rock sanctuaries modelled as rooms covered with bas -reliefs (the mandapa of Varaha, representing the acts of this avatar of Vishnu; the mandapa of the Five Pandavas and, especially, the mandapa

of Krishna and the mandapa of Mahishasuramardini).

 • Rock reliefs in the open air illustrate a popular episode in the iconography of Siva, that of the Descent of the Ganges. The wise King Baghirata having begged him to do so, Siva ordered the Ganges to descend to Earth and to nourish the world. The sculptors used the natural fissure dividing the cliff to suggest this cosmic event to which a swarming crowd of gods, goddesses, mythical beings (Kinnara, Gandherya, Apsara, Gana, Naga and Nagini), wild and domestic animals bear witness.

 • Temples built from cut stone, like the Temple of Rivage, which was constructed under King Rajasimha Narasimavarman II (695 -722), with its High -stepped pyra midal tower and thousands of sculptures dedicated to the glory of Siva. Monolithic rathas, from single- to triple -storeyed, display a variety of architectural forms, while the Dharmaraja, Arjuna and Draupadi rathas are square in plan, the Bhima and Ganesa rathas rectangular, and the Sahadeva ratha apsidal. Structural architecture was introduced on a grand scale by Pallava Rajasimha (700 - 28), culminating in the erection of the Shore Temple. Another piece of architectural beauty is the Shore temple, standing against the background of the deep blue waters of the ocean. It belongs to a period when the constructional style of the Pallavas was at its peak in its decorative beauty and intrinsic quality.

**METHODOLOGY:**

 The primary sources of data for study were „„active‟‟ interviews, informal conversation, on -site observation and through questionnaires. The methodology adopted here is of an explorative design & both primary and secondary data have been used. In -depth interviews were undertaken for the purpose of obtaining information and better understanding of social development. The qualitative interviews are beneficial, inductive and are explanatory (Bell and Bryman, 2007). An interview is a purposeful discussion between two or more people. (Kahn and Cannell 1957). Indeed, respondents freely injected thoughts and feelings throughout the interview process. The relevant secondary data has been analyzed by referring tourism websites, annual reports, online books, journals, manuals, observations & careful study of relevant literature.

**TOURISM & ITS IMPACTS – A BRIEF REVIEW OF LITERATURE**

 Tourism brings people of different cultures together, provides a direct contact between them and thus serves as a powerful means of diffusion of world cultures. It provides an opportunity for friendly and peaceful dialogue leading to better understanding between and nations. It can build bridges and create friendship between nations leading to the establishment of peace the penultimate goal of the United Nations. But from another perspective, tourism is a factor of acculturation which affects attitudes, alters popular beliefs, changes mentalities and spreads new concepts relating to work, money, and human relationships. Sometimes it also destroys the ties that bind people to their faith, religion and aesthetics. With the restaurants, bars, discos and other entertainment may come disturbing public behaviour, drunkenness, vandalism, crime, and indecency. Local youth in many cases emulate the visitor‟s behaviour and social and cultural conflicts arise. Much of the recent literature on the development of world tourism has been concerned with the impact of tourism on the host community. As countries (and region within countries) have turned to tourism as a means to increase national income, employment and living standards, and to end the dependency on limited range of primary products, pressure from tourism and its associated development have begun to affect the local population (Sevign, Nicos, & Jonathan,1996) Initially, the tourists, who constituted a very small number, were treated as guests under the traditional system of hospitality. Pi -Sunyer has also suggested that the tourists are treated as a part of the traditional guest - host relationship at the initial stage of tourism development (Pi-Sunyer 1977).However , as the number of tourist increased , they became less and less welcome (Cohen 1982a). The impact of tourism also changes at different stages. Tourism development goes through five stages known as tourism product life cycle beginning with discovery, then involvement, development and consolidation. From here destinations may move in to declination, rejuvenation or stabilization, depending on innovation or measures designed to ameliorate the negative impact of tourism. Butler (1980) Tourism can yield enormous socio -cultural benefits as well as devastating costs. The net effect depends upon the responsibility exercised by the various stakeholders of the industry including the public and private sectors as well as the tourists and residents.

**Types of Tourism in Tamil Nadu**

1**. Leisure Tourism**: Some tourists visit Tamil Nadu only for fun or enjoying their leisure. They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

 2. **Pilgrimage Tourism**: Tourists especially senior citizens are interested only in visiting temples and offering worship to their favourable deity. They move to tourist centers only if time permits and provided the trip is easy on the purse. It requires planning and meticulous follow up.

3. **Heritage Tourism**: Tourists irrespective of their varied interests, have one thing in common i.e. they would like to go around heritage monuments which are in plenty in Tamil Nadu, viz. a.5 world heritage monuments identified by the UNESCO. b.48 centers declared as heritage towns by the Government of Tamil Nadu. c.Innumerable heritage monuments declared by the Archaeological Survey of India and the Archaeology Department, Government of Tamil Nadu.

1. **Adventure Tourism**: Adventure travel appears to have developed out of the broader, wider growth of traditional outdoor and wilderness recreation during the 20th century. Unlike other forms of recreation, adventure travel offers a unique opportunity in which participants become more experienced and pursue extended scales of "adventurous endeavors." Traditional forms of recreation usually involve elements of skill in a specific outdoor setting.

2. **Cruise Tourism**: Rail and road transport are very common among the people. Some tourists go in for Air / Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot. Tourists who are reaching Chennai and Thoothukudi Ports by cruise are taken to the nearby tourist destinations i.e. Mamallapuram and Madurai.

3. **Rural Tourism**: To showcase rural life, art, culture and heritage of rural locations in villages and to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience, the Tamil Nadu Tourism has decided to develop and promote rural tourism.

4. **Responsible Tourism**: Tamil Nadu Tourism has been taking ceaseless efforts for the promotion of rural areas as we have the responsibility to showcase our villages, its way of life to tourists especially to the younger generations. This strategy turns rural areas tourist friendly and it develops the socio economic status of the local inhabitants. The aim of Responsible Tourism is to inculcate the responsibility of the local populace (hosts) towards fragile eco-system, best practices and caring the guests and also make the visiting tourists more responsive towards culture, conventions and customs to avoid exploitation.

 5. **Business Tourism**: Top business executives toil throughout the year to make more and more profits. They rarely find time to go anywhere except where the business demands their presence. Whenever they find even a small gap, they will not hesitate to make a short visit to the nearest tourist spot.

6. **Medical Tourism**: Tamil Nadu provides a very good health care to people from all over the world. Ultra-modern corporate hospitals, talented medical professionals, state-of-the-art medical facilities and a large number of Government hospitals have helped patients from various parts of the country and the world to come, convalesce and return with good health.

 The Department of Tourism has realized that it is essential to provide facilities for them to visit places of tourists’ importance, so that they can recuperate and get rejuvenated to normalcy in a short period of time. Further, the Department of Tourism in association with the hospitals has embarked on the mission of spreading the concept of Medical Tourism. This initiative will grow at an exponential rate and bring success to all players concerned by providing utmost satisfaction to the patients from diverse backgrounds. Considering the importance of Medical Tourism, a Medical Tourism Information Centre has been established in the Tamil Nadu Tourism Complex. Travel Desks in various hospitals were set up in Chennai and Madurai. To oversee the entire process of treatment received by the medical tourists, both from upcountry and abroad, a Core committee has been formed, drawn from various leading medical organizations and the Directorate of Medical Education. The Committee is expected to advise the Tamil Nadu Tourism on day to day matters related to healthcare to tourists. With the help of non-governmental enterprise, MEDITOUR INDIA and the medical organizations, a comprehensive data base of all the leading hospitals in our State has been prepared up linking their information through Tamil Nadu Tourism website, for the benefit of patients who wish to come to Tamil Nadu for treatment. Capacity Building Workshops were conducted to CEOs and Front Office Managers of various Hospitals in Chennai, to sensitize them towards the rapidly growing phenomenon of Medical Tourism. To make their services tourist-friendly, many hospitals have opened “travel desks” at their Reception Counters. Keeping the aspirations and apprehensions of the foreign tourists in mind, Tamil Nadu Tourism issued guidelines to various hospitals to streamline the procedures and to make the process of diagnosis and treatment more expedient, cost-effective and transparent. Tamil Nadu Tourism aims to gear up the leading hospitals in our State to attract medical tourists, which has financial, social, cultural and emotional potential and create an environment of optimal utilization of the state-of-the-art facilities available in many of the hospitals of our state, thereby bringing Tamil Nadu to the forefront of Medical Tourism in our country. The Core Committee held a series of meetings. The important decisions taken by the Core Committee are:

1. Identified Hospitals for listing

2. Co-ordinate with listed hospitals

3. Published a Folder on Medical Tourism

4. Opened Travel Desks at listed hospitals

5. Organized capacity building training for staff manning Travel / Medical Tourism Desks in the Corporate and listed Hospitals

6. Organized Seminar / Workshop

 1. **Eco Tourism**: Some of the tourists evince keen interest in nature. There is abundant natural wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries, beaches, etc. A separate Eco-Tourism Wing is being set up by Tamil Nadu Tourism by posting an officer from the Forest Department. The vision is to make Tamil Nadu a world renowned destination specializing in sustainable tourism through focused efforts on creating synergy among all stakeholders, encouraging capacity building and public-private partnerships with revenue generating strategies.

2. **Culture Tourism**: During leisure days, festive days, etc., people intend to visit nearby places to exchange their views among kith and kin.

3. **Educational Tourism**: Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered.

4. **Sports Tourism**: People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

**TOURISM AND SOCIAL DEVELOPMENT IN MAHABALIPURAM**

 Tourism in Mahabalipuram grew substantially over the years which contribute to the growing number of tourist arrival. Initially tourist where small in numbers and treated as guest but now hospitality become commercialized. The host community of Mahabalipuram is enthusiastic and thrilled by the development of the tourism in the region. They welcome the strangers and there is a mutual feeling of satisfaction. There are job opportunities and money flows along with the tourist. This state is similar to the level euphoria as described by doxey (1976) regarding the attitude of the host community.

**DEMONSTRATION EFFECT**

 Demonstration effect is the direct Socio -Cultural impact of tourism. Tourist inflow influences the behaviour of the host population for the demonstration effect to take place. The introduction of foreign culture and behaviour influences the behaviour of the host population by the changed attitude. UNESCO (1976) suggested that at the outset the host may developed the inferiority complex, which set Hi -Tech economic expectation among the local population who aspired to the materials standard and value of tourist leading to the copy of their consumption pattern. Greater well and upward social mobility would become increasingly desirable, particularly for the young members of the host community. These changes stimulate for the introduction of the new forms of the communication, transport and infrastructure primarily provided for the tourism development. These changes in the consumption pattern would include consumer durable such as Television, Videos etc., will expose the local population to a great range of wants which speed up the process of the social change. The Socio -Cultural impact can be either positive or negative. One of the positive impacts highlighted in Mahabalipuram was the exchange of cultural information, ideas and beliefs. And cultural belief where tourist appreciated the cultural heritage of the region, that stimulated the host pride in their heritage and fostered sculpture making, local crafts, tradition and customs. The negative social impact on the region was the potential of the tourism development. The demonstration effect is advantageous if it encouraged people to adapt or work for things which they can improve. In this context, tourism is credited for introducing both positive and negative changes in the social development.

1.**Tourism –A vehicle for social development**. The overall result indicates that the tourism is a vehicle of social development in Mahabalipuram. Out of 50 respondents 35 (75%) were expressed positive about social development. The people who directly or indirectly involved in tourism related business, expressed there is growth in their economic level, community development and new job opportunities such as hotel jobs, self -employment like sculpture making, tourist guide etc. 90% of the respondents agreed that the tourism has increased job opportunities and economic development in the region.

2. **Tourism as a promoter of art and heritage** 70% of the respondents agreed tourism is the promoter of art and heritage. Tourism has helped in taking the Richness & Uniqueness of Pallava dynasty heritage and the architectural grandeur of Shore temple, Five Rathas, etc. and the exquisite sculpture making to world. The UNESCO declaration of Mahabalipuram as a World Heritage site in 1984 symbolizes the richness of the region and helped in conservation and promote on.

3. **Tourism enhances the standard of living of the local community** 85% of the respondents expressed that the tourism helped in improving their standard of living and through disposable income with better lifestyle and educational facility. The host community showed positive attitude towards tourism which in turn increased their involvement in the way they have treated tourist. They are enthusiastic and thrilled by the development of the tourism and increased tourist flow in the region. They believe there will be more opportunities for them and money flows along with the tourist. Tourism created a sense of mutual feeling of satisfaction.

4**. Tourism inspire community pride** 95% of the respondents expressed a sense of pride about their culture and history. The host community is so proud that the people from the various parts of the world come to the Mahabalipuram to see the richness and the heritage of the Pallava dynasty. This instil greater community pride that they belong to one of the prestige and unique society of the world. The host community is proud that the tourist appreciates their skills of sculpture making to the perfection and buys the same as a souvenir. This is one of the predominant reasons why sculpture making business is still alive and carried through the generation.

5. **Tourism & Infrastructural development** 90% of the respondents agreed that tourism helped in enhancement of the local infrastructure with better accommodation facilities, better connectivity such as increased frequency of buses from nearby areas and especially from Airport, Central Railway Station and Chennai Bus terminal. The establishment of facilities such as restaurants, hospitals, entertainment facilities etc. has improved the quality of their life significantly.

6. **Up keep of the Heritage site** 70% respondents expressed the domestic tourist are not sensible and responsible in their behaviour, e.g. Most of the tourists are not sensitive towards protecting the heritage site because they throw waste, eatables near the monument and most often damage the monuments especially Five Rathas by climbing on top of the monument for taking photograph, thus resulted in defacing of the sculptures. On the other hand, the conduct of the foreign tourists and their behaviour towards the monuments are highly appreciated.

**Discussion & Prediction**

 Tourism in Mahabalipuram plays an integral part of their

economy. Tourism is credited for bringing several positive developments in the region. Host community is an integral part of tourism system at the destination and thereby development of society and its people have profound influence in the overall tourist experience. Tourism was a promoter of employment in the region. One can find lot of hotels ranging from small lodges to 5 star hotels, multi cuisine restaurants, shops, arts & handicrafts, travel agencies which created huge job opportunities for the local people. People took lot of pride in serving the tourists. One of the key observations in the local community is their positive attitude towards tourism development. Another factor of demonstration effect is the adoption of tourist behaviour and consumption patterns of local residents, especially young people. (Rivers 1973).

 In 1984, Mahabalipuram gained a status of „World Heritage

Site‟ by UNESCO. Archaeological Survey of India has placed their best possible efforts to protect the site. As per UNESCO & ASI, there shouldn‟t be any shops or activities near the monuments (300mts).In Mahabalipuram, one can find shops very close to the monuments resulting in people polluting the place by throwing the waste and eatables in the monuments, also heavy vehicles and cars passes very close to the monument which can have a drastic effect on the same. In addition to this, most of the tourists touch the sculptures and some climb on the monument to take photographs hascaused the defacing of the sculptures. The Ministry of Tourism and culture is financing multicrore projects called “Integrated Development of Mahabalipuram”. This plan will ensure that the monuments will have better fencing, parks and even the monuments will be connected through better landscaping and so on. This will help to enrich the celestial beauty of the place and might attract more number of tourists. On the other hand, the people of Mahabalipuram have a sense of fear and hesitant to move away from the heritage site .They feel that their livelihood might get affected .The government must ensures people that there will be enough job opportunities and establishment of facilities. They must also try to instil awareness that developing Mahabalipuram will bring more tourist inflow which will help enhance the standards of living. Tourism in Mahabalipuram is a seasonal business where most of the foreign tourist visits the place during November to March. The people of Mahabalipuram try to make most of the money during season time. Nowadays, they feel that the cost of living is very high and a few left the traditional business of sculpture making and ventured in to auto and taxi business to improve the standard of living. Tourism is undergoing a stage of drastic transformation. There is a noticeable change in the number of tourist arrivals, tourist spending and consumption patterns of facilities, duration of stay, activities at the sites. There can be increase in number of staff to exercise strict control a gainst people touching the monuments. Most of the domestic tourist sees Mahabalipuram as a mere picnic spot. The department of Tourism should try and elevate the image in the minds of the people through marketing and other initiatives. Department of Tourism, Government of Tamilnadu has taken initiatives such as:

• New parking spaces of 8 acres for visitors

• New Bus terminal to avoid congestion and modern facilities.

• Enhancement of the place where Indian dance festival happens every year

• Maritime Heritage museum in Mahabalipuram.

• Enhanced auditorium facilities.

• Light and sound shows.

• Focus on improving sculpture making business. Tourism, if planned, controlled and

properly monitored, can help in achieving the desired stages of development, but at the same time it has tremendous possibilities to cause deleterious impacts on the socio - cultural environment of the destination, if it grows unplanned and uncontrolled. If the plan of “Integrated Development of Mahabalipuram” gets implemented, Mahabalipuram will be the best tourism destination. So attempts must be focused towards protection and conservation of the uniqueness which Mahabalipuram offers to the world of tourists. The government must have serious concern over the sustainable socio - economic development of the place.

**SUSTAINABLE DEVELOPMENT OF TOURISM:**

 Tourism development refers to all activities that are associated with the provision of facilities for tourists at a destination (Hayward, 2002). It includes human resource development which involves training the personnel that will help to achieve goals. These well trained employees will develop policies that will be well in line with the expected results, policies like how many visitors a destination can receive at a time and carrying capacity of an attraction area. The other area of tourism development is marketing strategies that support the tourism industry. Responsible marketing that champion the policies made and infrastructure developments that will support different components of tourism such as transport, accommodation and attractions. Today, tourism has become a profound social and political phenomenon affecting the world order and the economy of many countries. The change in paradigms concerning the basic principles of the development of tourism took shape in the form of the concept of "sustainable development of tourism". In order to maximize the contribution of tourism to economic development, to the creation of new jobs and the strengthening of institutional capacity, governments of countries need to make efforts to integrate the tourism sector into the national economy, encourage investment in the tourism industry and use tourism revenues for infrastructure development, agriculture and services. The goals of sustainable development of tourism are aimed at eradicating poverty in all its forms, combating inequality, increasing the role of human potential implementation and addressing the challenges of climate change. This approach marks the beginning of a new stage in the development of the tourism industry, in rethinking the place and role of developing countries in the development of international tourism. Features of natural resources, historical and cultural heritage, and availability of labor resources create conditions for the development of the tourism industry in developing countries. For many developing countries, foreign tourism has become a real source of increased incomes and growth of the national economy. Airlines, industrial concerns, banks, insurance companies, various funds are becoming more active in the tourist business sector. To the greatest extent, due to its natural basis, the principles of sustainable development of tourism are met by ecological tourism. The basis for its dynamic development is the constantly growing consumer demand for the tourism services.

**Conclusion**:

 Tourism is vital for many countries, such as Maldives, Sri Lanka, Thailand, Japan, Portugal, Switzerland, Argentina, Mauritius, Malaysia, Oman, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres. India is a vast country and so of its beauty. So tourism is very important in major regions of our country as well. Tourism industry is one of the key industries for driving the nation economy. Tourism has become more comprehensive of novel ideas. To sustain tourism industry it required, a substantial long term government support, extensive training, research and planning processes in order to grow and flourish. Tourism industry play the vital role for the nation building and economic stability of the nation so the entrepreneurship became a gift in tourism industry with the cause of environmentally preserved, economically beneficial and sustainable development for the localities and their development.

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