

## TOURISM AND DEVELOPMENT IN KALRAYAN HILLS

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### **ABSTRACT**

*As tourism is one of the fastest growing industries today, thus within the tourism industry events are getting more important. People have become more interest in events of all kinds, and will travel far away to participate in events that they find interesting. Events can offer various economic and social benefits for destinations, in kalarayan hills tourism and development. And therefore destinations people can should employee events effectively in tourism role, descriptive study was tourism and development. The major objectives of the study are known as tourism and development of the kalarayan hills.*

**Key Words: Tourism and Development.**

### **INTRODUCTION**

Tourism is the 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. Tourism 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.

### **EVENTS AND TOURISM ORGANISATIONS**

Events as a destinations marketing and development strategy in order to gain several economic and social benefits have received a lot of attention during recent years. However, how widely or systematically events are actually used a renounce to the lack of studies on how events are actually used to attract tourists to destinations is another story.

This study was lunched as a response to the lack of studies on how event tourism strategies are used in destinations. This study has been directed to tourism strategies of these organizations aim has been to explore the event tourism strategies of these organizations. In order to answer the main problem, how tourism organizations work strategically with events, three research questions were formulated. Firstly, attention was directed to the role events play in the overall strategies of tourism organizations.

### **IMPORTANCE OF TOURISM**

The Indian slogan 'Athithi devo bhava' means that guests are like God. Indians have been highly hospitable and this trend is still present in modern India. A guest is revered. Intricate arrangements are made for a guest who comes home for a holiday. The family plans well for the comfort stay of a guest. Going to a broader picture, the tourist visiting India find our country very enigmatic. They have a quest to watch the villagers walk on the rope, eat the butter with rotes and partake in the ritual dance after sunset.

Foreigners love India as it is a storehouse for art, culture, dance and drama. The ethnic culture is present in clothing which attracts several shoppers who love to collect trinkets and serious artifacts. Responsible tourism is conducted by way of giving the tourist the right concept in tours. Their accommodation in government lodges

and private hotels is always a luxury. The importance to tourism is essential as they carry the picture of our culture and hospitality. Our courteous attitude reflects our inner self.

On the economic context, foreign currency in India can be gathered via tourism. Several tourist spots do well all throughout the year and special seasons do exceptionally well as the foreign through the place for sightseeing trips. A trip for any visitor has to be trouble free. With telecommunication network so strong it has become easy for a foreign visitor to have a pleasurable stay. Taxi cabs, translation books and a dependable guide make the trip interesting. The hygiene conditions in the areas are improving and the well maintained hotels and tourist spots are an all-around attraction.

The Ministry of tourism is looking for new ways to encourage tourism in India. It is very much essential for a visitor to enjoy the stay and this is enhanced by facilities like road transport, guides and good hotels. Many hotels have multi cuisine to accommodate the choices of foreigners who generally kind the Indian food very spicy. Tour operators are very systematic with their plans. Complete details about weather conditions, clothes required and facilities are given to the tourists to help them prepare for a holiday.

### **GOAL OF TOURISM**

Decision of the national level has to be taken by the government, preferably in consultation with various interests involved. A national policy is called for incorporating the directions in which tourism development should take place. The policy should also spell out national goals and objective.

### **OBJECTIVE**

1. Preservation of culture resources and the heritage of kalarayan hills tourism development.
2. To maximize economic benefits in terms of improvements of standards of living of the people.
3. Generation of new employment, kalarayan hills people.
4. To promote responsible and community-based tourism so that locals can enjoy increased socio-economic benefits and improved environment.
5. To create public awareness and involvement in the gain of tourism.

### **NEED OF THE STUDY**

Tourism links man to man, community to community, and civilization to civilization. In the present time when people have lots of money in their pockets, leisure at hand, easy mobility with numerous means of transportation, scope of travel and tourism have expanded. Tourism now is not restricted to leisure. Time activity elope indulge in but in now influenced many aspects of life like economic, social, political, geographical, culture on both national and international level tourism has vital most promising and growing sector of society. it is not without the status of an industry. Thus it has been assigned the status of an industry. Thus it has to be managed and organized on the basis of sand principals of business, management and economy.

### **BENEFITS OF TOURISM**

There are a number of benefits of tourism for both the tourist and the host destination. On a large scale it offers a good alternative to some more destructive industries for generating income both on nationally and privately.

The tourism industry encompasses many different areas, so it also creates jobs in many different areas. With tourism come hotels, restaurants, car rental agencies, tour companies, service stations, souvenir shops, sports equipment rentals, and much more. All of this creates many different levels of employment for people in a given community.

In many places the introduction and development of tourism allows local people an opportunity for economic and educational growth that would not otherwise be available. In addition, it allows both the tourist and the local community a chance to experience other cultures, which broadens understanding.

If properly used, tourism generated income can be tremendously beneficial to the host country and its local communities. Tourism generated income can be used on a national and local level to better education, improve infrastructure, to fund conservation efforts, and to promote more responsible tourism.

### **HARMFUL IMPACTS OF TOURISM**

Although tourism can be very beneficial, especially economically, to the host destination, there are many strings attached. Tourism inevitably brings with it environmental and cultural degradation. Though these impacts are closely entered twined, here they will be addressed separately.

### **TOURISM: THE MAJOR FACTORS**

The following are some of the factors influence of tourism and development in kalarayan hills area.

1. Diversity and vitality of already exiting tourist activity.
2. Size of the exiting populations.
3. Whether the facilities were planned and planted in the area (or) national attraction.
4. Availability of land and natural resources.
5. Impact on the local community-benefits and social costs.
6. Attitude of the local people towards the tourism projects.
7. Magnate and speed of development.
8. Whether the area is extensive for future expansion or only limited expansion is possible.
9. State of the local economy –options of alternative development.
10. Availability of local manpower a dynamic population.

### **ENVIRONMENTAL IMPACTS OF TOURISM**

Tourism has vastly different faces, as different people enjoy different types of vacations. An all centric traveler would enjoy backpacking through a distant jungle with little more than the bare necessities while some people prefer a beach front luxury hotel with all the comforts and conveniences of home.

The introduction of the "mega resort" has been one of the most economically successful and environmentally destructive additions to the tourism industry. Large corporate owned resorts, which are usually based in countries other than those in which they exist, rarely give back to the local communities on which they depend and thrive. More often than not, lower level positions such as maids, cooks, waiters, and bellhops are available to the local residents while upper level and management positions are reserved for corporate immigrants.

These resorts take away from smaller scale, locally owned establishments and do not contribute to the local communities in a positive manner. Large resorts are very rarely environmentally friendly, and in turn do not normally attract an environmentally conscious clientele.

Not only does heavy construction aid erosion (especially in tropical climates) but essentially, construction and development equals pollution. Tourist generated pollution comes from things such as rental car exhaust and oil leaks, machinery used to build hotels, commercial airplanes, and airport construction just to name a few (McLaren, 1998).

To a greater extent, after the completion of construction, tourists as a group consume a tremendous amount of natural resources and produce an equally tremendous amount of waste. The influx of tourists into a community creates a transient but permanent population increase (McLaren, 1998). Two major problems arise from a sudden population increase: an over consumption of resources, and an over production of waste. Over consumption causes problems such as water shortages, frequent loss of electricity, and over fishing of local waters. The over production of waste is an ever-present threat to tourist communities. This shows itself in the form of water and air pollution, litter, and the frequent overflow of sewage systems. As a result of these types of waste many places experience loss of potable water, loss of local animal populations, and the spread of disease and infection.

The degradation of local infrastructure results from the heavy traffic of cars and tour buses. This is especially a problem in developing nations where cars are not a household item and roads and bridges were not designed to withstand heavy traffic. In situations involving tourist oriented corporations that return most of their profits to their own countries, the host communities are left to foot the bill for repairing the damages.

### **CULTURAL IMPACTS OF TOURISM**

In addition to tourism's environmental impacts on host destinations, there are also many important cultural issues to consider. Some of these issues result from the environmental impacts that carry over into the community. For instance, the inability of local business owners to compete with large corporations. Development of land also causes land prices to rise so that local residents cannot afford to buy. Most tourists are oblivious as to the extent of the impact they have on their host community.

Even a very conscientious traveler can bring infection and disease to a host destination.

An estimated 90% of indigenous peoples in the Americas died due to exposure to disease brought over by Europeans (McLaren, 1998). Although that was a very long time ago, many "exotic" travel destinations are not as medically advanced as the more developed countries still today.

The tourism industry has a tendency to view local people as either a pool of waiters, bellhops, laundresses, and gardeners; or performers and spectacles for the tourists to see. This is evident even in our own Native American reservations.

Things as simple and thoughtless as a tourist walking through a local market in little more than a bathing suit, not only offend, but contribute to the undermining of social standards. This type of tourist behavior demonstrates a lack of respect for the local culture. As local residents witness this lack of respect, they also witness the fact that many of the tourists are enjoying luxuries (i.e. heated water for bathing) that are not available to them. The combination of these things can cause tension between the local residents and the tourist population. And often to a further extent there is an increase in crime, mostly in the way of petty theft and pick pocketing, but sometimes sexual assault. Yet another cultural impact of international tourism is the substitution of a "monoculture" as westernized goods, services, and ideas are imported into the host destination. According to NGO Third World Network president, Martin Khor, globalization is the leading threat to local communities especially in the global, (McLaren, 1998).

### **GOVERNMENT ROLE**

Government has to create a favorable climate for investment through regulating and fiscal measure. Since most private investors would expect a reasonable return on investment special financial incentives are necessary to make tourism investment attractive. A tourism project at the time of making investment and subsequently at the operational stage participation in the development of a tourism plan by government may be more attractive to a investor if the government offers.

### **KALRAYAN HILLS TOURIST PLACES**



Kalrayan Hills having tourist attraction like Megam Falls and Perilya Falls Gomukhi Dam at the Kalrayan foot hills. The Kalrayan Hills are a major range of hills situated in the Eastern Ghats of the southern Indian state of Tamil Nadu. Along with the Pachaimalai, Javadi, and Shevaroy hills, they separate the Kaveri River basin to the south from the Palar River basin to the north. The hills range in height from 2000 feet to 3000 feet and extend over an area of 1095 square kilometers.

The hills straddle a number of Tamil Nadu districts, extending northeast from the Salem District. The range serves as a boundary between the Salem and Villupuram districts. The Kalrayans are divided into two sections the northern section, referred to as the China ("little") Kalrayans, and the southern section, called the Perilya ("big") Kalrayans. The China Kalrayans average 2700 feet in height, while the Perilya Kalrayans average 4000feet.



The range as a whole is fairly smooth, with soil well-suited for plant growth. Scrub jungles reach up to 400 meters in altitude, while deciduous forests can be found between above 800 meters. Shoals, a type of high-altitude stunted evergreen forest, can be found growing on isolated plateaus. Though the forest stand is growing, due to "habitat uniqueness, human impacts and cultural tradition," conservation efforts are needed.



As I take the lonely steps that lead towards the Gomukhi Dam, the dim silhouette of the Kalrayan hills is visible against an inky black sky. The rippling waters are lit only by a thin crescent moon and a couple of winking stars. I am not really sure why I chose to visit the dam site at dead of night. RLTs after all are for day-trippers. But the effect the stillness of the dark has on me is puzzling n enigmatic mix of calm and fear.

I take the bus to Kallakuruchi, a bustling town that lies 20 km from the dam and do what I should perhaps have done in the first place — find a lodge to spend the night. Another bus to Vellimalai the next morning on a road that runs uphill like a coiled cable.

On someone's advice, I check out the Periyar Falls first, which lies just short of the village. But all there is a disappointing trickle of water; apparently, this becomes a veritable flood during the monsoon season. The assurance that walking another few kilometers would take me to the Pudur Megan Falls and make up for this

non-show keep my spirits up. But the narrow 4-km pathway and warnings that it would be foolish to venture alone dissuade me from making the journey.

At an altitude that ranges from 315 meters to 1190 meters, the Kalrayan hills roll out like an uneven carpet across Villupuram and Salem districts. Covering an area of 600 sq. km, these hills provide an expansive space for wandering about. However, there are not many places of tourist interest in this area, the few hamlets being far from appealing. This leaves any tourist who wants to come to these parts with only one option exploring the area with an open mind and at his or her own pace. There are forested patches here which are unspoilt and good for trekking, the weather is invariably pleasant and there are a great many dormant waterfalls that spring to life in the monsoon months.

How to get there From Chennai, you may take a direct bus to Kallakurichi or via Villupuram. From Kallakurichi, there are buses that will take you all over the hills but these are infrequent.

Hiring a cab from Kallakurichi is a better option, though the best bet would be to set out in your own conveyance from Chennai.



Megam Falls is located 5 km from Kachirayapalayam, Kallakurichi. The water falls from top the hill which is 500 meters high. The roar of the falling water is audible from a distance. This hill is not a part of Western Ghats and normally the rainy session starts from July to October which comes under South East Monsoon. The Megam Falls looks as much as beautiful between the months of September to December.

### **KALRAYAN HILLS RIVER**

A picture of 'Kalrayan Hills River Top View', this photo is taken in the destination of Chinnakalrayan hills vadakkunadu in the state of Tamil Nadu in the country of India. All pictures on this site are displayed according to Panorama's Copyright Policies. You can add your photo(s) to this gallery via the link below, or you can click here to see more photos of Chinnakalrayanhillsvadakkunadu, India



### **TOURISM AND DEVELOPMENT OF LOCAL ECONOMY**

**Tourism** is a multifaceted economic asset by itself, it's not an industry but is a cross section of the whole economic growth as far as the tourist centers are connected. A popular tourism attraction by its self-good economic resources gifted to the people either by nature or by furthers. It does not suffer depreciation, depletion wastage, etc. normally an associated with other economic resources.

### **SOCIAL IMPACTS OF TOURISM**

Tourism is a socio culture event for the traveler and the host. Past of travel's attraction is the opportunity to see different areas of the kalrayan hills and observe different cultures and ways of life. National Travel brings the residents of rural industrial societies to less developed culture. The contrast between resident and visitor under these circumstances can be startling due to differences in people life style, culture value, and economic development. Such contracts can also occur with domestic tourism. This kalrayan hills travel bring people of different basic grounds and life. Styles to gather and can lead to conflict concerning and use and economic priorities in the kalrayan hills areas.

### **THE ROLE OF TOURISM IN SOCIO ECONOMIC DEVELOPMENT**

One of the significant economic features of tourism which applies equally to domestic of and international tourism. is the that income earned in place of "Residence "is spend in places "visited "in this ways, tourism is responsible for transfer of vast sums of money from the "generating" to the to the "receiving" economics.

### **CONCLUSION**

In kalrayan hills tourist places undertaking involved in various sectors to tourism. In terms of economy ranging from agriculture, forest to tourism. In terms of investment and range of activity, these units have shown positive of their improvement in economic activity below targets. The tribal development with tourism is concerned. By striking a balance between tribal development and tourism, it is endeavor red that the tribal become a part and partial of the economic system of kalrayan hills developments.

This would not only ensure a positive response towards all these activities but also increasing some employment to these people. Also government has much interest in the tourism and development in the kalarayan hills.