Destination Competitiveness in South Tamil Nadu

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Abstract: India has an impressive heritage, culture, art and history which many other countries in the world do not have. Tourists are now travelling for pleasure or family reasons, health or for business purposes from one country to another or within a country. When a large number of foreign tourists come to India, eventually, it gets India potentially a good hub for earning foreign exchange. In order to augment foreign exchange, the country has to provide attractive tourism services which could satisfy their aspirations. In turn, the satisfied tourists repeatedly visit India and trigger others to visit India with their friends, relatives and others. Hence, development of tourism and its services in India have become an important industry.

Keywords: Tourism, Destination Competitiveness, Tourism Marketing, Tourism Attributes.

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