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(57) Abstract :

The aim of the present study is to examine the impact and importance of tourism promotion in Tamil Nadu, with special reference to the Kanyakumari district. The specific objectives are to conduct an assessment of the effectiveness of existing campaigns at the national level and their impact in Tamil Nadu and the Kanyakumari district, examine the various campaigns against the available spectrum, evaluate the impact of various measures taken through centralized campaigns in collaboration with the state government, evaluate the relative importance and effectiveness of the different means of communication used in the campaigns, analyze data and results and, in light of the analysis, make recommendations on corrective measures to be taken to make campaigns more effective with target segments (general public, service providers, and tourists) at the district level, examine the disturbances that trigger the successful promotion of tourism in the study area, and prepare suitable suggestions and action plans to systematically improve the effectiveness of promotional activities.

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