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Master plan for tourism development in Udhagamandalam- (Ooty- the queen of the hills)

Tourism is one of the fastest growing sectors which acts as an engine of growth in many countries. It is a composition of activities, services and industry that provides travel experience, entertainment, and other hospitality services available for individuals or groups. Udhagamandalam (Ooty) is one of the mass tourism destination located in the Nilgiris district the blue Mountains of the Western Ghats. It draws a large number of tourists every year. For Ooty, further growth is almost impossible, if issues like exploitation of resources, blind practice of non- native cultivation, extension of accessibility to pristine landscapes turn irresponsible and counter productive. The study was intended to bring out the interest and preferences of tourists visiting Ooty, to examine the satisfaction of the tourists and to investigate the problems encountered by them. Study identifies the issues and potentials of present Ooty town, and thereby an attempt is made to prepare a master plan for sustainable tourism development, Strategies that are formulated to revive the Cultural and Natural landscapes that would in turn negate the adverse effects of tourism boom at Ooty.

Keywords: *Tourism, Tourists, Tourism Development, Hill Station, Sustainable Tourism Development.*