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A study on tourism promotion and infrastructure availability in Tamil Nadu with special reference to Tanjore District

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Abstract---A very rapidly growing industry is tourism all over the world. In Tamil Nadu, Tanjore is one of the cities which is well-known for its heritage sites and temple towns. Many opportunities are being taken by Tamil Nadu for developing its tourism industry. Airavateswarar Temple, Brihadeeswara temple and Brihadeeswaram Temple are the sacred monuments located in Tamil Nadu. UNESCO has acknowledged these places as the World's Heritage Sites. In this paper, the promotion of tourism industry and infrastructure facilities are studied that helps in promoting all the tourist sites in Tamil Nadu most importantly, in Tanjore district. On the basis of primary data, the data was collected. Questionnaire survey was conducted for this study. Thus, the data was collected from the tourists who stayed in Tanjore district. From the collected data, the analysis has proved that Tanjore is worth visiting place for the tourists. It concludes that the performance of tourism sector in Tanjore is well in maintaining & developing the infrastructure facilities and it shows the best is provided for the provided for the tourists. As many researches have been done for the tourism industry, there has been only a minimal research done for the promotion of tourism and infrastructure facilities for Tanjore district, Tamil Nadu. This study has been undertaken for the future purpose. This paper gives some of the suggestions for even more improving tourism sector in Tanjore.

Keywords---Tourism, Tourists, Tourism promotions, Infrastructure facilities, Tamil Nadu, Tanjore.

Introduction

As already mentioned, one of the largest and rapidly growing global industry is tourism (Nuryanti, 1996). Several cultural & natural endowments are fundamental resources for developing the tourism (Jenkins, 1993). There can be seen the growth in the country's economy by the tourism and this is also one of the factors to attempt this study about tourism and infrastructural facilities (Venkatesan, 2015) especially for its development by choosing this renowned pilgrim and tourist centre of Tanjore district, Tamil Nadu, India (Dhar, 1997).

Tamil Nadu is called as the 'temple state of India' and all the temples in Tamilnadu will show a remarkable memorial, humbling gateways (Swarbooke, 1994) and carvings in Tamil Nadu (Hernández-Ávila, 1996). In Tamilnadu, Tanjore possess one of the most remarkable temple architectures with a living tradition of fine arts, music, folk arts and dance (Kamla-Raj, 2010). The whole world has been attracted by the culture and tradition of Tamil Nadu (Josan, 2009). More than 5000 years, a history characterizes this rich culture of Tanjore, Tamil Nadu (Ivakhiv, 2003). This research mainly endeavours to study more about promotion and Infrastructure facilities in the tourism industry of Tamil Nadu especially in Tanjore district.

Objectives

- To highlight the present status of tourism in Tanjore district.
- To study the tourism promotional factors in Tanjore district.
- To give an account of infrastructural facilities such as accommodation, food, transport etc. in Tanjore district.

Tourism in India

For international & domestic tourists, India is well-known as the great destination for spiritual tourism (C.P.Sokhalingam et al, 2013). In India, hospitality industry is one of the significant sectors in the world's tourism Industry. It has over 1000 restaurants and 2000 hotels enlisted under Federation of hotel restaurant association of India, by which lakhs of people are getting their employment (Anand, 1996). Additionally, investing in infrastructural facilities like tourism related services such as accommodation, transportation etc. lead to infrastructure development in the economy (Divya, 2020). Indian government is putting their effort for achieving at least 1% share in international tourist arrivals of the world by 2020 and also 2% share by 2025 (PTI, 2020). Statue of Sardar Vallabhbhai Patel also said to be 'Statue of Unity' with height of 184 metre which is the tallest standing statues in the world, was inaugurated in the month of October 2018 as the tourist attraction (Yang et al, 2020). It is implemented for boosting the country's tourism sector and also for put India on the map of world tourism (Cooper et al, 1998).

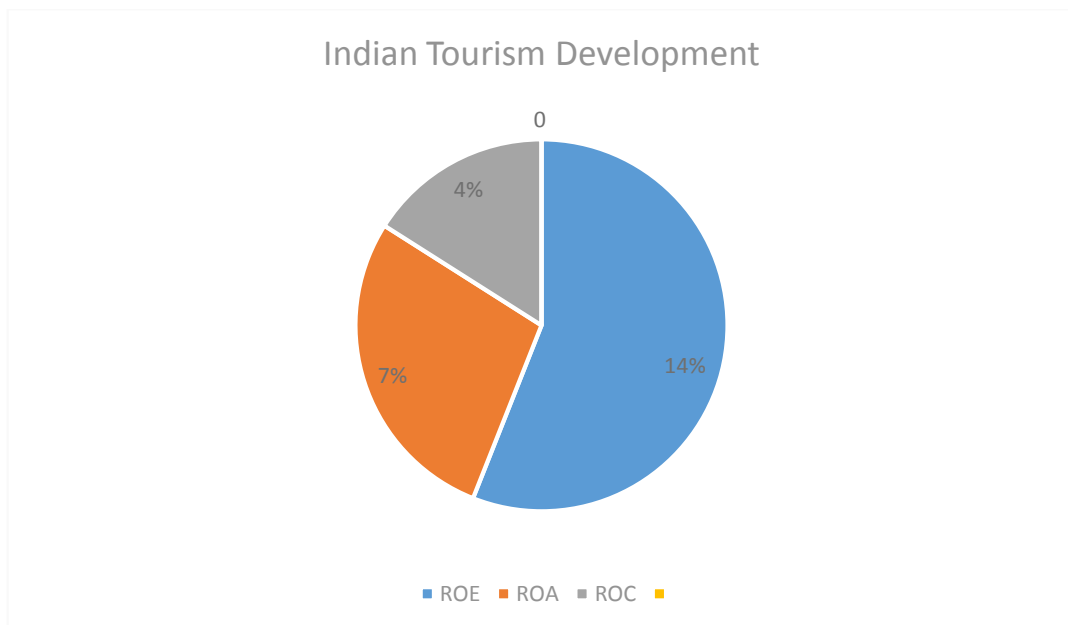


Fig 1.1. The performance of the ITDC between 2019 and 2020
Source: NSEI: ITDC Past Revenue and Net Income, July 24th 2019

On the basis of last 12 months, about 14% of ROE is possessed by India Tourism Development. The profit of rupees 0.14 was generated for the worth of ₹1 in equity of shareholders. Profitability of a company is measured by Return on Equity against the profit and it is used for most of the businesses. If ROE is high, it is a good thing. In addition, return on capital is 4% and the return on assets is 7% for tourism. India Tourism Development has a good ROE as the above image shows. It is good when compared to the average (6.9%) in the Hospitality industry.

Tourism in Tamil Nadu

Tamil Nadu has recognized the importance of tourism long ago and facilitated its development in desired directions (Chauhan, 2010). In Tamil Nadu, there are 4152 restaurants and more than 6000 hotels are affected due to lockdown in all over India and COVID-19 threat, process of reservation cancellation is being carried out which will adversely affect the hotel business and likely to face revenue loss in 2020 (Jennings, 2020). Tourism is currently one of the most affected sectors and the World Tourism Organization has revised its 2020 forecast for international arrivals and receipts, though it emphasizes that such predictions are likely to be further revised (UNWTO, 2020). The United Nations specialized agency for tourism expects that international tourist arrivals will be down by 20% to 30% in 2020 when compared with 2019 figures (Economic times, 2020). Fears of spread of corona virus during the month-long peak season starting mid-December 2019 and the subsequent lockdown later in Tamil Nadu (Financial express, 2020) have severely crippled the state's tourism sector, leading to job losses and an economic impact that may take months to heal (Senbeto et al, 2020). Sources in the hospitality sector claimed that 'lakhs' of persons across all

categories have lost their jobs since the lockdown period (Financial express, 2019).

In the Budget, the government said the overall cost of this project, including the upgrade of the infrastructure and provision of commercial hospitality and logistics infrastructure, was expected to be ₹2,000 crore (Business world, 2020). Funding would be through public-private partnership, with support from the Tamil Nadu Infrastructure Fund and private investors (PTI, 2020).

Heritage tourism in Tamil Nadu

Tamil Nadu is located alongside the coastline of Bay of Bengal, and offers breathtaking sights of the Western Ghats (Sathish Babu, 2000). The state is highly industrialized and has the metropolitan state capital of Chennai which is now the best-sought destination in India (Revathy, 2008) for its state-of-the-art healthcare units, IT, and biotechnology and is adjudged as the automobile capital of the country (Anand, 1996). The state of Tamil Nadu is also known for its excellent temple architecture. Kancheepuram, also called the “Golden City of Temples”, was once a proud capital of the Pallavas, Cholas and Vijayanagar Kings (Vijayalakshmi, 2021). Dravidian style of temple architecture is visible in most for the temples of Tamil Nadu (Sandra Fried et al, 2002). Many of the temples are huge with towering structures called gopurams (Sivakumar et al, 2019). Bharatanatyam is one of the oldest dance forms of India that originally performed in temples as part of the religious ritual (Srivastava Manesh, 2009).

Pride of Tanjore- Brihadeeswara temple

Tanjore “Big Temple” now turned one thousand years old. Rajarajachola I commissioned this greatest edifice of Tamil history and performed the sacred dedication of the temple in the year 1010, the 25th year of his reign (Sheeba Julius, 2012). In this temple Siva is known as Brihadeeswara - the Lord of the Universe and a gigantic stone “lingam” fills the sanctum sanctorum, sheltered by a Vimanam (towering roof) which pierces the sky at 216 feet tall (Ivakhiv A, 2003). It was built of granite stone during a span of six years and reflects the prosperity and opulence of the Chola kingdom (Vijayanand, 2012). The detailed inscriptions, as lengthy as 107 paragraphs, carved in stone at the temple (Hans, 2008), offer a peek into the temple’s construction, its rituals and offerings, and the many gifts it once received (Sivakumar et al, 2010). These inscriptions, along with the temple’s magnificent architecture and art tell us a lot about its patron, and show Chola Kings prosperous empire (Harish, 2010).

Tourism Promotion in Tamil Nadu

As Tamil Nadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad throng the tourist spots throughout the year. The spots get overcrowded during the seasons (Ministry of tourism, 2020). Tamil Nadu was given the status of ‘Prioritised States for massive development of tourism’. Because of this COVID-19 pandemic, the tourism industry is affected all over India, especially Tamil Nadu (Neumann, 2009).

Maximum of the tourism companies afflicted by Coronavirus Pandemic are now anxiously looking for interim relief to pay EMIs, instalments, taxes, and salaries to employees for at least six months (Economic times, 2020). Given the severity of damage, ICC (Indian Chamber of Commerce) thinks that Government should extend the time period to six months.

1. ICC also suggests six to nine months' moratoria on all principal and interest payments on loans and overdrafts, besides deferment of advance tax payments.
2. ICC would like to recommend a complete GST holiday for tourism, travel and hospitality industry for the next 12 months till the time the recovery happens.
3. The government announced Rs 1.7 lakh crore relief package aimed at providing a safety net for those hit the hardest by the Covid-19 lockdown. Business fraternity thinks that this amount is largely insufficient and Government should consider increasing the relief package to at least Rs. 2.5 Lakh crore to ride over the Covid-19 crisis.
4. We will also urge the Ministry to provide funds from the MGNREGA scheme to support the salaries of employees in the industry.

Beyond summer and winter vacationers, tourism traditionally depends on business travel (Israeli et al, 2011). The expectation in the tourism sector is that many firms will discover that they can conduct work efficiently on a remote basis and will come to see business travel as an unnecessary expense (Balkan insight, 2020). AARTI (Association for Agri And Rural Tourism In India) proposes to organise a global convention in January 2021 at Kumbakonam, Tanjore District in Southern India for developing the rural tourism by knowing what local communities want, have and do (Innovative, Responsible, Regenerative, Sustainable Tourism for Rural Development, 2021).

Initiatives taken by state government for tourism infrastructure

In India, new tourism has been released by many governments to augment the existing infrastructure and to promoting tourism industry (Josan, 2009). Several schemes are highlighted by policy for developing the overall tourism infrastructure.

Enduring efforts has been taken by Tamil Nadu Tourism for promoting tourist places by rendering fundamental needs such as car parking, drinking water, public convenience, road improvement, rest shed and so on for facilitating the tourists (Calderwood et al. 2000). Plenty of tourism activities are offered by the state. It includes sports tourism, heritage, leisure, pilgrimage, cruise, medical, adventure, eco, education, business and culture (Orfila-Sintes et al, 2005). The state is having UNESCO recognized World Heritage Sites and it includes Great Living Chola Temples such as Brihadeeswarar Temple (Thanjavur), Brihadeeswaram Temple (Gangaikonda cholapuram) and Airavateswarar Temple (Darasuram) as well as Nilgiri Mountain Railway and Mahabalipuram. The state government maintains these sites other than the infrastructural facilities (Dhar, 1997).

Strategy of the State Government

The following strategies have been taken by the state government (Dr. Balu & Senthikumar, 2016) to upgrade the existing tourism infrastructure and building up new infrastructure for developing the overall tourism in the state (RTE, 2020).

1. Enhancing tourist services, connectivity and utilities
2. Priority tourism infrastructure in high potential tourism circuits.
3. Promoting socially inclusive tourism development and culturally and environmentally sustainable
4. Developing Eco-Tourism holistically by causing no damage to wildlife and environment
5. Developing Niche Tourism, Meetings, Incentives, Exhibitions (MICE) Tourism etc. for tourism infrastructure

Goals of Tourism Department

1. Earning foreign exchange for the country
2. At international and national level, promoting Tamil Nadu as a priority tourist destination.
3. Creating and rejuvenating more tourism infrastructure and the existing tourism infrastructure in the State.
4. For the tourists visiting Tamil Nadu, providing world class services.
5. Showcasing the diversified cultural monuments & heritage of architectural majesty.
6. Exploring and identifying the lesser known tourist locations to promote this industry
7. Creating and generating avenues and employment in Tourism Industry.

Research methodology

Nature of the study

This research is taken to study on the promotion of tourism industry and the infrastructure facilities in Tamil Nadu especially, Tanjore district.

Nature and sources of Data

The primary data has been collected for this particular study. The data is collected from 200 samples. The other relevant data for this study is collected from the sources like journals, magazines, articles, internet resources etc.

Tools used:

The tools which have been used for this study to collect the primary data are as follows:

1. Crosstab
2. Independent sample t test

The tables are given for the better understanding of the data collected.

Variables used for the analysis

Tourists, infrastructure facilities (accommodation, hotels, travel agencies etc) which are the variables considered for the research purpose.

Data analysis and interpretation

Table 4.1.
Collected data from the tourist respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	116	58.0	58.0	58.0
	Female	84	42.0	42.0	100.0
	Total	200	100.0	100.0	
Age	18-24	72	36.0	36.0	36.0
	25-30	86	43.0	43.0	79.0
	More than 30 years	42	21.0	21.0	100.0
	Total	200	100.0	100.0	
Marital status	Married	119	59.5	59.5	59.5
	Not married	75	37.5	37.5	97.0
	Prefer not to say	6	3.0	3.0	100.0
	Total	200	100.0	100.0	
Occupation	Student	51	25.5	25.5	25.5
	Worker	96	48.0	48.0	73.5
	Retired person	53	26.5	26.5	100.0
	Total	200	100.0	100.0	
Monthly income	Less than 25,000	66	33.0	33.0	33.0
	25,000-50,000	57	28.5	28.5	61.5
	50,000-100,000	55	27.5	27.5	89.0
	More than 1,00,000	22	11.0	11.0	100.0
	Total	200	100.0	100.0	
Visit Tanjore	Pilgrimage	52	26.0	26.0	26.0
	Meeting friends & relatives	50	25.0	25.0	51.0
	leisure	81	40.5	40.5	91.5
	Business meeting	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

Length of the trip	2 Days	73	36.5	36.5	36.5
	3 Days	43	21.5	21.5	58.0
	4 Days	47	23.5	23.5	81.5
	More than 4 Days	37	18.5	18.5	100.0
	Total	200	100.0	100.0	
Mode of Transportation	Car	74	37.0	37.0	37.0
	Bus	51	25.5	25.5	62.5
	Train	37	18.5	18.5	81.0
	Others	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

From the above frequency distribution, the table 1 shows that 58% of sample tourists were male and 42% if tourists were female. This distribution shows that most of the tourists were male who shows high interest on tourism compared to female tourists. From the age-wise distribution frequency, it shows that 36.0% of tourist respondents are participated in the study within 18-24 years, 43.0% of tourists lies between 25-30 years and 21.0% of respondents are more than 30 years. This distribution shows that most of the tourists who are within 25-30 shows greater interest in tourism.

119 respondents are married and 75 respondents are not married in 200 sample tourists. While concerning about the Occupation, 48.0%) of respondents are workers and others are students and retired person. The frequency distribution shows that most of the sample tourists are earning in the range between 25,000-1,00,000 in which it shows only minor differences in the monthly income of respondents. It shows that 40.5% of tourists come Tanjore for leisure time, 26% tourists come for pilgrimage, 25% tourists visit for meeting friends/family and 8.5% tourists come for business meetings. The length of the trip shows that 36.5% tourists are staying for 2 days in Tanjore and 63.5% tourists are staying for 3 days or more than 3 days as per their plan. It also shows that 37.0% tourists use car for their transportation and 25.5% tourists use bus and 18.5% use train.

Table 4.2.
Advantages in Tanjore Tourism

Advantages in Tanjore tourism					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family labour	38	19.0	19.0	19.0
	Less cost	61	30.5	30.5	49.5
	Can take advantages from available resources	45	22.5	22.5	72.0
	All of the above	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

The above distribution shows that the less cost of resource are 30% which is higher compared to other advantages. The availability of resources is 22.5% and family labor is 19%. Comparatively, the less cost gives the major advantage in Tanjore tourism which is shown in the above table 2.

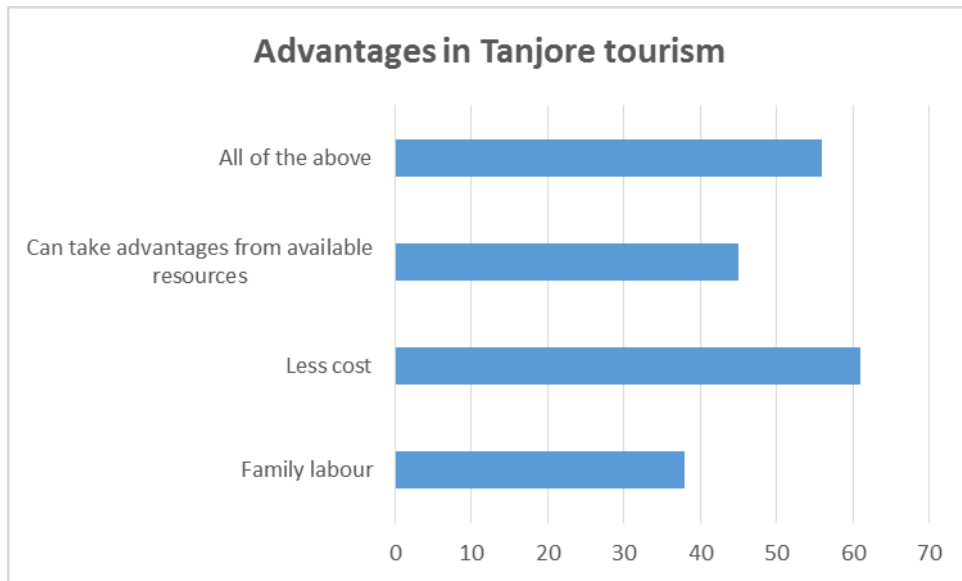


Figure 4.1. Advantages of Tanjore tourism

Table 4.3.
Disadvantages of Tanjore tourism

Disadvantages in Tanjore tourism					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lack of skills & knowledge on tourism	43	21.5	21.5	21.5
	Lack of information	75	37.5	37.5	59.0
	Lack of experience working in tourism	39	19.5	19.5	78.5
	Restrictions on communication & international exchange	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

From the above frequency distribution, 37.5% of tourists have the lack of information about tourism, 21.5% tourists have the lack of skills & knowledge on tourism & also 21.5% tourists have restrictions on communication & international exchange. Steps should be taken to change these conditions for the development of tourism in Tanjore which helps to attain the greatest growth in entire tourism industry.

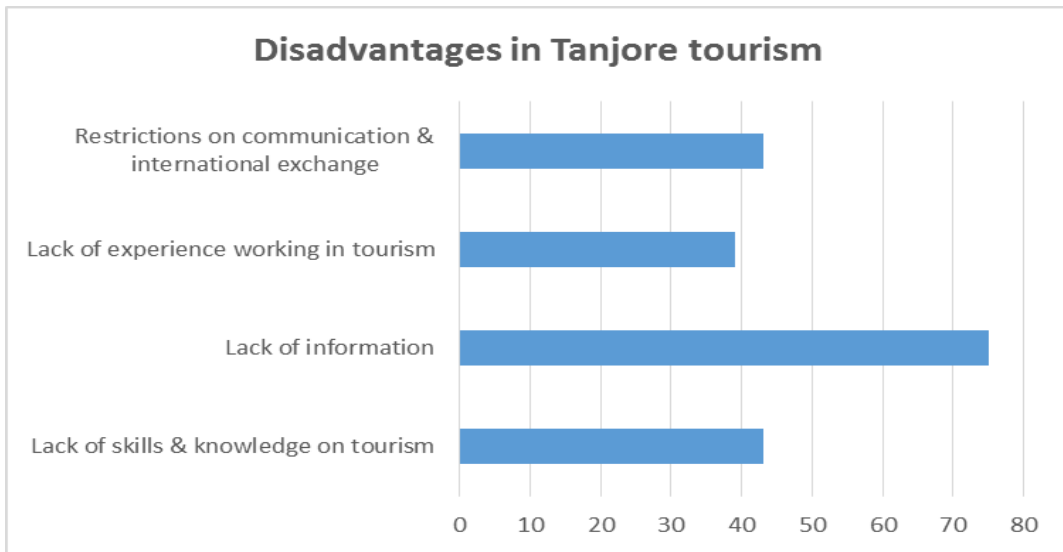


Figure 4.2. Disadvantages in Tanjore tourism

Table 4.4.
Crosstab (Infrastructure maintenance in Tanjore)

Crosstab				
		Infrastructure maintenance		Total
		Yes	No	
Opinion about tourism	Tourism helps to develop local economy	46	15	61
	Tourism helps to boot international cultural exchange	31	16	47
	Tourism preserves and develop local culture	23	16	39
	Tourism creates a large no. of jobs & income for local residents	29	24	53
Total		129	71	200
$X^2 = 5.950; p < 0.05$				

From the above table, the chi-square value is 5.950 and the significant value is $0.043 < 0.05$. Therefore, it concludes that there is statistically a significant relationship between the opinions in infrastructure maintenance.

Table 4.5.
Crosstab (Infrastructure facilities in Tanjore)

Crosstab				
		Infrastructure facilities in Tanjore are good at cinema theatres, hospitals, travel agency, bus stand etc.		Total
		Yes	No	
Opinion about tourism	Tourism helps to develop local economy	45	16	61
	Tourism helps to boot international cultural exchange	26	21	47
	Tourism preserves and develop local culture	19	20	39
	Tourism creates a large no. of jobs & income for local residents	32	21	53
Total		122	78	200
$X^2 = 7.301; p < 0.05$				

From the above table, the chi-square value is 7.301 and the significant value is $0.023 < 0.05$. Therefore, it concludes that there is statistically a significant relationship between the opinions about infrastructure facilities in Tanjore tourism which are good at cinema theatres, hospitals, travel agency, bus stand, healthcare services, accommodation etc.

Table 4.6.
Group Statistics (Accommodation, food, healthcare, transportation maintenance)

Group Statistics					
	Tanjore worth visiting	N	Mean	Std. Deviation	Std. Error Mean
Cost of food in Tanjore	Yes	142	1.48	.681	.057
	No	58	1.90	.810	.106
Water and sanitation facilities in Tanjore	Yes	142	1.46	.759	.064
	No	58	1.62	.834	.110
Availability of healthcare services	Yes	142	1.46	.731	.061
	No	58	1.64	.810	.106
Accommodation facilities such as hotels, private restaurants, lodges etc.	Yes	142	1.46	.750	.063
	No	58	1.62	.813	.107
Maintenance of	Yes	142	1.51	.760	.064

Transportation centres like railway station and bus stand	No	58	1.53	.731	.096
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Table 4.7
Independent sample t test

Independent Sample t Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cost of food in Tanjore	Equal variances assumed	2.096	.149	-3.720	198	.000	-.418	.112	-.639	-.196
	Equal variances not assumed			-3.460	91.621	.001	-.418	.121	-.657	-.178
Water and sanitation facilities in Tanjore	Equal variances assumed	3.030	.083	-1.338	198	.182	-.163	.122	-.403	.077
	Equal variances not assumed			-1.286	97.575	.201	-.163	.127	-.414	.089
Availability of healthcare services	Equal variances assumed	3.106	.080	-1.533	198	.127	-.180	.118	-.412	.052
	Equal variances not assumed			-1.468	96.845	.145	-.180	.123	-.424	.063
Accommodation facilities such as hotels, private restaurants, lodges etc.	Equal variances assumed	2.176	.142	-1.302	198	.195	-.156	.120	-.392	.080
	Equal variances not assumed			-1.258	98.721	.211	-.156	.124	-.402	.090

Maintenance of Transportation centres like railway station and bus stand	Equal variances assumed	.146	.703	-.174	198	.862	-.020	.117	-.251	.211
	Equal variances not assumed			-.177	109.856	.860	-.020	.115	-.249	.208

From the independent sample t test, the t value for Cost of food in Tanjore is $t(198) = -3.720$; $p < 0.05$; Water and sanitization facilities in Tanjore, $t(198) = -3.543$; $p < 0.05$; Availability of healthcare services, $t(198) = -2.533$; $p < 0.05$; Accommodation facilities such as hotels, private restaurants, lodges etc., $t(198) = -2.302$; $p < 0.05$ and Maintenance of Transportation centers like railway station and bus stand, $t(198) = -3.174$; $p < 0.05$. The positive significant difference from the p value shows the better infrastructural facilities are available in Tanjore and so it can be said that factors like Greeting or initial impression, guide, cleanliness, value of the service, communication before/after the booked experience etc increases the overall satisfaction value of tourists visiting Tanjore.

Findings, conclusion and suggestions

Findings

From this study, it is observed that

- 1) Resources are available at less cost which will be useful for the tourists and helps to develop the economy of tourism.
- 2) It is significant to highly focus on tourism industry because there is lack of knowledge and skills and communication in the field of tourism. It will be even more helpful for the promotion of tourism.
- 3) Chi-square value from the data analysis indicates that the infrastructure facilities and maintenance are good in hotels, theatres, restaurants etc.
- 4) It is proved that Tanjore is a worth visiting place for tourists because of the good maintenance of infrastructure facilities and also cleanliness, service, initial impression etc. which finally leads to the promotion of tourism.

Conclusion

In this paper, the problem of tourism Industry in Thanjavur district, the problems faced by the tourists and the factors accountable for developing and promoting tourism industry are identified in the study area. All the steps are taken by government of that particular study area for the development of tourism. So as to improve the tourism activities in the study area, some of the significant schemes are provided by the government for developing and setting up the tourism concerning with transport facilities, lodging & boarding, vicinity, hygiene and infrastructure facilities. The local city corporation, central and state government play a major role in promoting some of the modern schemes to develop tourism industry. If these steps are implemented by the government, Thanjavur will be a prime centre in the tourism map of India.

Suggestions

Some of the suggestions are given below which is required for this study area to reduce certain problems:

- 1) To increase the ratio of foreign tourists in a particular study area, it is significant that some of the corrective measures have to be taken by State as well as Central government of India for improving the infrastructural facilities in this study area.
- 2) Spreading awareness and education about the significance of tourism will be helpful for the development of tourism sector and also improving business involved in the community, government and private sectors. It is important to maintain good relationship between ITDC and State Tourism Department.
- 3) From the tourist perspective, hygiene and cleanliness are very significant. Since, the tourist may be dismayed by public nuisance such as urinating near the tourist place. To avoid these types of nuisances, local authorities should supervise tourist areas.
- 4) As the walls of Tanjore Brihadeeswara temple give the virtuous look for the temple, some couples and school/college students are scribbling their names on the temple walls. The walls should be restored by taking certain actions.

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