

DEVELOPMENT OF CULTURAL HERITAGE TOURISM IN KANCHEEPURAM DISTRICT OF TAMIL NADU

Dr.R.Kalaivani¹ Dr.V.Madha Suresh²

Research Scholar¹, Professor²
University of Madras, Chennai – 600025

Abstract: In this research work to analyze the development of tourism and trade industry in Kancheepuram, particular in heritage and cultural tourism the various statistical techniques have been used to interpolate the rate of tourists profile, mode of transport, types of accommodation, sources of tourism information and travel expenditure and the statistical data are projected in the form of spatial map to have an holistic view of tourism profile of the study region. For quantitative analysis of the study area, there are 213 number of samples in the tourists category in which 56 samples were collected from Kancheepuram, 77 samples were observed from Tirukazhukumdrum, 30 samples were taken from Uthiramerur, 22 samples were recorded from Sriperumbadur, 10 samples were studied from Tambaram, 18 samples were found in Chengalpet, 31 number of samples in travel agencies category and 54 samples were collected in hotel category. The outcome from the analysis are used for strategy planning in terms of promotion of tourism industry and also highlight the problems faced by tourists in Kancheepuram.

Keywords: Kancheepuram, Heritage, Tourism, Spatial Map.

I. INTRODUCTION

Nowadays tourism industry has turned into a key driver of socio-economic progress during the creation of jobs, enterprises and infrastructure development globally. Over the past six decades, tourism has practiced continued expansion and diversification, to become one of the largest and fastest-growing economic sectors in the world. India has a huge potential to become a preferred tourist destination globally with equally the foreign and domestic tourist numbers rising every year. India sees the 11 largest tourist and inflow in the Asia-Pacific region and the 42 worldwide. The tourism industry has experienced incredible growth because of growing economy, higher disposable incomes, and improving infrastructure. The government has supported air connectivity, projection of states and increasing awareness, domestic and internationally, availability of trained guides, reasonably priced hotel accommodation, better tourism infrastructure, etc (FICCI, 2015). This paper deals with analysis of tourist arrivals, accommodation facilities, attractions, challenges of tourists, development of tourism and problems faced by the tourists based on the survey report. One of the main reasons that government supports and promotes tourism all over the world is that it has a optimistic impact upon economic growth and development (Ivanov and Webster, 2006). The development of tourism in broad term refers to the gradual evolution of tourism which is considered to be a factor of the productivity for a country's economy (Dritsakis, 2004). Tourism activities are considered to be one of the main sources of financial growth. It can be regarded as a mechanism of generating the employ as well as income in both formal and informal sectors (Khalil, 2007). Travel and tourism is the world's largest business and jobs creator across national and district economies (Aliquah, 2010). The speedy growth of tourism causes an increase of household incomes and government revenues through multiplier effects, improvements in the balance of payments, and growth of the tourism industry (Kareishan, 2010).

II. AIM OF THE STUDY

The main aim is to analysis the Development of Cultural Heritage Tourism in Kancheepuram District of Tamil Nadu

III. METHODOLOGY

The Study enlisted the outcome of qualitative analysis conducted in the Kancheepuram tourist's attraction spots. As the input of statistical process, there are 213 number of samples in the tourists category in which 56 samples were collected from Kancheepuram, 77 samples were observed from Tirukazhukumdrum, 30 samples were taken from Uthiramerur, 22 samples were recorded from Sriperumbudur, 10 samples were studied from Tambaram, 18 samples were found in Chengalpattu, in the category of travel agencies 31 number of samples and 54 samples were collected in hotel category. In the visitation profile of tourists, among the six centers, maximum of 45 number of samples interested in Tirukazhukumdrum which is one of the world heritage site followed by minimum samples of 6 number of samples voted for Tambaram region.

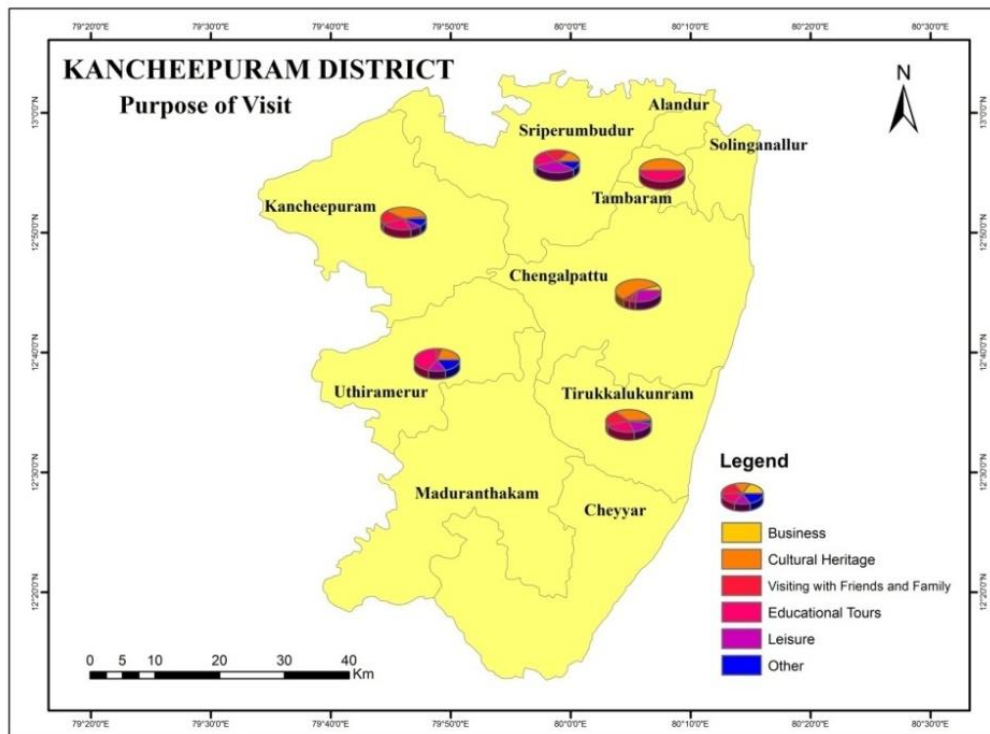
IV. DEVELOPMENT AND PROMOTION OF CULTURAL HERITAGE TOURISM

In this research work to analyze the development of tourism and trade industry in Kancheepuram, particular in heritage and cultural tourism the various statistical techniques have been used to interpolate the rate of tourists profile, mode of transport, types of accommodation, sources of tourism information and travel expenditure and the statistical data are projected in the form of spatial map to have an holistic view of tourism profile of the study region.

a. Purpose of Visitation

From the below map 1 demonstrates the purpose of tourists visit in Kancheepuram district. The maximum number of tourists fascinated by Cultural heritage sites among the total number of sample size. Purpose visit is playing key role of tourism survey which is decided the types of Tourism. Followed by Educational Tour purpose were scored 57 out of 213 sample and to conclude only few visitors came for the business purpose. since, it can be concluded that Kancheepuram district offers more opportunities for tourism and it is able to provide to the needs of different types of tourists. This is an encouraging aspect related to the potential promises of tourism contribution the study area of Kancheepuram district.

Map 1: Purpose of Visitation

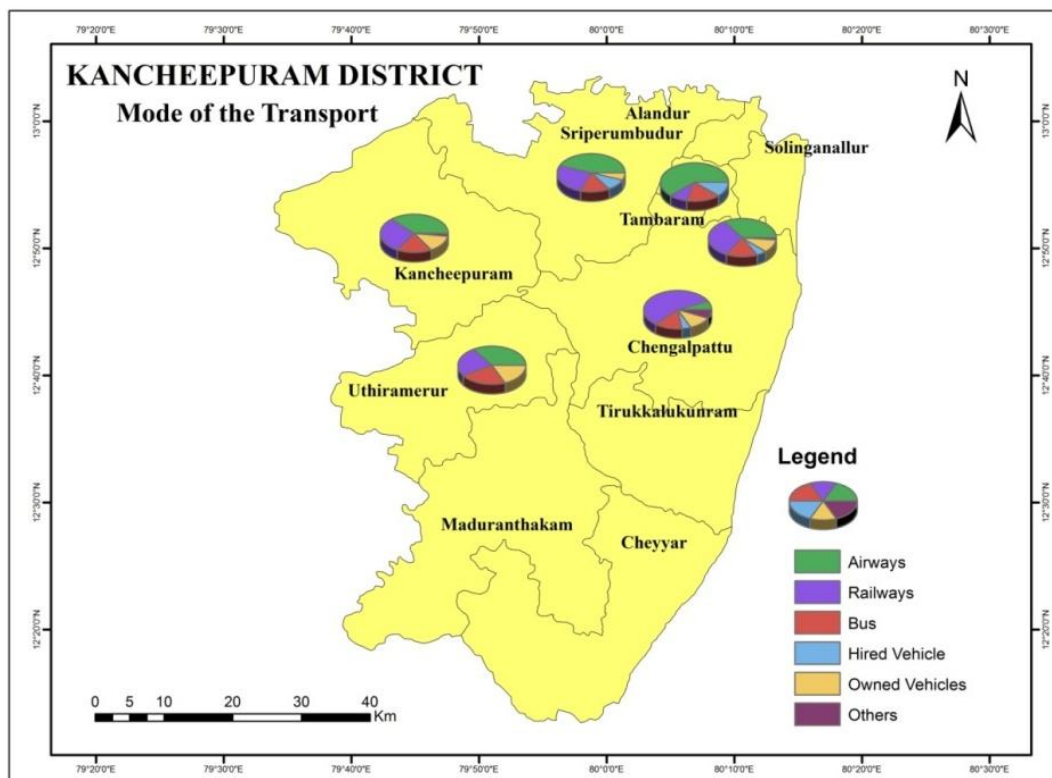


Source: Field Survey

b. Mode of The Transportations

From the below map 2 explains the mode of the transport which is used by tourists. Maximum of tourists used Airways and the range of traveler is 78 out of 213, followed by 58 respondents are used Railway, 44 respondents are used bus service, 22 respondents are exploited owned vehicles and finally few respondents were used hired vehicle and other mode of transport.

Map 2: Mode of the Transportations



Source: Field Survey

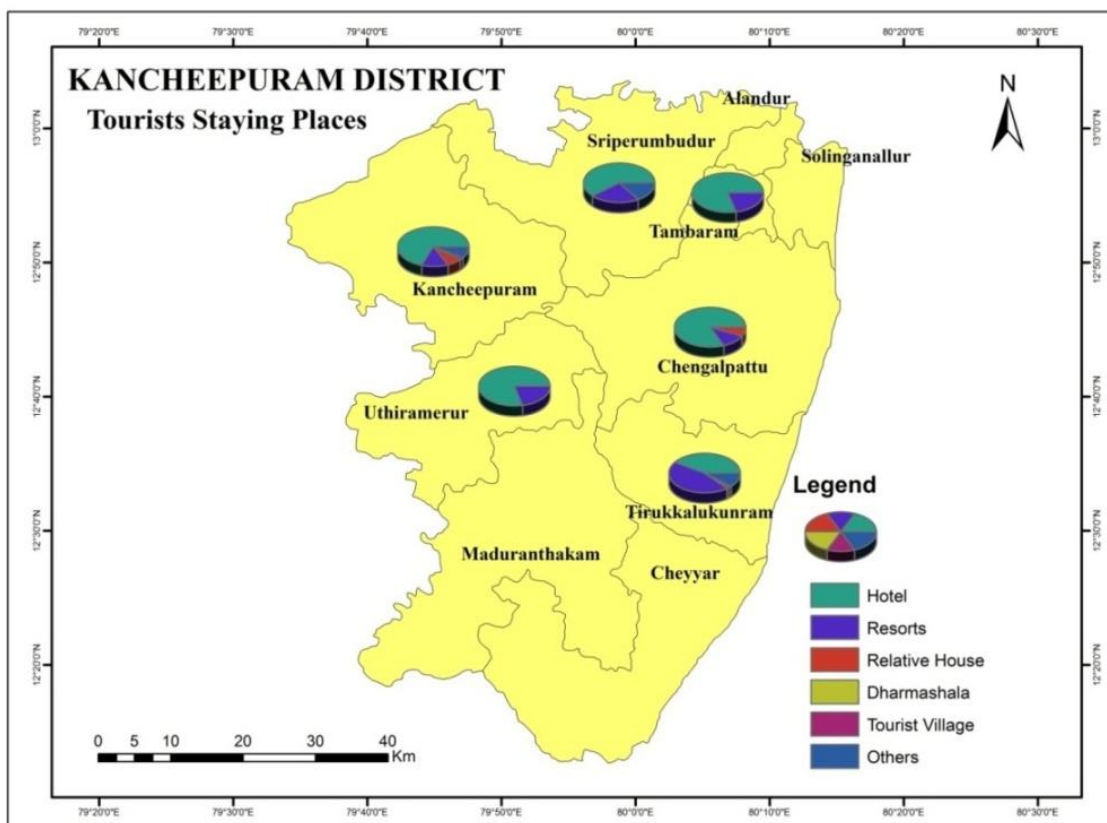
c. Accommodation

Tourism is a function of accommodation which is the integral part of tourism infrastructure and development. The importance of accommodation, both traditional and supplementary is acknowledged in United Nations Conference on International Travel and Tourism held in 1963. Tsyganok.I (2013) illustrated the vital importance of the accommodation industry in developing their tourism. These Motels also take bookings in advance for the good stability of the customer. A hotel is an institution in which lodging, meals and other services are provided for travelers. It is an open and unique system, which provides amenities like television and facilities like room services, laundry services, shops, auto rentals, airline ticketing, reservation, and banking. This is the place where the tourist moves in, consumes the product and returns with an intangible product.

The commercial hotels are located at the industrial centers and big town or cities where they receive travelers who are there on business. Bhatia, (2006) highlighted that private owners, who run these hotels leads to success based on their efficiency and kind of services provided. Apart from above some resort type hotels are situated near the sea, mountains and other areas of natural beauty. These resorts may be costly but exclusively it provides highly equipped recreation facilities such as a swimming pool, golf course, tennis courts, skiing, boating, surf riding and other various indoor sports.

From the below map 3 shows the results indicated that the majority of respondents stayed in hotels which is 131 respondents interested to stayed in hotel out of 213 sample. On the other hand 60 respondents stayed in resorts followed by relative house 6 respondents, tourist village 2 respondents and 14 respondents stayed in other mode of accommodation.

Map 3: Accommodation



Source: Field Survey

d. Source Information Cultural Heritage Site in Kancheepuram District

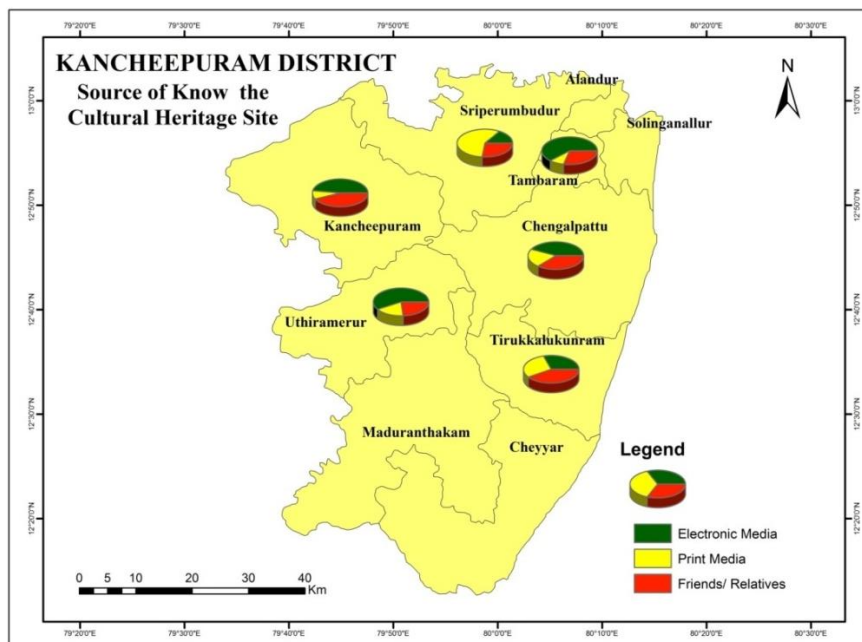
The results in table 1 indicate that source of information of the tourists, 85 respondents are used through electronic media such as television, Radio, films, websites and Documentaries. For 81 respondents of them the source is from friends and relatives followed by 47 respondents known from the Print Media such as Brochures, News Paper, Magazines and Specialized publications.

Table 1: Source of Information about Cultural Heritage Sites

S.No	Centers	Electronic Media	Print Media	Friends/ Relatives	Total
1	Kancheepuram	27	4	25	56
2	Tirukazhukumdram	24	20	33	77
3	Uthiramerur	17	6	7	30
4	Sriperumbadur	3	13	6	22
5	Tambaram	6	1	3	10
6	Chengalpet	8	3	7	18
	Total	85	47	81	213

Source: Field Survey

Map 4: Source of Information about Cultural Heritage Sites

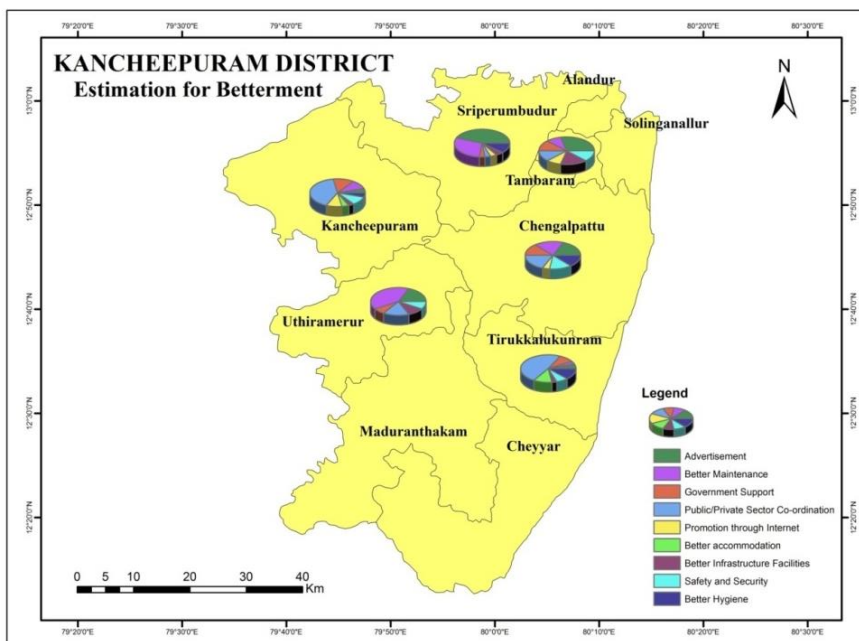


Source: Field Survey

e. Estimation for Betterment of Kancheepuram Tourism

From the below map 5 it could be noticed that the collected samples of 213 numbers for the estimation of tourism betterment in Kancheepuram region which resulted public and private participation plays vital role with number of respondents of 69, followed by the priority received for better maintenance of cultural heritage sites. The least respondents for better infrastructure facilities with the number respondents value of 11. The outcome of the above analysis would help to incorporate very important parameters during the planning commission of tourism industry for the upcoming future to balance the sustainable pillars of tourism sector.

Map 5: Estimation for Betterment of Kancheepuram Tourism

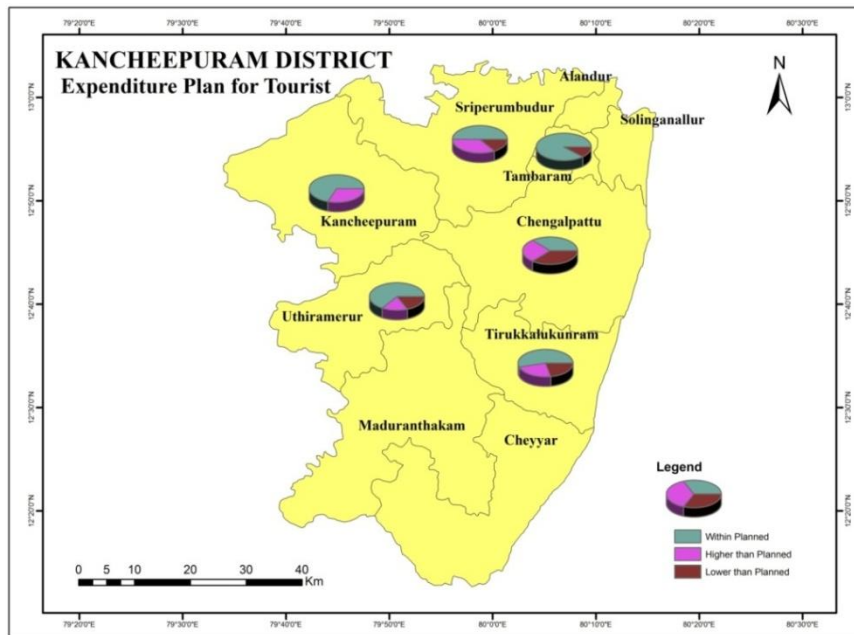


Source: Field Survey

f. Expenditure Plan for Tourist Visit in Kancheepuram District

For economic budget of tourism, Kancheepuram region would be most prefer for any types of tourists. This statement is proven with the below map 6 in which the number of respondents towards the expenditure within planned budget is 125 out of 213 samples. Also, it could be summarized that about 32 number of respondents towards the expenditure lower than planned budget that is near 15 per cent ranked that the Kancheepuram spots particularly ancient temples would be visited without much expenditure.

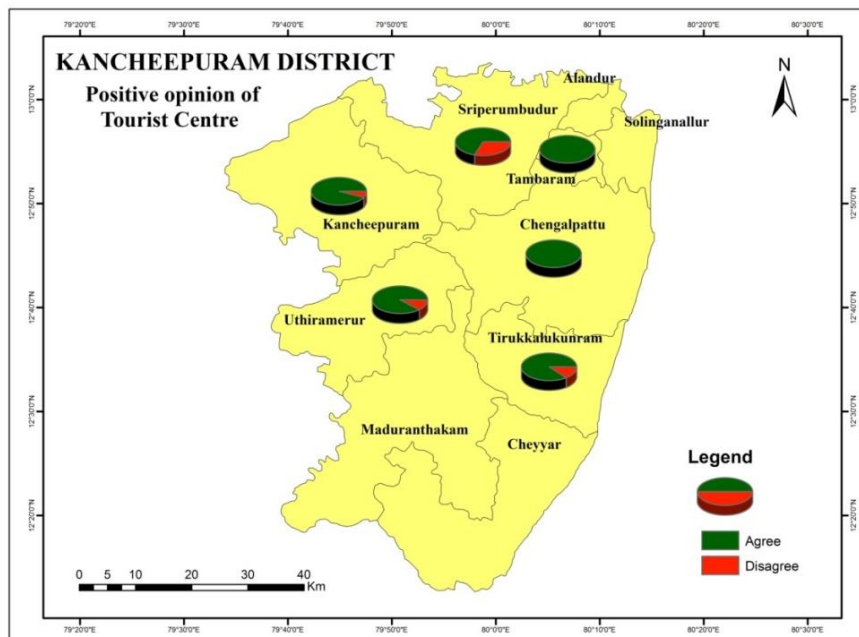
Map 6: Expenditure Plan for Tourists in Kancheepuram District



Source: Field Survey

g. Positive Opinion about Tourist Centre

Map 7: Positive Opinion on Tourist Centre



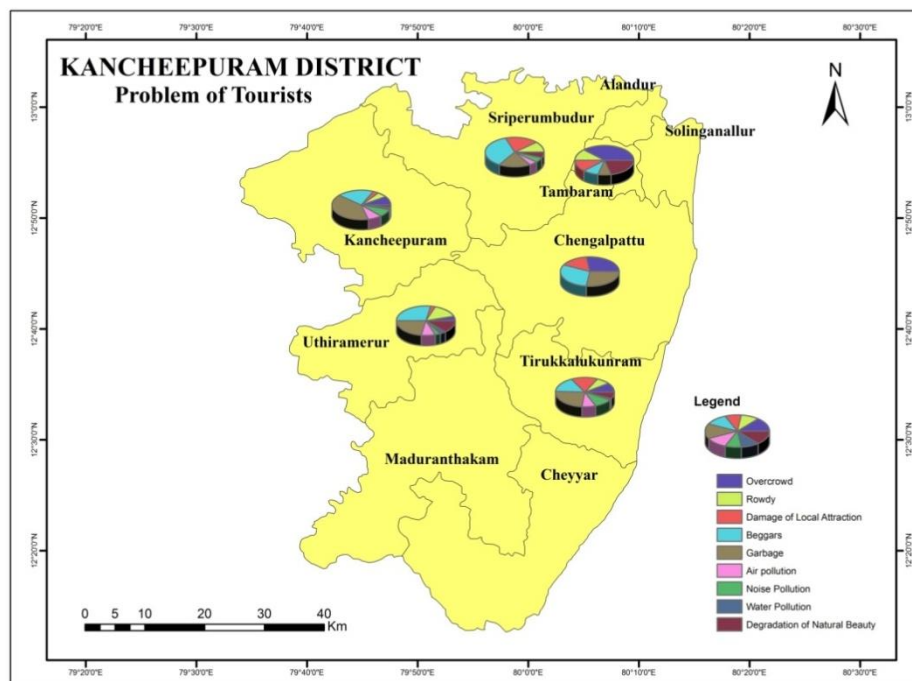
Source: Field Survey

The study conducted the survey regarding the positive opinion of various tourist centre in the Kancheepuram region. In that, it can be observed that Tirukazhukumdrum and Kancheepuram are the most positive centre with respondents value of 68 and 53 respectively. Tambaram is ranked least in the positive centre status with the respondents value of 10. This index would help to improve the other centre for positive view in order to maintain balanced status throughout the Kancheepuram region.

h. Problem Faced by Tourists in Kancheepuram District

From the below map 8 it can be concluded that the major problems faced by tourists during their stay in Kancheepuram region are garbage and beggars with respondents value of 57 and 46 respectively. For the garbage and beggars problem, particularly, Tirukazhukumdrum and Kancheepuram region have been ranked as the most problematic region with the number of respondents is 36 and 29 from the total of 213. The Kancheepuram district least associated with water pollution problem with the respondents value of 3. The government should take this parameters with caution to gain the popularity more among the tourists for Kancheepuram region.

Map 8: Problem Faced by Tourists in Kancheepuram District



Source: Field Survey

i. Role of Travel Agencies

According to Burrard Inlet Environmental Action Program, the people around the globe are offered with a memorable tourist experience services provided by tourist sector suppliers. In this scenario the tour operators and travel agents play a vital role in the development of tourism. At present as we all know the travel and tourism industry is one of the tremendous and dynamic industries in world. As an individual if we are planning to be part of this energetic industry, we shall be well-known about the travel agency operations. Technically the travel agency is the link between the customers, which comprises of primary service providers such as tour wholesalers, hotels, airlines, etc. The basic role of a travel agency is to provide the customers trouble free travel adding to that to provide enough information to the tourist.

(bieap.gov.in).

j. Importance of a Travel Agency / Agent

The agents, who are dealing with tourism help travelling customers by providing adequate information to help them by best possible travel arrangements for transportation, hotel accommodation, car rentals, and tours and tours for their clients. They even act as ticket booking agents for major travel modes. In terms of developing a business over the cities

the resorts and other highly modernized travel groups use these agents to promote the travel packages to their clients. Exceptionally it is good enough, if the travel agents could able guide the travelers with local ordinances, customs, attraction and exhibitions and also weather conditions. For the travelers who are travelling internationally demands the agents for customs regulations, required papers (passports, visas, and certificates of vaccination), travel advisories, and currency exchange rates. For the further customer satisfaction the travel agents may use computer based information and also they evaluate the comfort, cleanliness, and the quality of specific hotels and restaurants. (bieap.gov.in).

Table 2: Travel Agency opinion on Government Policy Improve the Tourism Industry

Sl.No	Government Policy	Frequency	Percent
1	Agree	24	77.4
2	Disagree	7	22.6
	Total	31	100.0

Source: Field Survey

From this above table 2, shows that 77.4 per cent of respondent agree that Government policy is improving a lot to the tourism Industry.

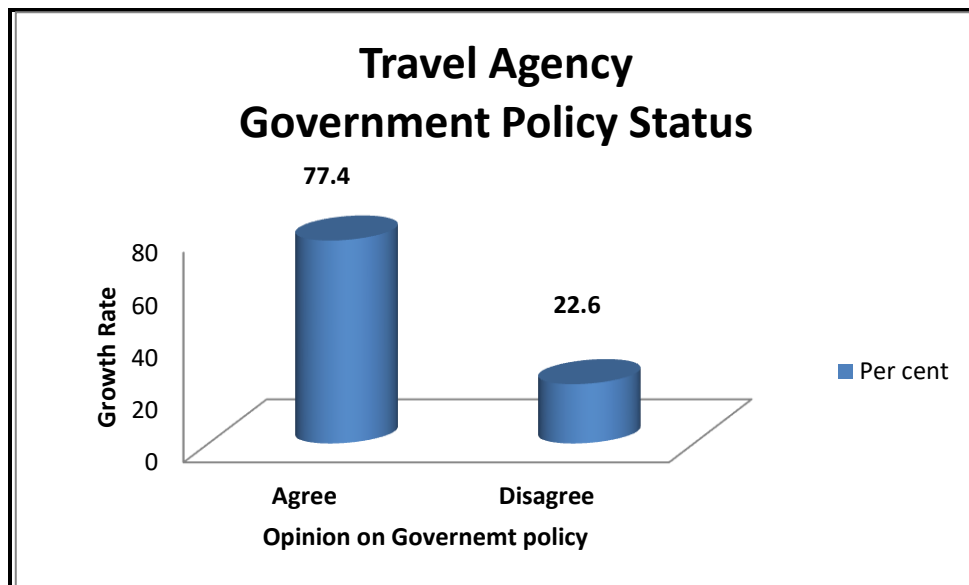


Fig 1: Government Policy Status of Travel Agency

V. CONCLUSION

In the purpose of visit category, highest number of samples respondent that the purpose of visit mainly focus on cultural heritage tourism only with the respondent samples of 74 out of 213 samples, followed by educational tourism with the respondent samples of 57. In order to mode of transport, the tourists preferred to travel by airways and railways with respondent samples value of 78 and 58 respectively. As an economic planning, almost of the tourists respondents to interest to stay in hotel with respondent of 131 out of 213 which is about 60 per cent of people to stay mostly in hotel than resorts type of accommodation. For information about the tourist spots, the people highly rely on electronic media and friends/ relatives with samples value of 85 and 81 respectively. Also, it could be interfered from the statistical analysis that the area of interest of tourist fall in historical monument and religious space with respondents value of 90 and 86. For the promotion of cultural heritage tourism, the role of travel agency plays vital role and it could be advisable to cooperate the responsibilities of travel agency in government policies for tourism industry. The outcome from the analysis are projected in geo reference spatial maps with graph interactive such bar and pie charts. These types of projection could help to promote and develop the tourism industry in sustainable manner and also the chapter highlighted the problems faced by tourists in Kancheepuram. The study would provide the suggestions for the further improvement of tourism market in the study region using different sustainable planning strategy.

REFERENCES

- [1] Aliquah, K. M. and Al-rfou, A.M. (2010). Analytical Study for Tourism Sector and its Effects on Jordanian Economy during the Period (1970-1989). *European Journal of Economics, Finance and Administrative Sciences*, vol.18, pp.1-8.
- [2] Bhatia, A.K., (2003) *Tourism Development, Principles and Practices*, Sterling Publishers Pvt. Ltd, New Delhi-110020, P.4
- [3] Dritsakis, N. (2004). Tourism as a Long-run Economic Growth Factor: An Empirical Investigation for Greece. *Tourism Economics*, 10(3), 305-316.
- [4] Ivanov, S. and Webster, C. (2006). Measuring the impacts of Tourism on Economic Growth. *Tourism Economics*, 13(3), 379-388.
- [5] Khalil S., Mehmood K.K., and Waliullah (2007). Role of Tourism in Economic Growth Empirical Evidence from Pakistan Economy. *The Pakistan Development Review*, vol. 46(4), pp.985-995.
- [6] Tsyganok, (2013), *Accommodation As A Basic Component Of Tourism*, National University of Food Technologies.