

Problems Faced by the Tourists in Tamilnadu – A Study with Special Reference to Heritage Tourism

M.Maharaja

Reg.No:18222051011003

Part-Time Research Scholar

PG& Research Department of Commerce

Pasumpon Muthuramalinga Thevar College, Melaneelithanallur

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu – 627 012)

Dr.S.Jeyakumar

Research Supervisor

PG & Research Department of Commerce

Pasumpon Muthuramalinga Thevar College, Melaneelithanallur

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu – 627 012)

Abstract: Heritage tourism in Tamil Nadu is a vital aspect of the state's tourism industry, showcasing its rich cultural and historical heritage. The state is home to numerous UNESCO World Heritage Sites, including the temples of Thanjavur, Mahabalipuram, and the Great Living Chola Temples. Tamil Nadu's heritage tourism offers visitors a glimpse into the ancient Dravidian civilization through its architecture, art, and traditional practices. Festivals, traditional music and dance, and local crafts further enrich the heritage tourism experience. This study investigates the problems faced by tourists visiting heritage sites in Tamil Nadu. Utilizing primary data collected through interviews with 439 respondents, the research employs statistical tools such as percentage, mean, standard deviation and ranking to analyze the data. The findings highlight various issues including inadequate infrastructure, lack of proper information, and safety concerns. The study concludes with recommendations to improve the tourist experience at heritage sites.

Keywords: Heritage Tourism, Tamil Nadu, Tourist Problems, UNESCO,

I.INTRODUCTION

Heritage tourism is pivotal to Tamil Nadu's tourism industry, showcasing its rich cultural and historical significance through UNESCO World Heritage Sites like Thanjavur's temples and Mahabalipuram's monuments. These sites represent the architectural and artistic legacy of the ancient Dravidian civilization. Beyond physical structures, Tamil Nadu's heritage offers a vibrant array of traditions, music, dance, and local crafts, enriching the visitor experience. However, despite its attraction, heritage tourism in Tamil Nadu faces problems.

This study focuses on identifying issues such as inadequate infrastructure, lack of proper information, and safety concerns that affect tourist satisfaction. Addressing these problems is crucial not only for maintaining cultural heritage but also for fostering economic development. The study aims to provide actionable recommendations to stakeholders and policymakers to improve tourism services. By enhancing the tourist experience, Tamil Nadu can capitalize on its heritage to attract more visitors, thereby boosting its

tourism industry while safeguarding its cultural heritage for future generations.

II.OBJECTIVES

- To identify the problems faced by tourists visiting heritage sites in Tamil Nadu.
- To suggest measures for improving the conditions at heritage sites to enhance tourist satisfaction.

III.RESEARCH METHODOLOGY

3.1 Source of Data:

There are two types of data used for this study. Primary data is collected from the respondents through interview schedule and secondary data is collected from the various sources like books, journals, websites etc.

3.2 Data Collection

Data collection involved conducting structured interviews with tourists at multiple heritage sites across Tamil Nadu. The interviews aimed to gather insights into tourists' experiences, perceptions, and encountered problems. This method provided firsthand qualitative data essential for

understanding the issues affecting heritage tourism in the region.

3.3 Sample Size

The sample size of 439 respondents was selected to ensure a representative cross-section of tourists visiting heritage sites

in Tamil Nadu. This size was considered sufficient to achieve statistical reliability and to capture diverse perspectives on the problems faced by tourists in the state's heritage tourism sector.

S.No	Heritage Sites	No. of Respondents	Percentage
1	Brihadeeswarar Temple - Tanjavur	78	17.8
2	Airavatheeswara Temple	8	1.8
3	Gangaikonda Chozhapuram	16	3.6
4	Mahapalipuram	50	11.4
5	Thirumalai Nayak Palace	37	8.4
6	Madurai Meenakshi Amman Temple	250	56.9
	Total	439	100

3.4 Sampling Technique

Convenient sampling was involved to select respondents based on their accessibility and readiness to participate during the study period. This method, while efficient for practical reasons, may introduce bias due to non-random selection. However, it allowed for a diverse range of

perspectives from tourists visiting heritage sites in Tamil Nadu.

3.5 Statistical Tools

Percentage, mean, standard deviation and ranking were used as the primary statistical tools for data analysis.

IV. PROBLEMS FACED BY THE TOURISTS IN HERITAGE TOURISM – DATA ANALYSIS FINDINGS

Factors	SA	A	N	DA	SDA	Total
Animal attacks	23	8	95	200	113	439
Improper maintenance of heritage centres	70	7	137	150	75	439
Disturbance by touts / criminals	31	25	120	160	103	439
Problem in foreign exchange of currency / bank facility	58	10	155	135	81	439
Lack of information centres	49	17	124	155	94	439
Absence of sign boards	57	14	87	187	94	439
Poor facilities in hotels	41	12	116	164	106	439
Poor management and administration in hotels	40	9	124	199	67	439
Risks of theft	41	9	173	132	84	439
Cheating by vendors	18	3	105	183	130	439
Nuisance of beggars	16	4	107	173	139	439
Problems of bad roads	28	13	151	172	75	439
Many restrictions for tourists	26	9	139	183	82	439
Problem from other tourists	48	8	102	146	135	439

No proper drinking water	53	4	149	172	61	439
Awareness level of places	50	9	133	158	89	439
Network problems	58	14	95	172	100	439
Inadequate medical facility	52	9	153	143	82	439
Unclean toilets	58	26	141	150	64	439
High cost of products / services in tourist place	102	40	140	114	43	439
Issue of inadequate amenities	86	18	115	141	79	439
No proper cleanliness	55	16	135	141	92	439
Barriers in regional language communication	34	24	116	155	110	439
Over crowding	52	10	115	170	92	439
Issue of parking	67	8	148	142	74	439
Pollution Problems	51	16	78	140	154	439
Lack of tourist guides	82	48	98	149	62	439

Source: Primary Data

V. DESCRIPTIVE ANALYSIS ON PROBLEMS FACED BY THE TOURISTS IN HERITAGE TOURISM

Factors	Mean	S.D	Rank
High cost of products / services in tourist place	3.10	1.291	1
Lack of tourist guides	2.86	1.321	2
Issue of inadequate amenities	2.75	1.345	3
Unclean toilets	2.69	1.192	4
Issue of parking	2.66	1.231	5
Improper maintenance of heritage centres	2.65	1.249	6
Problem in foreign exchange of currency / bank facility	2.61	1.203	7
No proper drinking water	2.58	1.126	8
Inadequate medical facility	2.56	1.173	9
No proper cleanliness	2.55	1.223	10
Risks of theft	2.52	1.112	11
Awareness level of places	2.48	1.176	12
Lack of information centres	2.48	1.195	12
Network problems	2.45	1.25	14
Over crowding	2.45	1.194	14
Absence of sign boards	2.44	1.233	16
Poor management and administration in hotels	2.44	1.069	16
Problems of bad roads	2.42	1.015	18

Poor facilities in hotels	2.36	1.154	19
Disturbance by touts / criminals	2.36	1.114	19
Barriers in regional language communication	2.36	1.143	19
Many restrictions for tourists	2.35	1.000	22
Problem from other tourists	2.29	1.231	23
Pollution problems	2.25	1.289	24
Animal attacks	2.15	0.999	25
Cheating by vendors	2.08	0.963	26
Nuisance of beggars	2.05	0.961	27

Source: Primary Data

Interpretation

The study identified several critical problems faced by tourists visiting heritage sites in Tamil Nadu. Among these, High cost of products / services in tourist place emerged as the most significant issue, receiving the highest mean score of 3.10, which ranks it first. Lack of tourist guides followed closely, with a mean score of 2.86, placing it second. Issue of inadequate amenities is another major concern, holding the third rank with a mean score of 2.75. Issues related to the Unclean toilets also posed notable challenges, as indicated by a mean score of 2.69, earning it the fourth rank. Issue of parking are ranked fifth with a mean score of 2.66, while the Improper maintenance of heritage centres, with a mean score of 2.65, ranks sixth. Problem in foreign exchange of currency / bank facility(mean score 2.61) and No proper drinking water (mean score 2.58) are moderately concerning, ranked seventh and eighth respectively. Inadequate medical facility is a notable issue, ranking ninth with a mean score of 2.56, and No proper cleanliness, with a mean score of 2.55, is the tenth most concerning issue. Other issues such as the Risks of theft (mean score 2.52), Awareness level of places (mean score 2.48), Lack of information centres (mean score 2.48), network problems (mean score 2.45), and Overcrowding (mean score 2.45) are also highlighted. Problems like Absence of sign boards, Poor management and administration in hotels, and Problems of bad roads, with mean scores ranging around 2.44 to 2.42. Poor facilities in hotels, Disturbance by touts / criminals, and Barriers in regional language communication each scored a mean of 2.36. Lastly, many restrictions for tourists, Pollution problems, Animal attacks, cheating by vendors, and Nuisance of beggars, with mean scores between 2.29 and 2.05, are relatively less significant but still noteworthy concerns for tourists.

Inference

High cost of products / services in tourist place got the highest mean score is 3.10 and got the First rank.

VI.SUGGESTIONS

- ❖ Provide more certified and multilingual tourist guides to enhance visitor experience and reduce confusion.
- ❖ Install clear and informative sign boards at strategic locations to guide tourists effectively.
- ❖ Invest in the maintenance and development of roads leading to tourist sites to ensure safe and comfortable travel.
- ❖ Encourage hotels to improve their facilities, including cleanliness, safety, and basic amenities to meet international standards.
- ❖ Implement robust security measures to protect tourists from theft and other criminal activities.
- ❖ Provide language training for tourism staff to help overcome communication barriers with foreign tourists.
- ❖ Implement strict environmental regulations to reduce pollution around tourist sites, ensuring a cleaner and healthier environment.
- ❖ Ensure regular maintenance and preservation of heritage sites to maintain their historical and cultural value.
- ❖ Implement measures to control begging and ensure that all vendors are licensed and follow fair trade practices.
- ❖ Regularly monitor and regulate the pricing of products and services at tourist sites to prevent overcharging.
- ❖ Develop strategies to manage and distribute tourist crowds effectively, reducing overcrowding and enhancing visitor experience.
- ❖ Improve the availability and quality of basic amenities such as restrooms, drinking water, and seating areas.
- ❖ Set up well-staffed information centers at key locations to provide tourists with necessary information and assistance.
- ❖ Ensure that tourists have easy access to reliable foreign exchange and banking services.

❖ Improve the availability of medical facilities and emergency services near tourist sites to handle any health-related issues promptly.

VII.CONCLUSION

The study on heritage tourism in Tamil Nadu identifies significant challenges faced by tourists, including animal attacks, problems from other tourists, and disturbance by touts and criminals. Inadequate facilities such as poor medical services, lack of sign boards, and insufficient information centers also impact the tourist experience. To improve conditions, the study recommends enhancing infrastructure, providing multilingual guides, improving hotel standards, ensuring better security, and maintaining cleanliness at heritage sites. Addressing these issues can significantly enhance the tourist experience, ensuring a safer, more informative, and enjoyable visit for all tourists.

REFERENCES

Articles

- [1] Arumugam, T., Hameed, S. S., & Sanjeev, M. A. (2023). Buyer behaviour modelling of rural online purchase intention using logistic regression. *International Journal of Management and Enterprise Development*, 22(2), 139-157.
- [2] Banerjee, T., Trivedi, A., Sharma, G.M., Gharib, M. and Hameed, S.S. (2022), "Analyzing organizational barriers towards building postpandemic supply chain resilience in Indian MSMEs: a grey-DEMATEL approach", *Benchmarking: An International Journal*, <https://doi.org/10.1108/BIJ-11-2021-0677>.
- [3] Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3), 702-719.
- [4] George, R. (2003). Tourist's perceptions of safety and security while visiting Cape Town. *Tourism Management*, 24(5), 575-585.
- [5] Hameed, S. S., & Madhavan, S. (2017). Impact of Sports celebrities endorsements on consumer behaviour of low and high Involvement consumer products. *XIBA Business Review (XBR)*, 3(1-2), 13-20.
- [6] Hameed, S. S., Madhavan, S., & Arumugam, T. (2020). Is consumer behaviour varying towards low and high involvement products even sports celebrity endorsed. *International Journal of Scientific and Technology Research*, 9(3), 4848-4852.
- [7] Kunasekaran, P., Ramachandran, S., Yacob, M. R., & Shuib, A. (2011). Development of Farmers' Perception Scale on Agro Tourism in Cameron Highlands, Malaysia. *World Applied Sciences Journal*, 12, 10-18.
- [8] Kaur, P., & Saini, S. (2016). Heritage tourism marketing: An assessment of tourists' satisfaction in Punjab. *Indian Journal of Applied Research*, 6(3), 95-98.
- [9] Jeyakumar, s. (2022). SATISFACTION OF SPIRITUAL TOURISTS ON ACCOMMODATION FACILITIES- IN. XXIII. 146-155.
- [10] Jeyakumar, s & Rajaram, S. (2022). A STUDY ON SOCIO ECONOMIC FACTORS AND PROMOTION OF PILGRIMAGE TOURISM IN TAMIL NADU. *The International Journal of Business and Management Research*. 6. 1613-1617.
- [11] Jeyakumar, S., and S. Rajaram. "Problems of tourists on Pilgrimage tourism in Tamil Nadu." *Perspectives of Innovations, Economics and Business*, vol. 16, no. 2, 1 May 2016,
- [12] Kathikeyan, M., Roy, A., Hameed, S. S., Gedamkar, P. R., Manikandan, G., & Kale, V. (2022, December). *Optimization System for Financial Early Warning Model Based on the Computational Intelligence and Neural Network Method*. In *2022 5th International Conference on Contemporary Computing and Informatics (IC3I)* (pp. 2059-2064). IEEE.
- [13] Poria, Y., Butler, R., & Airey, D. (2003). The core of heritage tourism. *Annals of Tourism Research*, 30(1), 238-254.
- [14] Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS: Journal of Tourism and Cultural Heritage*, 11(3), 67-78.

[15] Websites

- [16] UNESCO World Heritage Centre. (n.d.). World Heritage List. Retrieved from [UNESCO](<https://whc.unesco.org/en/list/>)
- [17] Tamil Nadu Tourism Development Corporation. (n.d.). Heritage Sites in Tamil Nadu. Retrieved from [Tamil Nadu Tourism](<http://www.tamilnadutourism.org>)
- [18] Ministry of Tourism, Government of India. (n.d.). Tourism Statistics. Retrieved from [IncredibleIndia](<https://www.incredibleindia.org/content/incredible-india-v2/en.html>)