

BARRIERS OF TOURISM DEVELOPMENT IN HISTORICAL MONUMENTS OF PUDUKKOTTAI: A SURVEY

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Abstract

Tourism is the fastest growing and the second largest industry of the world and has tremendous potentials for earning foreign exchange, yielding tax revenues, providing employment, promoting the growth of auxiliary industries and development of industrially backward regions. In Indian economy, tourism performs a magnificent role as major income generator. In this sub-continent, the state of Tamilnadu has the potentials to attract the tourist who love to admire the nature, history, culture, heritage, customs, art and architecture of the past civilizations. Pudukkottai though a dry and barren land is blessed with rocky hills and hence a treasure trove of rock monuments. This paper is an attempt to investigate the barriers of tourism development in historical monuments of Pudukkottai. The study analyzed the issues and challenges of tourists during their visits in these destinations. The study was depended on both primary and secondary data. The primary data were the opinions collected from the tourists of historical monuments of Pudukkottai. The researcher hopes that this study may offer some solutions to the developmental barriers of tourism development of this region.

Key words: Tourism, barriers, Pudukkottai, historical monuments

I. INTRODUCTION

Tourism is recognized as one of the world's largest industries and continues to expand at a rapid rate and it is estimated international tourism will increase to 1.1 billion by 2020. This industry serves as economic source and generator of employment opportunities. Many countries rely on this tourism sector to stabilize their economical conditions. Apart from many of positive features, tourism services are bound with some negative impingements too. In Pudukkottai district, there so many economical, social and environmental factors are being the reasons for slow rate of growth in tourism in this region.

Pudukkottai is one of the district of TamilNadu state in South India. It was one of the homes of pre-historic man. In and around Pudukkottai there are many vestiges of the oldest habitations of man and a very large number of burial sites also found in the Northern and western parts of the district. The Pallavas, Pandiyas, Cholas, minor dynasties, Vijayanagar and Madurai Nayaks ruled over this part of the country and fostered their communal organizations. They embellished this region with temples and monuments of outstanding merit. It has a mixed legacy of antiquities, monuments and epigraphs. Thus its archeological and cultural remains definitely prove to be a place of interest for tourists, pilgrims, students and historians.

Pudukkottai was the first state to join the Indian Union after freedom. Many of the evidences like burial urns and dolmens stone have been found to witness the civilization of the Tamilians of past. The name of this region took place in many of the literatures as a prime source of cultural exhibits. Sittannavasal, Narthamalai, Kunnandar koil, Avudayar koil, Kudimiyamalai, Thirumayam, Peraiyur, and Kodumbalur are some of the renowned historical monuments of this region. This district had the privilege of attaining Princely State from the 17th century. Pudukkottai region is considered to be an abundant source of royal heritage, architecture and ancient paintings. The historians and researchers call this region as a treasure of past civilizations.

II. REVIEW OF LITERATURE

Nowadays researches mostly concentrate on evaluating the tourist's behavior and perceptions. Those studies focus on studying the perceptions of tourists on standard of facilities and attractions. Further it may be extended to the analysis of gap between the tourist's expectations on quality of services and existing standard. Typical features, entertaining factors, additional natural and manmade resources, and excellent infrastructure provided in the destination are the pull forces of tourists. High quality standard facilities and attractions may attract the tourists and influence in increase of number of tourists. Absence of any of these facilities may deter the tourists from travelling to enjoy the attractions of Pudukkottai district.

The tourism product can be analyzed in terms of attraction, facilities and accessibility for the purpose of finding out its attractiveness. Attractions are the major factors, which ensure the flow of tourists to a specific place. Shortage of quality in the services or non-availability of services may act as deterrents of flow of tourists

Ambli S.M. (1990), in his thesis, highlights the development in fort tourism, its economic benefits, problems faced by tourists and their perception of fort tourism. He has also discussed future trends of fort tourism in India. Gupta and Bansal (1998) have outlined some key problems and issues in tourism. They have explored the tourist phenomenon and other contemporary issues in tourism. Kumar S. and Binu R. (2004), in their article, critically analyse the growth of tourism industry in Tamil Nadu. The study analyses development activities of tourism industry in Tamil Nadu, the role of different agencies involved in tourism development, infrastructure and tourism vision of the state and compare it with that in other states.

III. OBJECTIVES OF THE STUDY

- To study the existence and importance of historical monuments of Pudukkottai district.
- To identify the relative factors being considered as vital by the tourists when it comes to choosing Pudukkottai district as a historical tourism destination.
- To analyze the barriers of tourism with the help of tourists perceptions in this region.
- To understand the various demographic features among the tourists and their different needs.
- To offer recommendations to highlight and promote the tourism wealth of Pudukkottai district.

IV. RESEARCH METHODOLOGY:

In this study quantitative and qualitative methods were adopted. The interview schedule and questionnaire were also used as research tool.

4.1 Sources of Data:

The study was done by collecting primary and secondary data. Interview schedule and questionnaire were used for collecting primary data. The secondary data regarding tourism resources such as temples, monuments, forts, cave temples with art & architectural significance, area, extent, location, arrival of both domestic and international tourists and other important information were collected through books, journals, review of literatures, websites and magazines. Further, observations and informal discussions held to strengthen the data.

V. DATA ANALYSIS AND INTERPRETATION

While analyzing about environment related problems, the results of the Chart 1 clearly denote that lack of sanitary facilities remains the major problem for the tourists visiting historical monuments of Pudukkottai. Non-hygienic environment holds the second place. It is followed by lack of medical services and environmental pollution and non- availability of drinking water facility occupies the fourth and fifth places.

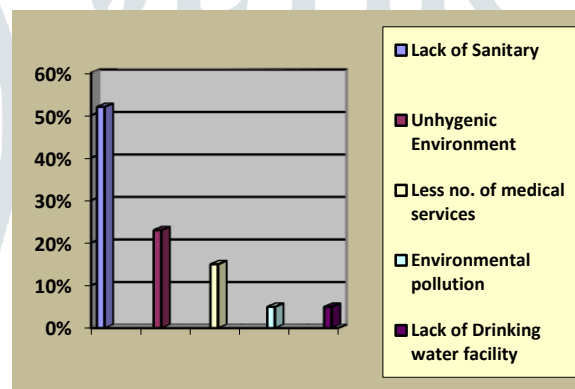


Figure : 5.1 Environment problems

Analysis of problems faced by tourists in regard to hygiene shows that lack of rest room facility was the top most problem as per the opinions of tourists. They consider the unhealthy practices of locals as second major problem of concern. Infestations, Untidy surroundings and lack of systematic waste disposal management systems were rated as third, fourth and fifth major problems respectively.

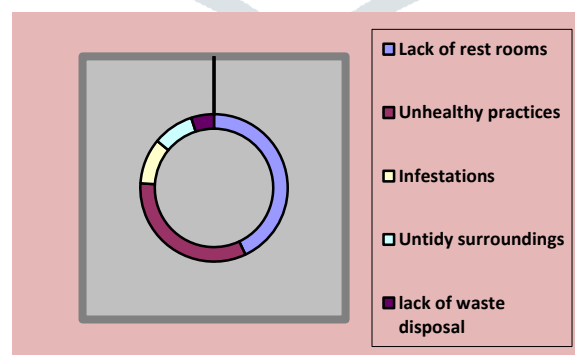


Figure 5.2 Problems related to Hygiene

It has been identified through this research that inferior quality of accommodations available at historical monuments destination of Pudukkottai was the top most problem found by tourists with regard to the standard of food and accommodation. Sub-standard quality foods were rated as the second one. Irresponsibility of hotel staff, accessibility of hotels & lodges and poor safety standards were the third, fourth and fifth in rankings.

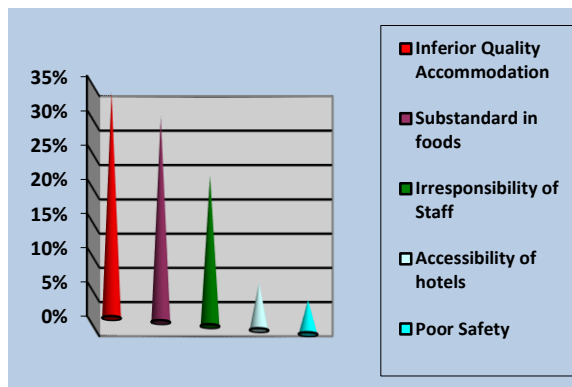


Figure: 5.3 Standard of Food and Accommodation available

It was observed from the analysis of problems of tourists related to accessibility that non-availability of quality transport systems was the biggest problem for tourists by means of accessibility. There are some other problems like lack of frequent transports, Heavy rush during travel, existence of poor quality routes and unlawful occupations. They took place of second, third, fourth and fifth places respectively.

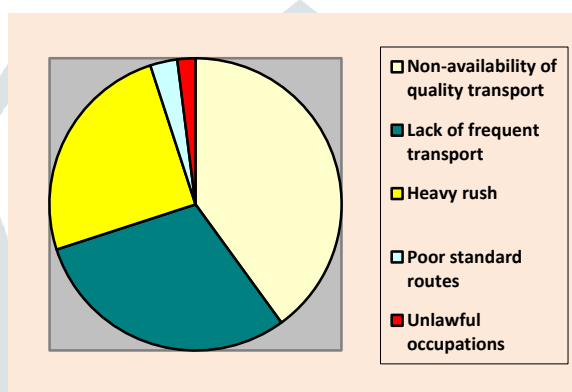


Figure: 5.4 Problems of Accessibility

Tourists have revealed that unwanted activities of locals and other tourists was the top most problem faced by them during their visits of historical monuments of Pudukkottai. It is followed by cheating of shopkeepers. Unavailability of parking areas, Theft and Disturbances created by beggars hold the third, fourth and fifth in top 5 problems mentioned by tourists in this regard.

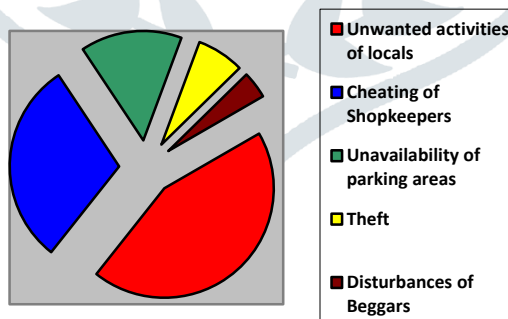


Figure: 5.5 Problems related to Proximity

VI. FINDINGS AND SUGGESTIONS

The researcher wants to offer some suggestions for rectifying problems revealed by the tourists of historical monuments of Pudukkottai. Those suggestions may be taken into considerations and further actions to develop the Pudukkottai region as one of the premier destination of historical monuments.

1. Immediate action to be taken by the government of the state to develop the standards transports and routes of historical monuments of Pudukkottai district to attract the tourists from our country as well as from other nations.
2. Preserving the monuments is the need of the hour to conserve the heritage and historical values of our region. Government should take necessary action to restrict the unlawful movements of people inside the monuments.
3. Tourism authorities should ensure the provision of food and accommodation in good standards.

4. Basic amenities like drinking water facility, rest rooms and waiting halls should be provided to the tourists to make their trip a problem free one.
5. Spreading diseases to be controlled in the tourism regions which may restrict the flow of tourists.
6. Local community should offer a friendly welcoming to the tourists as they are the sources of revenue for the nation.
7. Police department may develop the standards of safety and security in historical monuments of Pudukkottai. Unsafe environment may lead to a bitter experience to the tourists in the destination visited.
8. Cleanliness, pleasant journey and availability of healthy & quality food can make the trips of tourists as a memorable one.
9. May be controlling the pollution is the responsibility of the government, but participation of local community and responsible usage of available sources by tourists will make the tourism an ever green one.

VII. CONCLUSION

Through this study the researcher has made an attempt to identify the hurdles of development in historical monuments of Pudukkottai region. Developing tourism may result in promotion of economical conditions of this region and it may offer and create many more opportunities for employment and entrepreneurship. While government is taking necessary actions to develop the destinations of tourism, Local community and tourists are also should take the responsibility to promote them to the next level. Innovative and effective destination conservation practices may result in increase of number of visitors and promotion of foreign exchange revenue.

VIII. REFERENCES

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