



QUEEN OF THE HILLS ATTRACTING TOURISTS TOWARDS HERITAGE SITES

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Introduction

The Name 'Nilgiris' means Blue hills (Neelam – Blue and giri – Hill or Mountain) this name was first mentioned was found in Silappadikaram, where this hills were filled with violet blossoms of "Kurinji" flower blooming on the hill ranges periodically where one can view the blue colour of the flowers from the foothills of the plains. The Nilgiris hills is filled with its natural charm and pleasant climate, was a place of special attraction for the Europeans. According to Sir. W. Francis it was earlier referred in the history as related to the Ganga Dyansty of Mysore. In the year 1818, Sir Whish and Kindersley, the great assistants to the Collector of Coimbatore, discovered "Kotagiri" a place near Rengaswamy peak in the Nilgiris Hills. Sir. John Sullivan, was the Collector of Coimbatore was significantly concerned on this hills established his residence there and reported to the Board of Revenue on 31st July 1819. After the Nilgiris was relinquished to the British in 1789, it was under the control of Coimbatore district, later on the Nilgiris was separated from the Coimbatore District in August 1868. The administration of the Nilgiris as its Commissioner was taken up by Sir. James Wilkinson Brecks. Then in February 1882, the Nilgiris was made a district and a Collector was appointed in the place of the Commissioner. On 1st February 1882, Sir. Richard Wellesley Barlow who was the then Commissioner became the First Collector of Nilgiris district.

Statement of the Problem

The Nilgiris is also known as Udhagamandalam and Ooty is called the 'Queen of hills' stations as it lies in the Nilgiris at an altitude of 7440 ft., above sea level. Surrounded by the Tamil Nadu Western Ghats in northwest, Karnataka state in the Southern part, and Kerala state in the eastern region of the hills in Tamilnadu forming a part of trijunction of the three states connecting in the place called Gudalur. This Nilgiris mountains is above

2000 meters (6,600 ft.) above MSL, the highest peak is the Doddabetta peak at 2,637 meters (8,652 ft). The Nilgiris District Comprises of six taluks viz., Udhamandalam, Kundah, Coonoor, Kotagiri, Gudalur and Pandalur. These taluks are divided in to four Panchayat Unions viz., Udhamandalam, Coonoor, Kotagiri and Gudalur besides two Municipalities, Wellington Cantonment and Aruvankadu Township. The District consists of 88 Revenue Villages and 15 Revenue Firkas. There are three Revenue Divisional in this district viz., Udhaigai, Coonoor and Gudalur, with 35 Village Panchayat and 11 Town Panchayat in this District. This Nilgiris hills comprises of high pines, blue skies, lush green trees popped in primordial dense forests, towering mountains, rambling tea gardens, splendid flower gardens, nature's gift of greenery blended with raining clouds, astonishingly overwhelmed lakes, the beauty of Tea gardens and eucalyptus trees scent the air of the fields surrounding Ooty, a popular summer tourism destination up in the hills. The hill station once served as the summer retreat of the Madras Presidency, and many of the town's most notable buildings and public places date from the Raj era, including rose gardens, bungalows, and plantation houses. Ooty is well known for its historical significance. Many architectural buildings were constructed by the Europeans during the early 19th century. They are now considered as the Heritage destination/sites of the Nilgiris distyric. Keeping in mind the significance of the famous heritage sites in the Nilgiris this study entitled, “**QUEEN OF THE HILLS ATTRACTING TOUTRISTS TOWARDS HERITAGE SITES**” has been undertaken for this present study.

Significance of the study

Heritage destination/sites tourism is the quick growing sector of the tourism industry and henceforth there is a tendency towards an augmented specialism among tourists related to the attraction over the adventure, culture, history and archaeological monuments etc. marks the upsurge of tourist in any region. Specifically the interest of tourist from international destination and from India too, in traveling to heritage destinations/sites has augmented lately and is predictable to endure among the frequently preferred tourist attraction in Tamilnadu. The study on the Heritage destination/sites tourism leads to the result on the association between the heritage destination/sites and the inclusive satisfaction of tourists. The foremost objective of endorsing tourism was to augment economic activities, employment generation and community development. Additional amenities at spots will bring additional revenue, extra growth and eventually further rural employment and community development.

The tourists will get an opportunity to interact with local people, tribal people, understand their tradition, culture and lifestyle. They will participate in rural festivals, tribal festivals, know about forests products, tribal products, farming, row boats, travel to tribal villages to know and buy their handicrafts. Such activities will safeguard survival of art forms and protect sustainable use of bio diversity, sharing socio-economic benefits with local communities, minimizing impact of tourism development on ecology should be ensured. Eco-tourism needed area specific policies and strategies, and strict enforcement of rules for sustainability. In Nilgiris district has its own famous heritage destination/sites like St. Stephen Church Ooty, Ootacamund Club, Ooty, Nilgiri Mountain Railway Ooty (UNESCO-NMR), Fernhills Royal Palace, Ooty, The Nilgiris Library Ooty, Adams Memorial fountain Ooty, Stone House Ooty, and other famous places like Sir. John Sullivian Memorial, Raj

Bhavan, Arranmore Palace, Tiger Hill Cemetery, Tribal Research Centre, Pasteur Institute of India, Coonoor, apart from other attractive tourist places in the hills. Thus, this study gains significance to explore and examine the beauty of the Heritage destination/sites Niligiris Hills, entitled, “QUEEN OF THE HILLS ATTRACTING TOUTRISTS TOWARDS HERITAGE SITES”.

Review of Literature

Lakshmi, K. (2015) has conducted a study on “A de-notified heritage tourist spot at Trichy- A Study”. Her study highlighted the architecture, poojas, and the festivals of the Chola temples and considered that the Trichy is the place of heritage and cultural interaction. She found that the large number of Shiva temples are built by Cholas and they glorify the Lord Shiva and their sculptures, architectures reveals the practice and procedures of worshipping God Shiva. **Panneerselvam,, R and Apsara Saleth Mary, A. (2019)** has conducted a study on “Heritage tourism in Tamil Nadu: Potential and Challenges” and revealed that that the heritage based tourism is the potential one in Tamil Nadu and lacks promotion, as Heritage based tourism by foreigners and Indians has increased now. The study says that TamilNadu holds the first place in heritage tourism for the last three years because of cultural diversity and heritage products of TamilNadu. Chola temples at Thanjavur, Darasuram, Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris’s Mountain Train are considered as world heritage sites by UNESCO. The aim of their study is to analyse the promotional activities, cooperation between government agencies, travel agencies and non-governmental agencies. **Vijayalakshmi, K and Milton, T (2020)** has conducted a study on “Tourism in Chennai - A special reference to heritage tourism”. Their study reveals that the inheritance of Chennai, and the heritage exhibits the remembrance of history through the architecture, showing the richest art of the living style of rulers. **Rehman Jahan (2019)** has conducted a study on “Heritage Tourism in South Tamil Nadu – India”. His study reveals that the heritage tourism includes tourist’s services. He examined that the factors which increases revisit to the heritage places. He also suggests that the cultural programs, inheritance of hospitality, good maintenance and recreational activities increases the intention of revisits among the domestic tourists. **Kiruthigan, K and Thirumaran, K (2019)** has conducted a study on “Effects of urbanization on historical heritage buildings in Kumbakonam, Tamilnadu, India”. They examined how the urbanization has changed the heritage district Kumbakonam. They identified that physical, socioeconomic, and sociocultural attributes of urbanization caused significant changes in heritage features of Kumbakonam. They suggested that these attributes helps for the implementation of Local Development Plan for urban growth and preservation of heritage features of Kumbakonam, as a temple town. **Aparana Raghunathan and Amita Sinha (2006)** has conducted a study on “Rock fort Temple at Tiruchirapalli, India: Conservation of a Sacred Landscape”. The study focused on the integrated conservation approach used to restore the natural and spatial archetypes. Rock fort temple which was surrounded by fort are situated in the middle of the river Kaveri. The results showed that the development of commerce arises through various problems like traffic congestion, confusing circulation and visual chaos, as this leads to loss of sancity. The Rock fort temple was constituted by circumambulatory ways, tanks and groves, shrines and temples. This restores the historic buildings, reviving the holy tanks, planting sacred

trees and building rest pavilions along the pilgrim path. **Seetha Rajivkumar and Thirumaran Kesavaperumal (2018)** has conducted a study on “Investigating the residents’ attitude towards the preservation of palatial houses built heritage in Chettinad region, Tamil Nadu. They examined the attitude of Chettinad house owners towards palatial houses. The motive of their study is to explore the architectural preservation and rehabilitation is underway in Chettinad villages and to find out the attitude of house owners towards architectural heritage preservation. This study results that even though some problems in the preservation of palatial houses, the owners are passionate towards architectural preservation. They suggested that the whole community should come together to preserve the important heritage buildings. **Molina, A et al (2010)** has conducted a study on “Tourism marketing information and destination image management”. The aim of their study is to find out the destination characteristics which takes part to create good fame of destination. This research is based on previous study due to the results of tourist information sources in destination promotion and argues the brochures as tourist’s information sources have an important influence on destination fame. **Naidoo, P et al (2011)** has conducted a study on “An assessment of visitor satisfaction with nature-based tourism attractions”. The economic development due to Nature-based tourism attractions was examined in order to study the attributes which induces the tourist’s satisfaction and loyalty. **Mukhles Al-Ababneh (2013)** has conducted a study on “Service quality and its impact on Tourist Satisfaction”. He evaluated the tourist’s perception towards service quality of tourism at Petra historical site and found that quality tourism product on overall satisfaction has been the result to assess the tourist’s satisfaction. They found that service quality directly affects the satisfaction of tourist’s. This study revealed that the service quality plays a significant role in increasing the tourist’s satisfaction and exhibited a positive effect of elements of tourism product on tourist’s satisfaction. **Muka, M and Cinaj, N (2015)** has conducted a study on “Motivation, perception and expectation of visitors in heritage sites, case: Bunk’ Art”. The objective of the study is to find out the motives, perception and expectation of visitors in the historical site of Bunk Art in Tirana and Albania which was turned into historical museum. The perception of visitors in relation with historic heritage, was analyzed as an important factor to understand the motives of visitors and attitude towards management of sites. **Shankar, S (2015)** conducted a study on “Impact of heritage tourism in India- A case study” and examined that the heritage tourism paved the way for nation’s growth, contribute foreign exchange, and creates employment opportunity which results in communal development. The important element of heritage tourism is the cultural exchange and cross cultural interface among various countries. He suggested that the government should encourage private agencies to promote heritage tourism in unpopular areas, and in order to enhance strategic marketing plan for heritage tourism, it is necessary to evaluate the visitor’s needs to cope with infrastructure of heritage tourist spots. **Praveen, M and Priya, M.R (2016)** has conducted a study on “Travelers satisfaction towards tourist destinations (An empirical study with special reference to the Nilgiri)”. This study focused to encourage the destination loyalty theoretical model by using tourist perception, destination image and tourist satisfaction. This study examined the factors affecting the image of destination and satisfaction of tourists and reasons of destination loyalty. The perception of tourists has been affected by travel, environment, natural attractions, entertainments and infrastructure, destination safety and cleanness, friendly local community

and clam atmosphere. The satisfying factors of tourists are entertainments, destination attractions and atmosphere, accommodation, food, transportation services and shopping. **Eniyan, E (2015)** conducted a study on “Tourism in Tamilnadu: Role of Cultural/ Heritage Sites in Tourists Satisfaction and Tourism Development”. He analyzed that the culture and heritage sites in Tamilnadu leads to overall satisfaction to the tourists, as the main objective of establishing tourism was to develop the economic activities, employment opportunity and societal development which leads to bring more income, development and rural employment and communal enhancement. **Ching-Fu Chen and Fu-Shian Chen (2010)** conducted a study on “Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourist”. The experience of heritage tourists was examined to find out the relationship between the quality experience, perceived value, satisfaction and behavioral intention. The result shows that there is a direct relationship between quality experience on perceived quality and the satisfaction of tourists. There is an indirect effect on quality experience and behavioural intention because it was mediated by perceived value and satisfaction. **Mahamudul Hasan and Md. Imrul Jobaid (2014)** conducted a study on “Heritage Tourism Marketing: Status, Prospects and Barriers”. They analyzed that the heritage tourism marketing plays a vital role to capture tourists in heritage destination, and examined that that Bangladesh was rich in historical and archaeological sites. They suggested that the well planned heritage destination marketing is an essential requirement to capture both foreign and domestic tourists. Lack of coordination among stakeholders, inadequate funding and providing less importance to the tourists act as a barrier for heritage tourism marketing in Bangladesh. Establishing promotional activities, coordination among stakeholders, protection of heritage sites and active participation of private and public parties helps to develop heritage tourism marketing.

Bigne, E et al (2001) has conducted a study on “Tourism image, evaluation variables and after purchase behavior: Inter-relationship”. The destination image perceived by the tourists and their intention behavior based on post-purchase evaluation of stay was identified for the relationship between the quality and the satisfaction between the tourist’s behavioral variables. The willingness of the tourists based on the satisfaction to return has not been proved, and the suggested few further studies. **Chitra, M and Arun, A (2016)** conducted a study on “Tourists Preference on Chennai”. The study focused on Chennai city with its own unique charm, rich tradition, varied heritage, modern amenities and technology. This study focused to assess the market potential for tourism in Chennai as nowadays, country’s economy depends on hospitality and tourism sector, and thus it is necessary to develop tourism and enhance more tourist’s attraction spots. **Benxiang Zeng (2017)** conducted a study on “Cultural center, destination cultural offer and visitor satisfaction”. He identified the relationship between tourist’s perceptions towards cultural offers and their overall satisfaction. It was explored that the sustainable tourist destination management, was evaluated through online customer’s reviews, and found out that there is a positive correlation between perspectives of tourists and their cultural experience and their destination satisfaction. He suggests that he on-site cultural centers acts as a vital role in developing tourist’s perception towards cultural attributes of the destination and the impact on tourist’s satisfaction is a double-edged sword. The positive perspectives towards the cultural centers helps to develop the visitor’s experiences and it contributes to their destination satisfaction. The result revealed that it is necessary to improve the cultural experiences of tourists

by the destination management organization. **Alzua, A., et. al (1998)** conducted a study on “Cultural and Heritage Tourism: Identifying Niches for International Travellers”. The behavioral patterns were studied, and they assessed the significant distinctions that would affect management, marketing, and planning. They examined the cultural heritage tourism sector and discovered five separate segments, which they tested and supported. According to their results, business growth opportunities include partnering, packaging, and programming.

Heritage buildings in the Nilgiris district

The Nilgiris district is very famous for its own UNESCO’s world famous toy train. The Nilgiri Mountain Railways (NMR) emblazoned in 2005 has mounted an elevation of 326 meter to 2,203 meter, epitomized the latest technology of the time and uses unique rack and pinion traction arrangement to negotiate steep gradient. Other Heritage sites like Lawley Institute, St. Stephen's Church, Nilgiri Library, Brecks School, Stone House, Assembly Rooms, Fern Hill Palace, Rajbhavan, Adam's Statue, and Lawrence School.

Objectives of the study

- To study the demographic profile of the sample respondents.
- To analyze the perceptions of the tourists about the Queen of the hills attracting tourists towards heritage sites.

Limitations of the study

1. This study is limited to the study on the Queen of the Hills attracting tourists towards heritage sites in the Nilgiris District.
2. Analysis and interpretations of the data collected through questionnaire and the accuracy of the findings entirely depends upon the correctness of such data.
3. The results of this study may differ from other hill station trains.
4. The findings, and conclusions of this present study is applicable only to the study on the Queen of the Hills attracting tourists towards heritage sites in the Nilgiris District.

Research Methodology

This research is descriptive in nature and portrays, “**QUEEN OF THE HILLS ATTRACTING TOUTRISTS TOWARDS HERITAGE SITES**”. Primary data was administered to collect data through a well-structured questionnaire using Rensis Likert’s five-point scales from 125 sample respondents using Convenience sampling technique by adopting survey method. Secondary data has been obtained from the website, journals, articles, newspapers, magazines, and unpublished thesis. The collected data has been analyzed with the help of statistical packages namely SPSS 20 by using statistical tools such as Reliability Test, Percentage Analysis, Pearson Correlation Coefficient test, Student “t” test and Factor Analysis.

ANALYSIS AND INTREPRETATIONS

Reliability Test

The most widely used measure to assess the internal consistency of constructs is Cronbach's alpha. The generally agreed upon value of Cronbach's alpha is 0.70, although it may decrease to 0.60 in case of exploratory research (Hairetal.2006; pp.137). The reliability test has been depicted in the table given below

TABLE : 1**RELIABILITY TEST**

Cronbach's Alpha	No. of items
.870	10

Inferences

The valid number of responses is 125. The reliability statistics table gives the overall scale as .870. As the Cronbach's Alpha value is more than .6. Thus, the reliability analysis shows positive, and the data collected is to the expected level, therefore the attractive heritage sites among the tourists visited the Nilgiris hills are reliable.

Demographic Profile**TABLE: 2.****Table showing demographic profile of the sample respondents**

Demographic factor	Particulars	Frequency	Percentage %
Age	26-50	57	45.6
Gender	Male	83	66.4
Marital status	Married	77	61.6
Education	Dip/UG/ITI	43	34.4
Occupation	Upto 10 years	51	40.8
Monthly income	Rs 31,000- Rs 60,000	59	47.2
Family type	Nuclear	80	64.0
No. of dependents	3-4	59	47.2
Annual income	Rs 2,50,000- Rs 5,00,000	59	47.2

Source: Primary data

The above table depicts the percentage analysis of 125 sample respondents based on their demographic profile such as age, gender, marital status, education, occupation, monthly income, family type, number of members in a family and annual income. The results show that 45.6% (57) of the sample respondents show majority on the age of the sample respondents, 34.4% (43) on occupation of the sample respondents, 47.2% (59) on monthly income of the sample respondents, 64.0% (80) on family type of the sample respondents, 47.2% (59) on number of dependents of the sample respondents and 47.2% (59) on annual income of the sample respondents.

Student “t” Test

The *t-test* is any statistical hypothesis *test* in which the *test* statistic follows a *Student's t*-distribution under the null hypothesis. A *t-test* is most commonly applied when the *test* statistic would follow a normal distribution if the value of a scaling term in the *test* statistic were known.

Table showing “t” test for Gender with various seven dimensions of the tourist’s motivation.

TABLE: 3
STUDENT “t” -TEST ON GENDER AND TOURIST’S MOTIVATION
GENDER AND THE VARIOUS SEVEN DIMENSIONS (7) OF THE TOURISTS MOTIVATION –
(STUDENT “t” TEST)

Dimensions	Gender				t- value	P value
	Male		Female			
	Mean	SD	Mean	SD		
I wanted to experience the rich culture in Udhagamandalam.	2.36	1.284	2.48	1.486	1.567	.655
I am interested in the famous heritage sites in Udhagamandalam.	2.30	1.332	2.21	1.180	1.477	.721
I was interested in Udhagamandalam’s fame as a heritage destination.	2.24	1.245	2.21	1.240	.037	.910
I wanted to participate in the activities that relate to culture and heritage at the destination.	1.90	1.196	2.07	1.113	.408	.450
I felt that Udhagamandalam is a part of my own heritage.	2.11	1.344	2.43	1.346	.158	.211
I wanted to learn the history of Udhagamandalam.	2.04	1.234	1.93	1.068	1.292	.631
I wanted to learn the history of ancient tribes of Udhagamandalam.	2.18	1.327	2.29	1.330	.093	.677

Source: Primary Data

Since ‘P’ value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of tourist’s motivation. Based on mean score, it is observed that the male sample respondents have been influenced more than the female sample respondents about the tourists were interested in the famous heritage sites in Udhagamandalam. Hence there is no significant difference between male and female sample respondents with respect to the tourists were interested in the famous heritage sites in Udhagamandalam.

Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of tourist's motivation. Based on mean score, it is observed that the male sample respondents have been influenced more than the female sample respondents about the tourist were interested in Udhagamandalam's fame as a heritage destination. Hence there is no significant difference between male and female sample respondents with respect to the tourists were interested in Udhagamandalam's fame as a heritage destination.

Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of tourist's motivation. Based on mean score, it is observed that the male sample respondents have been influenced more than the female sample respondents about the tourists wanted to learn the history of Udhagamandalam. Hence there is no significant difference between male and female sample respondents with respect to the tourists wanted to learn the history of Udhagamandalam.

Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of tourist's motivation. Based on mean score, it is observed that the female sample respondents have been influenced more than the male sample respondents about the interested in the famous heritage sites in Udhagamandalam. Hence there is no significant difference between male and female sample respondents with respect to the tourists were interested in the famous heritage sites in Udhagamandalam.

Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of tourist's motivation. Based on mean score, it is observed that the female sample respondents have been influenced more than the male sample respondents about the tourists wanted to participate in the activities that relate to culture and heritage at the destination. Hence there is no significant difference between male and female sample respondents with respect to the tourists wanted to participate in the activities that relate to culture and heritage at the destination.

Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of tourist's motivation. Based on mean score, it is observed that the female sample respondents have been influenced more than the male sample respondents about the tourists felt that Udhagamandalam is a part of their own heritage. Hence there is no significant difference between male and female sample respondents with respect to the tourists felt that Udhagamandalam is a part of their own heritage.

Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of tourist's motivation. Based on mean score, it is observed that the female sample respondents have been influenced more than the male sample respondents about the tourists wanted to learn the history of ancient tribes of Udhagamandalam. Hence there is no significant difference between male and female sample respondents with respect to the tourists wanted to learn the history of ancient tribes of Udhagamandalam. Thus, there is no

significant difference between male and female sample respondents with respect to the seven dimensions of tourist's motivation. Hence the null hypothesis is accepted.

Pearson Correlation Coefficient test between Age and Tourist's motivation

HYPOTHESIS:

1. Null hypothesis: There is no correlation between age and the tourists wanted to learn the history of British's rule in Udthagamandalam.

Alternate hypothesis: There is a correlation between age and the tourists wanted to learn the history of British's rule in Udthagamandalam.

2. Null hypothesis: There is no correlation between age and the tourists wanted to enrich my knowledge about the current Udthagamandalam

Alternate hypothesis: There is a correlation between age and the tourists wanted to enrich my knowledge about the current Udthagamandalam

3. Null hypothesis: There is no correlation between age and the tourists wanted to escape from stress in their daily life.

Alternate hypothesis: There is a correlation between age and tourists wanted to escape from stress in their daily life.

4. Null hypothesis: There is no correlation between age and the tourists wanted to enjoy the cool weather, mist, nature, mountains, valley views and the green grasslands.

Alternate hypothesis: There is a correlation between age and the tourists wanted to enjoy the cool weather, mist, nature, mountains, valley views and the green grasslands.

5. Null hypothesis: There is no correlation between age and the tourists wanted to relax and rest while travelling.

Alternate hypothesis: There is a correlation between age and the tourists wanted to relax and rest while travelling.

6. Null hypothesis: There is no correlation between age and the tourists wanted to be entertained and make themselves happy.

Alternate hypothesis: There is a correlation between age and the tourists wanted to be entertained and make themselves happy.

7. Null hypothesis: There is no correlation between age and the tourists wanted to reunite with their family and friends.

Alternate hypothesis: There is a correlation between age and the tourists wanted to reunite with their family and friends.

8. Null hypothesis: There is no correlation between age and the tourists are there to adore the rich flora and fauna on the hills.

Alternate hypothesis: There is a correlation between age and the tourists are there to adore the rich flora and fauna on the hills.

TABLE: 4.

Pearson Correlation Coefficient test between Age and Tourists motivation

Variables on Tourists motivation	Pearson Correlation r value	P value	Mean	Standard deviation
Age			1.74	.694
I wanted to learn the history of British's rule in Udhagamandalam.	.107	.234	2.22	1.211
I wanted to enrich my knowledge about the current Udhagamandalam.	-.028	.755	2.06	1.216
I wanted to escape from stress in my daily life.	.040	.661	1.87	1.143
I wanted to enjoy the cool weather, mist, nature, mountains, valley views and the green grasslands.	-.090	.320	1.57	.883
I wanted to relax and rest while travelling.	-.048	.597	2.03	1.211
I wanted to be entertained and make myself happy.	-.005	.955	1.98	1.164
I wanted to reunite with my family and friends.	-.015	.871	1.98	1.198
I am here to adore the rich flora and fauna on the hills.	-.016	.858	1.77	1.025

Source: Computed from Primary data

The mean and standard deviation of age is 1.74 and .694 and the tourists wanted to learn the history of British's rule in Udhagamandalam is 2.22 and 1.211. The Pearson correlation r value is .107 and the significance 2 tailed p value is .234. It is greater than .05. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists wanted to learn the history of British's rule in Udhagamandalam.

The mean and standard deviation of age is 1.74 and .694 and the tourists wanted to enrich my knowledge about the current Udhagamandalam is 2.06 and 1.261. The Pearson correlation r value is -.028 and the significance 2 tailed p value is .755. It is greater than .05. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists wanted to enrich my knowledge about the current Udhagamandalam

The mean and standard deviation of age is 1.74 and .694 and the tourists wanted to escape from stress in their daily life is 1.87 and 1.143. The Pearson correlation r value is .040 and the significance 2 tailed p value is .661. It is greater than .05. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists wanted to escape from stress in their daily life.

The mean and standard deviation of age is 1.74 and .694 and the wanted to enjoy the cool weather, mist, nature, mountains, valley views and the green grasslands is 1.57 and .883. The Pearson correlation r value is $-.090$ and the significance 2 tailed p value is $.320$. It is greater than $.05$. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists wanted to enjoy the cool weather, mist, nature, mountains, valley views and the green grasslands.

The mean and standard deviation of age is 1.74 and .694 and the wanted to relax and rest while travelling is 2.023 and 1.211. The Pearson correlation r value is $-.048$ and the significance 2 tailed p value is $.597$. It is greater than $.05$. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists wanted to relax and rest while travelling.

The mean and standard deviation of age is 1.74 and .694 and the wanted to be entertained and make themselves happy is 1.98 and 1.164. The Pearson correlation r value is $-.005$ and the significance 2 tailed p value is $.955$. It is greater than $.05$. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists wanted to be entertained and make themselves happy.

The mean and standard deviation of age is 1.74 and .694 and the wanted to reunite with their family and friends is 1.98 and 1.198. The Pearson correlation r value is $-.015$ and the significance 2 tailed p value is $.871$. It is greater than $.05$. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists wanted to reunite with their family and friends.

The mean and standard deviation of age is 1.74 and .694 and the tourists are there to adore the rich flora and fauna on the hills is 1.77 and 1.025. The Pearson correlation r value is $-.016$ and the significance 2 tailed p value is $.858$. It is greater than $.05$. We can accept the null hypothesis and can be inferred that there is no correlation between age and the tourists are there to adore the rich flora and fauna on the hills.

Factor Analysis on Tourist's Attraction

Data collected from 125 sample tourists were subjected to principal component factor analysis with Varimax Rotation by using the criterion that factors with eigen value greater than 1.00 were retained. Loadings exceeding 0.4 were considered for determining factors.

TABLE: 5.

KMO TEST

Bartlett's Test of Sphericity (Approx. Chi-Square)	.000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.567

Bartlett's Test of Sphericity is used for testing the appropriateness of the factor model. The test is based on a chi square transformation of the determinant of the correlation matrix. The chi-square value shows that the variables are appropriate for factor analysis. A higher value of Kaiser-Meyer-Olkin statistic indicates (0.567) and a significance value of 0.000 chi square value reflects that the sample is adequate to explain the correlation between the pairs of variables with the other variables.

TABLE: 6.

Statement loadings of Tourists Attraction for the Varimax Rotated principal-components (N=125 tourists)

Factors on Tourists attraction	Loading	Eigen value	% of variance
Factor 1			
I wanted to experience the rich culture in Udhagamandalam.	.694	2.678	17.856
I am interested in the famous heritage sites in Udhagamandalam.	.684		
I was interested in Udhagamandalam's fame as a heritage destination.	.643		
I wanted to learn the history of British's rule in Udhagamandalam.	.631		
Factor 2			
I felt that Udhagamandalam is a part of my own heritage.	.769	1.827	12.181
I wanted to learn the history of Udhagamandalam.	.528		
I wanted to enjoy the cool weather, mist, nature, mountains, valley views and the green grasslands	.771		
Factor 3			
I wanted to enrich my knowledge about the current Udhagamandalam	.791	1.620	10.803
I wanted to relax and rest while travelling.	.737		
Factor 4			
I wanted to escape from stress in my daily life.	.751	1.365	9.099
I wanted to be entertained and make myself happy.	.747		
Factor 5			
I wanted to participate in the activities that relate to culture and heritage at the destination.	.491	1.239	8.259
I am here to adore the rich flora and fauna on the hills.	.815		
Factor 6			
I wanted to learn the history of ancient tribes of Udhagamandalam.	.497	1.156	7.704
I wanted to reunite with my family and friends.	.882		

Source: Primary data

The above table shows the various factors, item loadings, eigen value and percentage of variance explained by each factor. Factor Analysis yielded six factors accounting for 65.903% of total variance.

Factor 1 consists of 4 items and explained % of the total variance. Among the 6 factors, factor 1 explains the maximum variance and is the most important which influences the tourist's attraction. In factor 1, **tourists wanted to experience the rich culture in Udhagamandalam** is the important item. Factor 2 consists of 2 statements, of these, **they felt that Udhagamandalam is a part of their own heritage** is the most important item. Factor 3 consists of 2 statements, of these, **they wanted to enrich my knowledge about the current Udhagamandalam** is the most important item. Factor 4 consists of 2 statements, of these **they wanted to escape from stress in their daily life** is the most important item. Factor 5 consists of 2 statements, of these, **they wanted to participate in the activities that relate to culture and heritage at the destination** is the most important item. Factor 6 consists of 2 statements, of these, **they wanted to learn the history of ancient tribes of Udhagamandalam** is the most important item.

TABLE: 7.

KMO TEST

Factor Analysis on Heritage Attraction

Data collected from 125 sample tourists were subjected to principal component factor analysis with Varimax Rotation by using the criterion that factors with eigen value greater than 1.00 were retained. Loadings exceeding 0.4 were considered for determining factors.

Bartlett's Test of Sphericity (Approx. Chi-Square)	.000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.847

Bartlett's Test of Sphericity is used for testing the appropriateness of the factor model. The test is based on a chi square transformation of the determinant of the correlation matrix. The chi-square value shows that the variables are appropriate for factor analysis. A higher value of Kaiser-Meyer-Olkin statistic indicates (0.847) and a significance value of 0.000 chi square value reflects that the sample is adequate to explain the correlation between the pairs of variables with the other variables.

TABLE: 8.

Statement loadings of Heritage Attraction for the Varimax Rotated principal-components (N=125 tourists)

Factors on Heritage attraction	Loading	Eigen value	% of variance
Factor 1			
The heritage sites have a good name and reputation	.710	4.387	25.809
The heritage sites have interesting cultural and historical attractions	.610		
The heritage sites provide tourism offerings of quality of silk	.674		
The heritage sites perform better than other heritage sites in Kanchipuram	.421		
The heritage sites are worth visiting	.430		
Factor 2			
The heritage sites are famous	.467	1.264	7.434
The heritage sites have exciting atmosphere	.742		
The heritage sites provide quality experience	.543		
The heritage sites have relative benefits	.538		
Factor 3			
When am thinking of a destination, Kanchipuram heritage sites come to my mind	.559	1.179	6.933
This heritage sites have better characteristics than its competitors	.431		
The heritage sites offer reasonable prices	.773		
Factor 4			
The characteristics of heritage sites comes to my mind quickly	.599	1.118	6.575
The heritage sites have a relaxing atmosphere	.739		
Factor 5			
The heritage sites present beautiful historical structures	.413	1.058	6.224
From the offering of the heritage sites, I can expect superior performance	.558		
The heritage sites have good value for travelling	.776		

Source: Primary data

The above table shows the various factors, item loadings, eigen value and percentage of variance explained by each factor. Factor Analysis yielded five factors accounting for 52.974% of total variance.

Factor 1 consists of 5 items and explained 25.809% of the total variance. Among the 5 factors, factor 1 explains the maximum variance and is the most important which influences the heritage attraction. In factor 1, **The heritage sites have a good name and reputation** is the important item. Factor 2 consists of 4 statements, of these, **The heritage sites have exciting atmosphere** is the most important item. Factor 3 consists of 3 statements, of these, **The heritage sites offer reasonable prices** is the most important item. Factor 4 consists of 2 statements,

of these **The heritage sites have a relaxing atmosphere** is the most important item. Factor 5 consists of 3 statements, of these, **The heritage sites have good value for travelling** is the most important item.

Conclusion

Heritage destination/sites plays a significant role in developing the attractiveness of a tourist visiting various places could act as a catalyst for territorial branding. Not only do they have natural, historical and patrimonial value, but they also contribute to the development of local communities, including the creation of jobs, enhancement of living standards, opportunities for cultural exchange, and remarkably, the tourist department could help to regenerate above all small local communities, and tourism diversification could have positive economic impacts. Furthermore, many tourists could be attracted by tourist's sites/destinations by a wish to live memorable experiences, related to the nostalgia of the past, and always originates the attractive heritage destination/sites possibly maintaining authenticity.

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