

OPEN ACCESS

Volume: 7

Issue: 3

Month: July

Year: 2019

ISSN: 2320-4168

Received: 30.05.2019

Accepted: 25.06.2019

Published: 01.07.2019

Citation:

Marisamy, B. "A Study on Tourist Satisfaction of Heritage Centres towards in and Around Karaikudi in Sivagangai District." Shanlax International Journal of Commerce, vol. 7, no. 3, 2019, pp. 81-89.

DOI:

<https://doi.org/10.34293/commerce.v7i3.530>



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A Study on Tourist Satisfaction of Heritage Centres towards in and Around Karaikudi in Sivagangai District

B.Marisamy

Assistant Professor of Commerce, PG & Research Department of Commerce

Arumugam Pillai Seethai Ammal College, Thiruppattur, Sivagangai Dist., Tamil Nadu, India

Abstract

The states rich cultural heritage is one of the big attractions for the tourists. The State Government has declared 48 tourist centers in Tamil Nadu as famous places of heritage. The tourists, particularly the foreigners, have a particular liking for Tamil Nadu because of its art, culture, architecture, traditional crafts, cuisine, etc. Hence, keeping given the tourist satisfaction of heritage centers, about the situation, proper guidance and support to the tourism industry can be of immense use in negotiating in the desired direction of development of tourism industry. Taking into account, all these aspects analyzed in the study. The sample population used for this research comprises of 100. Both domestic and foreign tourists selected from the study area based on the random sample technique. The data have been analyzed to verify the hypotheses framed in line with the objectives of the study applying the statistical data, namely percentage analysis, weighted average, and chi-square test thereby facilitating fast analysis and straightforward interpretation. The study has been aimed to alert the government of Tamil Nadu to identify the sources in this district to boost tourism and make it the most significant industry as a compensation for the lack of other industries in this study area. The present study attempts to analyze "a study on tourist satisfaction of heritage centers towards in and around karaikudi in sivagangai district."

Keywords: Heritage, Satisfaction, Chettinad tourism.

Introduction

The early history of tourism is the story of the expansion of the mobility of man. Both in the pre-historic era and later, the man searched for things he wanted, and he traveled for food, shelter, or just for curiosity. He was awed and wonderstruck by the vividness of nature and the environment. In due course, other urges, other motivations made man travel from one place to another. Large-scale movements were also caused by natural elements or human pressure, which forced a man to move to other locations. The absence of roads or other transport facilities made travel hard, and this led slowly to the development of land routes, as also of the river and sea navigation. Man exploited the facilities, and with time, this resulted in increased travel for a variety of reasons including wander-lust, conquest, gain and propagation of religion or pilgrimage. The hazards of travel were many, and these often meant death caused by wild animals, marauders, inclement weather, sickness and reduction of food and water. When the man moved from country to country, he transformed the entire profile of the states and changed the racial, religious, and linguistic compositions of such locations. Apart from migration, war, or sacred undertakings, another category of travelers, namely traders, gained importance in due course. Trade became the primary initiative for travel from place to place and involved a large number of people. Persons, who traveled for the love of traveler for satisfying their wander-lust, or for increasing their knowledge,

however, were a category apart. They were the tourists, and that is how tourism, as it is known today, came into being. Three significant tourism epochs may be distinguished. As transport is the essential pre-requisite of tourism, the three times can be identified about particular modes of transportation. The first epoch was the early pre-railway age upto 1840. The second covers the rest of the railway age. The period between the two world wars which witnessed the expansion of the private motor car, the bus, and the coach, and the period after the Second World War when civil aviation along with private motor car assumed significance in tourism can be called the third epoch.

Review of Literature

S.P. Bansal and P.Gautam (2004) in their study titled, "Heritage Tourism in Himachal Pradesh" has stated that globally 37 percent tourism is cultural motivated and it is growing at the rate of 15 percent annually. The authors have described that lack of resources, lack of expertise, lack of ready product, lack of mutual knowledge, and minimal marketing are the main reasons affecting heritage tourism in Himachal Pradesh. They suggest the introduction of entrance fees for tourists visiting heritage centers and a separate heritage management board to preserve and promote the heritage sites. The Hindu, Metroplus (2013) Heritage building owners are encouraged by the Tourism department to convert heritage buildings into heritage hotels to attract tourists. Some of the Chettinad Mansions may be converted into Heritage Hotels. Kanadukathan, a Chettinad village, 15 km from Karaikudi, is a heritage village, with unique architecture, expansive courtyards, intricate woodwork; peaceful ambiance can be highlighted to attract tourists. Tourists come here for distinctive Chettinad cuisine, unpolluted environment and to study the culture of the area. Tourists are offered a cycle or bullock cart to ride and to see the 170-odd mansions in Chettinad areas. The commercial activity around tourist spot is promoted by the local community, local markets, and anti-questions and thereby income is generated for local people. Chettinad Tourism can be summed up in three words, "Weather, leisure and pleasure."

Research Gap

A substantial volume of literature both at the micro and macro levels can be seen on the subject of tourism. The literature survey has helped to understand and appreciate the earlier studies conducted in the field of tourism, and it has provided a broad framework for various aspects of tour, travel, tourism, developmental, recreational and hospitality already found in the tourism industry. This study also compares the Heritage Tourism, but studies on the importance of tourism in the study regions are almost scanty. To cover this research gap in the Heritage Centres towards in and Around Karaikudi in Sivagangai District, this vibrant topic has been chosen for the study.

Definition of Tourism

In the contemporary situation, many scholars have tried to define the term 'tourism' in their way. They regard the practice of touring or traveling for pleasure or recreation and the guidance or management of tourists as a business. Kunzite's and Krapf have defined tourism as "the sum of the phenomenon and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity." This definition briefly covers only a few aspects of tourism, though it has been accepted and adopted by the International Association of Scientific Experts in Tourism. Its main drawback is that it does not take into consideration the spatial, sociological, and psychological aspects of tourism. Tourism is travel for recreational, leisure, business, religious, health, and other purposes. The World Tourism Organization defines 'Tourists' as, "people who travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

Heritage Tourism

The states rich cultural heritage is one of the big attractions for the tourists. The State Government has declared 48 tourist centers in Tamil Nadu as famous places of heritage. The tourists, particularly the

foreigners, have a particular liking for Tamil Nadu because of its art, culture, architecture, traditional crafts, cuisine, etc. Several heritage buildings like Chettinad mansions are built in a unique style, expansive courtyards, intricate woodwork, peaceful ambiance and delicious cuisine and the like. Chettinad stands for rare work of architecture in the world. This place is marked by their majestic appearance. They attract tourists, including foreigners prominently. Among them, Chettinad palace in Kanadukathan is the center of great attraction for all tourists from native ones to foreigners. A few of the Chettinad mansions are converted into heritage hotels. Owners are encouraged by the tourism department to save their heritage buildings into heritage hotels to allure the attention of tourists. Many right heritage places are available in the study areas.

Travel Motivations

Travel motivators are those factors that create a person's desire to travel with the advent of mass tourism, especially after the Second World War. Various studies have been made to find out the reasons as to why people wish to travel and become tourists. McIntosh has stated that primary travel motivators may be grouped into the following four categories:

1. Physical motivators dealing with individuals associated with physical relaxation, sporting activities, and specific medical treatment. All are connected with the individual's bodily health and well being.
2. Cultural motivators are dealing with personnel connected with the individual's desire to travel to learn about other countries and their people and cultural heritage expressed in art, music literature, folklore, etc.
3. Interpersonal motivators are dealing with those burdened with a desire to visit relatives, friends, or to escape from one's family, workmates or neighbors, or to meet new people and forge new friendships or simply to escape from the routine of everyday life.
4. Status and prestige motivators are dealing with individuals identified with the needs of personal esteem and personal development. These are related to travel for business or professional interests, for education and the pursuit of hobbies.

Factors Influencing Tourism

The growth of tourism could be attributed to several factors. The most important among them would include

1. Historical and Cultural factors
2. Accessibility
3. Amenities
4. Accommodation

Historical and Cultural Factors: Historical and cultural factors also mostly add to tourist interests. Thousands of tourists visit India because of her long historical heritage.

Accessibility: Accessibility means a smooth and comfortable approach to a tourist spot. It is an essential factor as it is a means by which a tourist can reach in comfort an area where the chief sources of attraction are located. Easy accessibility is an essential factor for the growth and progress of tourist movements.

Amenities: 'Amenities' means facilities provided to tourists in tourist centers. In a seaside resort, facilities like swimming or boating, yachting or surf riding and similar facilities like dancing, recreation, and amusements are essential. Amenities are a must for any tourist center. They could be studied under two heads.

Accommodation: The word 'accommodation' is generally used to include boarding and lodging. Tourist Centres can easily find a place on the international map by the international standards mentioned by these boarding and lodging facilities.

The Environment

The link between tourism also, the environment has been widely accepted. Both the natural environment in the form of land, water, flora, and fauna, and the human-made environment, which includes buildings and roads form the foundation of the tourism industry. A good deal of tourism relies upon resources or assets. This is true as much tourism is dependent on the natural environment. In the absence of an attractive environment, tourism rarely succeeds as this is one of the vital things which tourists look for in a destination.

Tourism in Tamil Nadu

Tamil Nadu Tourism, one of the preferred hotspots for persons, has a continuing heritage, cultural and beautiful splendor. Tamil Nadu has breath taking hill stations and long sunshiny beaches, and it provides people who visit not only to marinate in the culture but people who want to relax and just let go for a while. Tamil Nadu is coastline is 910 kilometers long, the third longest coastline in the country. Tamil Nadu is now making peaceful promotional efforts and accord importance for tourism. Tamil Nadu is promoted as an attractive destination of tourist at the International level to support the existing tourism in the state. Tamil Nadu state provides world-class services to tourist.

Tourism in and Around of Karaikudi, Sivagangai District

The region identified for the Chettinad Heritage Trail in Tamil Nadu consists of a territory of 1,550 square kilometers in the heart of the state, comprising two towns and 73 villages and spread over the district of Sivagangai. The main cities and towns included in the trail are Karaikkudi, Devakottai, Pallathur, Kottaiyur, Kanadukathan, Kandanur, Kadiyapatti, Natarasankottai, Kovilur, and the Chettinad Train Station heritage buildings. The path will also cover the clan temples and sacred groves such as Kottadi or Vettangudi and special features of the heritage landscape. Chettinad region, spreading over the district of Sivagangai in Tamil Nadu, is becoming increasingly part of the popular tourist destination thanks to the magnificent Raja's palace in Kanadukathan, and stately homes scattered across the towns and villages of the region. However, beyond these iconic elements, what makes the charm of the cities and towns of Chettinad is perhaps the beauty of an overall village landscape created by the harmony of architectural details and urban planning.

The Nagarathars, a Chettiar community in Sivagangai district, are the predominant people of the region flourishing in trade and commerce from many centuries. They are institutional in establishing numerous educational institutions, financial services, temples, festivals, traditional ceremonies, and social welfare. Karaikudi and its neighboring places have quite many historically significant buildings, and

distinguished institutions and places. The Chettinad mansions are sumptuous, spacious, and colorful with intricately formed structures.

Chettinad mansions are built-in with arrangements for rainwater harvesting to provide clean drinking water. The Chettinadu palace is a beautiful edifice situated in Kanadukathan. The 110 years old Chettinadupalace is an outstanding specimen of the Chettinadu architecture.

Edaikattur Church is the Sacred Heart Shrine Built with full of arts in Gothic architectural style based on the Rheims cathedral in France. All those beautiful statues were brought from France 110 years back to Idaikattur. The holyKaleeswarar temple in Kalaiyarkoil is in Sivagangai District. It is 18 kilometers east of Sivagangai, The temple of Kalaiyarkoil is a large and handsome building envelope by a strong stone-wall about 18 feet in height. Kalaiyarkoil has two Rajagopuramviz big and small one. There is a big tank on the southern side of the Temple.

Karaikuditown is known for its magnificent mansions constructed by the Chettiars - a caste known for their prosperity as well as their hospitality. Though the owners of these palatial wonders have long scattered and left for a distant shore, the beautifully carved wood work as well as the stone and mortar work of these houses can still be appreciated. Kannadasan Memorial was established in Karaikudi. He was a great Lyricist. He raised the level of Tamil Film Songs to Himalayan Heights. Deivam Wonderlands is located at a distance of about 1 kilometer from Pillayarapatti and 14 kilometers from Karaikudi on the Karakuri to Madurai Road. Kandadevi Templeis situated 3 kilometers away from Devakottai town. Here the Temple is called as Arulmigu Sowarna Moortheeswarar Alias Siragilinathar. The Amman is called as PeriyaNayaki Amman. This is 350 years old Temple.

Kundrakudi Templeis situated 10 kilometers from Karaikudi, Sivagangai District. Built around the year 1000, in Lord Shanmuganathan is the presiding deity and the History is referred MayuragiriPuranam. MarudhuPandiarys, Kings of Sivagangai, renovated the Temple in their days. Marudupandiyar Memorial is located in Swedish Mission Hospital Campus, Tiruppathur. Pillaiyarpatti Temple isa rock-cut

temple, 12 kilometers from Karaikudi on the Karaikudi - Madurai road. It was built after hewing a hillock by the early Pandiya kings, and the image of KarpagaVinayaka and that of a Siva Linga was carved out of a stone.

Ilayankudi Mara Nayanar was one among 63 Saivite saints. He was a farmer. Mariner was his name and lived here. He was a great devotee of Lord Siva. He took the greatest pleasure in serving them. Out of 108 Vaishnava temples, Thirukostiyur temple is essential. The AlwarRamanujar has visited and prayed to God Sri Vishnu. Piranmalai is hilly and the village temple located at Tiruppathuraluk. It is a fortified hill at the elevation of over 2000 feet which was ruled by one of the seven Vallals Pari ruled this area. The Maruthubrothers of Sivagangai associated with Kalaiyarkovil have made several contributions to this temple.

Statement of the Problem

Tourism is not the only economic activity of importance in as much as it earns a country the foreign exchange and provides employment; it can correct adverse trade balance and regional imbalances, as it is both a labor-intensive and capital-intensive activity. It is an essential medium of social-cultural development, capable of promoting lasting goodwill and friendship among the nations of the world. It also helps in the regional growth of the country and acts as a system of social education and better understanding among people of different regions in the country. In the long run, the most significant contribution of tourism is in the area of developing understanding among varied cultures and lifestyles. Thus, tourism is a fast-growing industry which has vast and inexhaustible potentials to enhance national income, foreign exchange reserves, and opportunities of employment to the growing millions of the country as well.

Further, its influence on the environment of an economy is also rather enormous. This study on tourism is purely explorative. Hence, an attempt must be made to analyze the tourist satisfaction of heritage centers towards in and around karaikudi in sivagangai district.

Objectives of the Study

The following are the particular objectives of the study,

- To analyze the factors influencing the satisfaction of tourist in the study area.
- To identify problems affecting the satisfaction of tourist in the study area.
- To offer suggestions based on the findings of the study.

Hypotheses of the Study

1. HO: There is no important relationship between Age and satisfaction of Tourist.
2. HO: There is no significant relationship between satisfaction and Education of Tourist.
3. HO: There is no significant relationship within Income and satisfaction of Tourist.
4. HO: There is no significant relationship between Occupation and satisfaction of Tourist.

Limitations of the Study

1. Tourism is a global concept, but the present study covers Heritage Centres towards in and Around Karaikudi in Sivagangai District of Tamil Nadu alone.
2. The study is based on the viewpoints of 100 respondents taken from the tourists of places of their selected for the study areas.
3. This study is made based on facts and information provided by the respondent's opinions, which alone were considered at the time of data collection.
4. Most of the findings of the study are based on the information obtained from the primary data and field survey.

Methodology

The study is based on the survey method. Given the objectives mentioned above, a survey was undertaken with the help of a well-structured questionnaire in and around of Karaikudi, Sivagangai District to find out the satisfaction factors of Tourist in heritage centers.

Sample Design

The researcher has used primary data for the study. The primary data has been collected from a random sample of 100.

Period of Study

The study is conducted from December 2018 to March 2019.

Statistical Tools Used in the Study

In the study to find out the degree of a significant relationship between the independent and dependent variables, the Chi-square test was applied, and Percentage analyses have been used for the interpretation of the data.

Analysis and Interpretation

Table-1 reveals that 33% of the respondents are in the age group of 41 to 60. For total respondents interviewed 50% of respondents are male, and the remaining percentage female. The majority of the respondents are married. In terms of education level, 33% of the respondents are the professional, followed by 32% of below degree. 36% of the respondents are doing other business, followed by 28% of self-employed. 38% of the respondents have an income of Rs. Above 20000 per month, 46% of the respondent visit the heritage places with their family members. The majority of the respondents, 52%, are visiting the heritage places more than four times. 55% of the respondents go to see the heritage attractiveness. 67% of the respondents choose the bus to visit heritage centers.

Level of satisfaction is a state of mind. There is no universally accepted tool to measure the same. However, an attempt is made to rank the factors influencing the satisfaction of tourists. The result is shown in Table-2; reveals that “safety in general in heritage centers is ranked first with the weight age score of 276; The second rank is given to the Availability of food and drinking Water with a weighted score of 268; the third rank, Availability of Money Changer Facilities with 262; the fourth rank, the Availability of Shopping Facilities with 265; the fifth rank, Behaviour of People in and around of heritage centres with 257; the sixth rank, Transport Facilities with 256; the seventh rank Attitude of Tourist guides with 216; the eighth rank, Accommodation with 210; the ninth rank, Reasonableness of Prices at heritage Centres with 203; and the tenth rank, Services of the Tamil Nadu Tourism Development Corporation with 191.

Table-3; reveals that “Road Journey in heritage centers is ranked first with the weight age score of 228; The second rank is given to Heavy traffic problem for food with a weighted score of 227; the third rank, availability of extra charges with 222; the fourth rank, the cleanliness and hygiene with 221; the fifth rank, mugging of heritage centres with 213; the sixth rank, lack of accommodation facilities with 211; the seventh rank, Drinking water with 210; the eighth rank, shopping facilities with 209; the ninth grade, safety in general at heritage centers with 206; and the tenth rank, toilet facilities with 194.

Hypothesis

The results are given in the Table-4; It is clear that the hypothesis is accepted (NS) in one case, and in other cases, the suggestion is rejected. Hence it is concluded that Age, Educational Qualification, Monthly Income, are significant influencing satisfaction factors.

Suggestions

1. The heritage premises should be appropriately maintained.
2. Proper infrastructure developments like improving roads, construction of hotels, etc., with modern amenities, are necessary for the growth of the heritage centers.
3. Signboards have to be displayed requesting heritage not to encourage begging.
4. Facilities like quality and taste of food, drinks, and toilets, etc. should be available in all heritage centers.

Conclusion

To sum up, Tamil Nadu tourism has vast potential for generating employment and earning of large sums of foreign exchange besides giving a benefit to the overall economic and social development. Tourism has undoubtedly brought great prosperity and wealth to the study areas and consequently, the lives of inhabitants through new promising professions and business. The government is also encouraging the development of the tourism and hospitality industry by treating it as an industry and providing with it all types of concessions and incentives. Even the most economically slow-moving areas have greatly

benefited from tourism.

Heritage tourism is now recognized as a source of diversifying the countries economy. The study has revealed various influencing problems and satisfaction level of heritage that confront the sustained development of heritage tourism. The data presented in this paper indicate the potential for tourists' satisfactions. It is useful to consider the suggestions to develop heritage tourism as a heavenly destination. The overall aim of the study is to enhance the benefits of heritage tourism and its people in terms of foreign exchange, employment generation, income, and government revenue in

Tamil Nadu.

Further studies might focus on regional or local or state level or national level or international level and other aspect such areas are below:

1. The Role of Government in the Promotion of Heritage Centres.
 2. The Tourism Development and Involvement of Local People at Destination
 3. The Problems and Prospects of Heritage Centres
- More research would appear useful to understanding the behavioral pattern of the tourists.

Table 1 Profile of the Respondents

Factors	(%) Age	Factors	(%) Age
Age		Monthly Income	
20 or below	15	Below Rs.5000	12
21 To 40	28	Rs.5,000 To 10,000	21
41 To 60	33	Rs.10,000 To 20,000	29
Above 60	24	Above Rs.20,000	38
Sex		Type of tour	
Male	50	Alone	25
Female	50	Family	46
		Friends	29
Marital status			
Single	30	Frequency of your visit	
Double	70	First Time	10
		Second Time	17
Educational Qualification		Third Time	21
Below Degree	32	More than Four Time	52
Graduate	11		
Post Graduate	24	Purpose of visit	
Professional	33	For worship	08
		To see the heritage site	55
Occupation		Mind relaxation	21
Government Sector	15	others	16
Private Sector	21		
Self-employed	28	Transport you choose to visit	
Others	36	By Bus	67
		By Train	10
		By Own Car	18
		By Taxi	05

Source: primary data

Table 2 The Ranking of the Factors Influencing the Satisfaction of Tourist

S. No.	Factors	Respondents				Weightage Score	Rank
		Very Good	Good	bad	Very Bad		
1	Transport Facilities	22	30	30	18	256	6
2	Accommodation	15	25	15	45	210	8
3	Availability of food and Drinking Water	29	30	21	20	268	2
4	The attitude of Tourist guides	12	30	20	38	216	7
5	Safety in General of heritage centers	25	36	29	10	276	1
6	Reasonableness of Prices at heritage Centres	15	18	22	45	203	9
7	Services of the Tamil Nadu Tourism Development Corporation	12	16	23	49	191	10
8	Availability of Money Changer Facilities	32	23	25	20	267	3
9	Availability of Shopping Facilities	30	28	19	23	265	4
10	The behavior of People in and around heritage centers	25	29	24	22	257	5

Source: primary data

Table 3 The Ranking of the Factors Affecting the Satisfaction of Tourist

S. No.	Factors	Respondents				Weightage Score	Rank
		Very Good	Good	Bad	Very Bad		
1	Safety in general	17	13	29	41	206	9
2	Lack of Accommodation	16	18	27	39	211	6
3	Heavy traffic problem for food	17	21	34	28	227	2
4	Drinking Water	15	18	29	38	210	7
5	Cleanliness and Hygiene	13	25	32	30	221	4
6	Shopping facilities	12	24	25	39	209	8
7	Road Journey	16	19	42	23	228	1
8	Mugging of Tourist	15	10	48	27	213	5
9	Toilet Facilities	11	14	33	42	194	10
10	Extra Charges	19	13	39	29	222	3

Source: primary data: Very good-4 points, good-3 points, bad-2 points, horrible 1 points

Table 4 Association between – Personal Factors and Satisfaction Factors

Personal factors	X2	Result	Inference
Age	8.14	HO = Rejected	Significant
Educational	13.6	HO = Rejected	Significant
Monthly income	9.1	HO = Rejected	Significant
occupation	6.3	HO = Accepted	Not Significant

S= Significant NS = Not Significant

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Author Details

B. Marisamy, Assistant Professor of Commerce, PG & Research, Department of Commerce, Arumugam Pillai Seethai Ammal College, Thiruppattur, Sivagangai District, Tamil Nadu, India.
Email ID: marisamybose@gmail.com.