

PROBLEM OF TOURISM INDUSTRY IN THANJAVUR DISTRICT

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Abstract—The tourism has played a most important role to transform the world into a globalised economy where all countries can exchange free do business and culture and share their interest of shared benefits based on tourism industry. India is one of the major place of the foreign tourists particularly the state of Tamil Nadu which has a good cultural heritage along with the Indian states. All over the world, the tourists are visiting it due to its climatic, scenic beauty and green resources. This paper investigates the problem of tourism Industry in Thanjavur District. The scope of socio-economic conditions of the tourist and analysis of the issues pertaining to the location of Thanjavur is dealt through in this study. The data for this study was collected from crowd tourists occupied in Thanjavur District. This study is generally based on primary and secondary data. The paper gives some important role to support the tourism in the state of Tamil Nadu in Thanjavur District.

Keywords—Entertainment, Hygiene, Infrastructure, Tourism, Tourists.

INTRODUCTION

Tourism refreshes the mind, brings happiness, entertainment, enjoyment and gives new experience and so on, to the tourists. Tourism ensures an all-round growth through financial multiplier effect which percolates to different stake-holding sectors like the railways, airlines, surface transport, telecommunication, cruises, hotels, etc. Tourism involves the greatest flows of goods, services, and people to the overall the earth.

Tourism industry occupies a main role in the world's economy. It is the fastest growing sectors of the economy at present and is to generate more income and employment as well as foreign exchange to the tune of ₹123320 Crores in the year 2014. Tourism is of major economic and social importance in both developed and developing countries. It provides employment opportunities and increase the standard of living and quality of the local population. It also supports and helps to fine arts, festivals, folk traditions, and events and provides a market for local crafts and manufacturing. Tourism industry is thus a very composite one of many firms contributing various types of products and services to the tourists. Thus, the development of tourism industry produce market for different industries and thus it contributes towards the development of overall economy of a country. Tourism education has also been an area of large development in recent decades.

History of Thanjavur

This district is located between 9.50' and 11.25' North Latitude and 78.45' and 79.25' East Latitude. This district is bound by Tiruchirappalli and Cuddalore districts on the North, by Thiruvarur and Nagappattinam districts on the East, by Palk Strait and Pudukkottai district on the South and by Pudukkottai and Tiruchirappalli Districts on the West. It is spread over on an area of 3,602.86 sq. kms, divided into 8 taluks and 14 blocks. This constitutes just 2.77% of the area of the state.

Thanjavur was the cultural capital of the country in 1790, Thanjavur gained importance during the period of Chola Kings, who made it as their capital. Thereafter, it was ruled by Nayaks and Maratta kings who natured art and culture. The cultural, the architectural and the intellectual pursuits of these rulers are reflected in the enormous monuments like Grand Anaicut, Big Temple and Sarafoji Mahal, library etc., in the district.

Objectives of the study

- To study the profile of tourism in Tamil Nadu and in the study area.
- To identify and examine the various problem faced by tourist visiting places in the study area.
- To examine and assess the influences of various factors contributing satisfaction to the tourist in the study area.
- To offers valuable suggestion based on findings of the study.

Data and Methodology

The present study is based on both primary and secondary data. The primary data were collected from (540) samples (questionnaire) collected from Thanjavur District. As the study investigates into the rise and growth of tourism Industry in Thanjavur District, to collect primary data from various tourists. The secondary data have been collected from various administrative agencies such as District Tourism Department, State tourism Department, TTDC and also from the related text book and magazines.

Literature Review

H. Briassoulis¹ in this article ‘Methodological Issues: Tourism Input-Output Analysis’ discussed the literature and identifies the methodological issues in tourism input-output studies and the solutions proposed thus far. A systematic classification and discussion of the old and new issues is grouped into four categories: substantive issues, aggregation, structural change and prediction, and intangible impacts. Possibilities for improving the input-output model and limitations are discussed. The study by Sudheer.S.V (1991)² titled “Tourism in Kerala – Problems and Potentials” aims to assess the potential of natural resources in Kerala to promote tourists visits and to ascertain the facilities available to tourists. The researcher evaluates the working of the Government machinery for ascertaining professionalism in this field and the economic benefits obtained by the business community in the tourist centre. The study is explanatory in nature.

A book written by Cooper C. (1999)³ entitled “Tourism Principles and Practices” was elaborating theoretical framework of tourism. He underlined concept and indicators of tourism demands. He also emphasized on economic, environmental and socio-cultural impact on tourism development. He highlights issues pertinent to the future of tourism development.

Chawla Romila (2003)⁴ wrote an important book entitled “Tourism in the 21st Century”. The book emphasized on important features of the tourism industry, its contribution to the national integration and creation of harmonious social and cultural environment and also suggests the promotion of arts, crafts and culture and brings about prosperity and sustainable development. Twenty first century is the age of information technology and tourism and gives aspects and challenges of tourism in the Twenty first century.

Major Findings

It is observed from the table 1 that being the inadequate sanitary facility has the highest mean score of 62.47 and it ranks first among the various problems relating to environment, and followed by Lack of cleanliness in the places of visit (58.66) Poor availability of Health care services (54.79) the Environmental Pollution in the places of visit (46.31) and good availability of portable water (40.73) hold the second, third, fourth and fifth problems relating to Environment.

It is observed from the table 2 that the Lack of the toilet facility and is the foremost problem with highest mean score of 61.19 and it ranks the first among the various problems relating to the hygiene, and followed by Un healthy atmosphere in the places of visit (58.63), Caught by the dark hands of epidemics (51.37), River and its surroundings are dirty and nasty (43.56), Treatment of waste disposed by the tourists and common people (41.77) second, third, fourth and the fifth ranks in problems relating to Hygiene.

Table 1: Problems Relating to Environment

<i>S.No.</i>	<i>Problems</i>	<i>Mean Score</i>	<i>Rank</i>
1	Good availability of portable water	40.73	V
2	Lack of cleanliness in the places of visit	58.66	II
3	Environmental Pollution in the places of visit	46.31	IV
4	Inadequate sanitary facility	62.47	I
5	Poor availability of Health care services	54.79	III

Table 2: Problems Relating to Hygiene

<i>S.No.</i>	<i>Problems</i>	<i>Mean Score</i>	<i>Rank</i>
1	Treatment of waste disposed by the tourists and common people	41.77	V
2	Lack of the toilet facility	61.19	I
3	Un healthy atmosphere in the places of visit	58.63	II
4	River and its surroundings are dirty and nasty	43.56	IV
5	Caught by the dark hands of epidemics	51.37	III

Table 3: Problems Relating to Boarding and Lodging

<i>S.No.</i>	<i>Problems</i>	<i>Mean Score</i>	<i>Rank</i>
1	Poor quality of food	43.74	IV
2	Impolite behaviour of hotel staff	45.62	III
3	Poor quality of service of hotels	56.31	II
4	Poor quality of service of tourist lodge and staff	60.89	I
5	Sense of insecurity and Unsafe	39.16	V

Table 4: Problems Relating to Vicinity

<i>S.No.</i>	<i>Problems</i>	<i>Mean Score</i>	<i>Rank</i>
1	Beggars' Nuisance	42.23	V
2	High admission, Entrance fees and parking charges	50.48	IV
3	Corruption in the pilgrimage centers	55.32	III
4	Cheating by traders while visiting the places	63.19	I
5	Heavy rush in the pilgrimage centers and during the festival seasons.	59.67	II

Table 5: Problems relating to transport

<i>S.No.</i>	<i>Problems</i>	<i>Mean Score</i>	<i>Rank</i>
1	Inadequate and Poor quality of road transport	38.87	V
2	Exploitation by taxi/ Vehicle operators	47.19	III
3	Inadequate parking facility	41.87	IV
4	Poor maintenance of roads and foot paths	61.49	I
5	Inadequate public service	59.62	II

It is observed from the table 3 reveals that Poor quality of service of tourist lodge and staff has the highest mean score of 60.89 and it stands the first among the various problems, and followed by Poor quality of service of hotels (52.31), Impolite behaviour of hotel staff (45.62), the Poor quality of food (43.74) and Sense of insecurity and Unsafe (39.16) hold the second, third, fourth and fifth ranks problem relating to Hygiene.

It is observed from the table 4 reveals that Cheating by traders while visiting the places has the highest mean score of 63.19 and it ranks the first among the various problems relating to vicinity, and followed by heavy rush in the pilgrimage centers and during the festival seasons (59.67), Corruption in the pilgrimage centers (55.32), High admission, Entrance fees and parking charges (50.48) and Beggars' Nuisance (42.23) hold the second, third, fourth and the fifth ranks in respectively problems relating to Vicinity.

It is observed from the table 5 reveals that Poor maintenance of roads and foot paths has the highest mean score of 61.49 and it ranks the first among the various problems relating to transport, followed by Inadequate public service (59.62), Exploitation by taxi/ Vehicle operators (47.19), Inadequate parking facility (41.87), and Inadequate and Poor quality of road transport (38.87) hold the second, third, fourth and the fifth ranks respectively.

SUGGESTIONS

On the basis of the analysis of the finding of the study, there are some suggestions which require immediate attention to reduce the problems in the study area.

It is suggested that both state and central government of India has to take the remedial actions to improve the infrastructural facilities in order to increase the rate of foreign tourists in the study area.

It is confirmed that the majority of the respondents prefer private buses for visiting the destinations because of its convenience, comfort, speed, etc. So, the transport sector, the bus and tourist cab services need improvement both in qualitative and quantitative terms.

Cleanliness and hygiene and public utility services at every tourist complex are much important from tourist point of view. These have been widely quoted as a major shortcoming by the tourists. Trade center may regulate the price of the products. Lack of supervision by the local authorities in the pay and use public toilet which dismays the tourists with foul odour. Suitable steps need to be taken to alleviate these problems.

Tourism should be declared an industry by the Government of Tamil Nadu without any delay to attract the private entrepreneurs to invest in construction of hotels and other resorts in the state and the study area in particular.

Marketing material like brochures, print creative, audio video presentations, short films, radio jingles, creation of web-sites, advertisements over media channels like print, radio or internet etc. may be utilised for the development of tourism in the study area.

There is a need to spread education and awareness on the importance of tourism sector and improving business involving the government, private sector and the community at large. Better relationship should exist between State Tourism Department and ITDC

The State government must enact a comprehensive Tourist Act to organize the activities of the governmental and non – governmental sectors of this trade at the earliest.

Last but not the least is the need for close co-ordination between private and public sector tourism organizations at different levels. It is the key to success in tourism development where State tourism must play a central role.

CONCLUSION

The study mainly identified the problem of tourism Industry in Thanjavur district, the factors responsible for promoting and developing tourism industry and the problems faced by the tourists in the study area.

The government has taken all the steps to develop the tourism. The government also provides helpful schemes for setting up and developing the tourism related activities such as infrastructure facilities, hygiene, boarding and lodging, vicinity and transport facilities in order to improve the tourism activities in the study area.

The role of central, state government and local city corporation are promoting and to introduce modern schemes for developing tourism industry. It makes Thanjavur a prime centre in the tourism map in India.

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