\[ Y = AB^T \quad (2) \]

WHERE \( Y \) = TOURIST ARRIVALS

\[ T = \text{TIME VARIABLE} \]

COMPOUND GROWTH RATE = (ANTilog B –1) X 100 ..... (3)

CYCLICAL, IRREGULAR VARIATIONS ARE COMPUTED BY USING RESIDUAL METHOD.

IN ORDER TO ANALYSE THE DEMAND AND SUPPLY OF BEDS DURING 2002-03 TO 2008-09, MODEL (1) WAS ESTIMATED BY THE METHOD OF LEAST SQUARES.

TO IDENTIFY THE DETERMINANTS OF EXPENDITURE OF TOURISTS, THE FOLLOWING LOG LINEAR MULTIPLE REGRESSION MODEL WAS ESTIMATED USING THE METHOD OF LEAST SQUARES.

\[
\log Y = \beta_0 + \beta_1 \log X_1 + \beta_2 \log X_2 + \beta_3 \log X_3 + \beta_4 \log X_4 + U \quad \ldots (4)
\]

Where,

\( Y \) = Total expenditure of tourists (in Rs.)

\( X_1 \) = Income of tourists (in Rs.)

\( X_2 \) = Age (in Rs.)

\( X_3 \) = Educational qualification (in years)

\( X_4 \) = Duration of stay (in numbers)

\( U \) = Disturbance term

IN ORDER TO EXAMINE THE OPINION OF THE TOURISTS REGARDING ENVIRONMENT, AND PROMOTERS AND HOTEL FACILITIES AND IRRITANTS A FIVE-POINT RATING SCALE HAS BEEN ADOPTED.

**CHAPTER III**

PROFILE OF THE STUDY AREA AND TOURIST SPOTS

IN MADURAI
3.1 PROFILE OF THE STUDY AREA

Tamil Nadu, the Southernmost state of the Indian Union lies between 80°05' and 13°34' north latitude and 76°14' and 80°21' east longitudes. The state covers an area of about 1.3 lakh square kilometers representing 4 per cent of the total area of the country. According to the 2001 census, the total population of the state is (6,21,10,839 persons) 6.21 million persons. The male total population constitutes 3.12 millions (3,12,68,654 persons) as against the female population numbering 3.8 millions (3,08,42,185 persons). The growth rate of the population from 1991-2001 is 11.9 per cent in Tamil Nadu with a density of population of 478 sq.km. The literacy rate of the state is estimated to be 73.47 per cent, out of which the male total literacy rate is 82.33 per cent, and the female total literacy rate 64.55 per cent.

The State is surrounded by Andhra Pradesh in the north, Karnataka in the north-west and Kerala in the West. It is bordered by the Bay of Bengal in the east and the Indian Ocean in the South. Administratively the state is divided into 30 districts.

Madurai is Tamil Nadu's “most happening cultural arena”. It is the second biggest urban centre in the State of Tamil Nadu. It is narrated in the legend that Madurai was originally a forest known as Kadambavanam. One day, a farmer named Dhananjaya who was passing through the forest, saw Indra
(The king of the gods) worshipping a Swayambhu (Self created lingam) under Kadamba tree, Dhananjaya, the farmer immediately reported this to King Kulasekara Pandya. Kulasekara Pandya cleared the forest and built a temple around the lingam. A city was soon planned with the temple as its centre. On the day the city was to be named. Lord Shiva is said to have appeared and drops of nectar from his hair fell on the town. So, the place was named Madurai - Maduram meaning "Sweetness" in Tamil. Madurai has a rich historical background in the sense that Lord Shiva himself performed sixty-four wonders called "Thiruvilaiyadals".

**Historical Background of the City**

Pandian Kings patronized Tamil language in a great way. During their period, many masterpieces were created. "Silappathikaram" the great epic in Tamil was written based on the story of Kannagi who burnt Madurai as a result of the injustice caused to her husband Kovalan. In April 1311, Malik Kafur, the general of Alauddin Khilji who was then the ruler of Delhi, reached Madurai and raided and robbed the city looking for precious stones, Jewels and other rare treasures. This led to the subsequent raids by other Muslim Sultans. In 1323, the Pandya Kingdom including Madurai became a province of the Delhi empire, under the Tughlaks. Today, Madurai is the thriving pulse of Tamil Nadu industrial growth. Madurai is more than 2,500 years old and has a rich cultural heritage and
history. Madurai was an important cultural and commercial centre even as early as 550 AD. Madurai was the capital city of the great Pandya Kings.

The 1371, the Vijanagar dynasty of Hampi captured Madurai and Madurai became part of the Vijayanagar empire. Kings of this dynasty were in the habit of leaving the captured land to governors called Nayaks. This was done for the efficient management of the empire. The Nayaks paid a fixed amount annually to the Vijayanagar empire. After the death of Krishnadevaraya (King of Vijayanagar Empire) in 1530 AD, the Nayaks became independent and ruled the territories under their control. Among Nayaks, Thirumalai Nayak (1623-1659) was very popular. Even now he is popular among the people since it is he who was responsible for the creation of many magnificent structures in and around Madurai. The Raja Gopuram of the Meenakshi Amman Temple, the Pudu Mandapam and the Thirumalai Nayaker's palace are living monuments to his artistic fervour.

Being known as the "Temple City" it is also known for the Tamil Academics, which dates back to the third century. The academics called "Sanghams" were the meeting place of great scholars and poets, whom the Pandian Kings patronized. In Mythology Meenakshi, a Pandian Princess, married Lord Shiva. During the Sangham Age a number of Scholars made their contributions to classical Tamil literature.
The famous temple, which is dedicated to Goddess Meenakshi in Madurai is rich in architectural and artistic traditions of the Pandian and Nayak Dynasties. Madurai is a Pilgrim centre and attracts tourists and pilgrims. There are interesting places to be visited in Madurai namely, Sree Meenakshi Temple, Vandiyur Mariamman Teppakulam, Azhagar Koil, Thirumalai Nayak Palace, Gandhi Museum, Thirupparamkundram etc., An ariel view of Madurai presents a picturesque landscape with two stirring rock formations - Anamalai (Elephant Hill) and Nagamalai (Snake Hill) at the foot of which the Madurai Kamaraj University is located.

Madurai started slipping into the hands of the British's East India Company. In 1781, British appointed their representatives to look after Madurai. George Proctor was the first collector of Madurai. After India's Independence, Madurai is one of the major districts of Tamil Nadu State. It is famous for Jasmine flowers. Jasmine flowers are transported to other cities of India from Madurai. Madurai city is famous for its Temples. They are known for their rich Architecture and Sculptural works. As per the 2001 Census, the city area is 8.56 sq. miles with a population of 10,94,273. The river Vaigai is the prominent physical feature of Madurai. It separates the city into two major halves. The city is well connected by road, rail and air.
Location of the City

Madurai, the second largest urban centre in the state of Tamil Nadu is situated in the southern part of India at a distance of about 450 kms south-west of Chennai, on latitude 9°55′N and longitude 78°7′E. It lies at an average altitude of 100 m above mean sea level. The city is linked with the surrounding regions as well as other parts of Tamil Nadu by a network of regional roads as well as railways. An interstate river Vaigai traverses the city.

Administrative Setup of the City
Madurai District has a rich cultural heritage and a glorious past. In 1971, the Madurai Municipality was upgraded into Madurai Corporation. At that time, the Corporation had 45 wards. It was increased to 65 wards in 1977. At present there are 72 wards. Madurai local planning area extends over 142.62 sq.krn encompassing the Madurai Municipal Corporation, Six Town Panchyats, one township and 23 rural settlements. For Administrative Convenience, Madurai City has been classified into Madurai North, Madurai South, Madurai East and Madurai West.

Madurai city is a nodal centre. It has a railway station, goods yard and truck terminals. It is well connected by broad gauge railway links with Chennai in the north, Kanyakumari is in the south, Rameswaram at the east and Bodinayakanur at the west. Nearly 15 to 20 trains pass through Madurai junction daily. Madurai is also linked by air with Chennai and other parts of the country.

This city is well connected by road with other cities. It has two bus stations for city services and three bus stations for mofussil service. Madurai has one university, one technical university, one agricultural university, one medical college, seven engineering colleges, one law college, two pharmacy colleges, two nursing colleges, two music colleges and twenty arts and science colleges. As a result, there is a rich cultural agglomeration.
Since Madurai city is also the district headquarters, people from surrounding areas visit the city almost daily for various purposes such as education, business, medical facilities and for entertainment. It has a total of 145 hotels and 160 community halls for catering to the needs of the floating population.

Many super-specialty hospitals, maternity homes and dispensaries in this city extend medical assistance to people from surrounding villages everyday. A huge vegetable market on an extent of 6 acres is located at the heart of this city. The refuses from the above activities pose managerial difficulties. This city is characteristically conspicuous by the absence of major industries.

Madurai city is often referred to as Temple City. An ancient temple Sri Meenakshi Amman Temple named after its deity, and known for its sculptural marvel, forms the epicentre of this sprawling city. Due to the existence of a large number of mythological by important temples in it, the city is also very often referred to as the Athens of South India. Thus the city attracts a huge population of pilgrims throughout the year.

Thirumalai Nayak Mahal, a replica of a 16th century palace, an ancient tower of architectural importance called as Rajagopuram, an art museum with curios of ancient culture, a historical hall standing on 1000 pillars with ancient
sculptures and Gandhi Museum holding the belongings of Mahatma Gandhi invite travellers from all over the world and thereby increase the floating population.

Devotees of different orders throng this city in large numbers during different periods of the year because of the co-existence of many religious establishments. Every year from November to March tourists from different countries also visit this city. Domestic tourists choose to visit it from April to June. Thus there is always a buzz of activity for eight to nine months in a year. According to a survey conducted by the Information and Tourism Department of the Government of Tamil Nadu, the number of tourists, both domestic and international, visiting this city is estimated to be 25,000 to 35,000 per day.

In addition to the above, if domestic and business men visiting this city are considered, the total visitors would be around 50,000 per day. This city has the fame of visitors such as Magesthanes during 320 BC and Ptolemy during 140 AD.

In 1866 Madurai city acquired the status of a town, during which time it had an area of 2.56 km² with a population of 41,600. At that time the city was situated only on the southern bank of the river Vaigai (Anonymous 1998). In 1969 the city had a sprawl of 22 km² with a population of 4,24,810. Later in 1989 the city sprawl increased to 44 km² with a population of 7,65,120. Now it
has developed into the second most populous city in the State of Tamil Nadu with an extent of 51.62 km² holding a population of 9,28,869 (Anonymous, 2001). This works out to a density of 17,994/km². The city is now subdivided into 72 administrative units called wards. The ward wise population density ranged from 20,000 to 1,60,000 persons/km².

As it was already indicated, Madurai city is traversed by an interstate river Vaigai running west to east which divides the city into southern and northern parts. After the expansion of the city on the northern side of the river five over-bridges, four causeways were built across the river which effectively link the southern and northern parts. The northern part and southern part have 21 wards and 51 wards respectively. For administrative convenience all the 72 wards are grouped into four zones as North, West, South and East zones which comprise 21, 16, 19 and 16 wards respectively. The increase in population density during the past decades due to various reasons resulted in inadequacy in service such as water supply, sewage disposal and solid waste management.

Increase in the number of residential population, urbanisation, tourism and progressive civilisation created an atmosphere of distress to the city dwellers mostly due to issues connected with the waste disposal. Due to the need to concentrate on other pressing issues, waste management is normally
given a low priority by the local bodies vested with the responsibility of administering the city.

The inhabitants of the city are very often either reluctant to understand the problem connected with waste disposal or willing to participate in the operation. They consider that throwing the waste in public places is the end of their problem. As a result, corporate sectors in Indian cities which are responsible for the upkeep of the cities are assigned with the job of waste collection and disposal.

In the above circumstances it is worth mentioning that a clear inventory of the waste disposed in qualitative and quantitative terms is not available in the corporate sectors in many cities as the above is bound to alter according to the change in human activities throughout the year. Comprehensive sampling procedures adopted in the past on the quantification and characterisation of the wastes actually lead to misleading conclusions largely due to errors caused by a variety of problems including accuracies in sampling procedures.

Similarly the quantity and quality of sewage being generated was not clearly studied. As on date a portion of Madurai city alone is privileged to have an organised sewage disposal system. There is a prospective plan to provide underground connections to all the city establishments. In the
absence of a proper sewage collection system, and with inadequate pumping facilities, sewage makes entry into the river which flows across the centre of the city. The above sewage ultimately sinks down in the river bed only to make a re-entry in the drinking water tube wells available in the neighbouring villages. This is a matter of great concern especially in the event of an outbreak of any epidemic.

Having understood the threat perceptions and environmental nuisance behind such crowded human agglomeration, the government makes funds available for creating solid waste and liquid waste disposal facilities in the city. But the problems still remain unresolved due to lack of knowledge on the

1) Quality and quantity of solid and liquid wastes available on per capita basis and well-worked out hauling procedures so as to effectively collect and treat the wastes.

2) Technological option in relation to the local environmental condition for favour of effectively recycling the wastes and to have resource out of the waste.

3) Identification of cost effective but environmentally safe operation to minimise the recurring expenditure.
In this thesis, considering Madurai city as a model, the following research work was carried out so as to come up with tangible and comprehensive procedures to dispose of wastes.

1) Assessment of the per capita generation of solid waste in residential, commercial and mixed zones.

2) Identification of suitable technological options such as solid wastes and incineration of combustible waste materials.

3) Assessment of hospital wastes and identification of disposal procedures.

4) Assessment of sewage quantity, quality and treatment options.

It is the fervent hope of this researcher that the data generated and the opinion formed based on various analyses may provide ways to solve problems confronting the city especially on waste treatment. The study now made on Madurai city is expected to provide an idea of the state of art of an Indian city. If Madurai is reasonably considered as a representation of mega cities in India the results obtained in this work could be treated as a general pattern to India.

**Topography**

Madurai has, in general, flat topography with mild slopes here and there. The area to the north of Vaigai River has mild slope towards the Vaigai river.
and the area to the South of Vaigai River has a gentle slope towards South and southeast. There is a small hillock within the study area but not within the city limit. These are located at Aanaimalai, Nagamalai, Pasumalai and Sikandamalai and the distant ranges of Sirumalai, Karandamalai, Alagar Malai and Aaliur Hill which form the panoramic landscape features.

The area is dotted with a number of large and medium size tanks, which were formed to store water for the purpose of irrigation. These tanks to the north of Vaigai River are fed by Periyar Channel through a number of small channels. The Periyar channel originating from Periyar dam flows towards east.

**Urbanisation**

The urban configuration of Madurai city is defined in four distinct zones as below.

a) The old city limits to the South of the river Vaigai bounded by Madurai - Rameswaram railway line in the South Anuppanady Road in the east, Madurai Chennai railway line in the west.

b) The newly developed area to the north of the river Vaigai.

c) The newly developed area to the west of Madurai - Chennai railway line.
d) The newly developed area to the south of Madurai – Rameswaram railway line and Madurai - Tirunelveli railway link.

The river Vaigai divides the new city limits into two parts and Madurai - Rameswaram railway line forms the Southern boundary of the present city. The area to the east of Madurai - Chennai railway line is the oldest part of the city with Meenakshi temple in the core. At present, this area has become the central zone of the present city limits. All important functional elements of land use fall within this area and they are, Thirumalai Naickar Mahal, Head Post Office, Central Bus Stand, Railway Station, Wholesale Market, Christian Mission Hospital, Cinema Theatres / Auditorium, Markets and lodges.

The area to the north of river Vaigai comprises Goripalayam, Chokkikulam, Tallakulam and other newly developed residential areas viz., Gandhinagar, Shenoy Nagar, Anna Nagar, K.K. Nagar etc., This area forms the administrative centre of the city. Government offices, Court, Corporation Building, Rajaji Hospital, Medical College, Law College and other Arts Colleges are situated in this area.

**Climate and Rainfall**

Madurai is known for its hot climate. High dry climate generally prevails over the district. The city gets rainfall both from the South-west and North-east
monsoons between June and September and between October and December respectively. March to June and July to December are the summer and winter seasons respectively. The average rainfall is 85 cms in a year. When monsoon breaks usually after July, the average rainfall reaches above 10 cms. The average temperature varies between $32^\circ$ C and $41^\circ$ C in the city. In January and February the wind blows steadily between the north and eastern directions. From May to July the prevailing direction is South West.

Soil

The nine-fold classification of land use has been generalized into six broad groups. Viz., Forest, Non-agricultural uses, Net Sown area, fallow land and cultivable waste areas, hilly area and the like. The major types of soil that are found in the city and its environs are the black and red variety, Karisal, Chevval and Vandal.

Irrigation

The river Vaigai is not a perennial river and only during floods it is in full flow. It flows through the districts of Theni, Madurai and Ramanathapuram and joins the Palk Bay near Mandapam. The world's first attempt to link a river of floods with a river of drought across mountains, the Periyar project, was
contemplated in the 19th century. A big dam with a live storage capacity of 278 mm$^3$ has been constructed across the Periyar Valley.

Water flows in the Suriliyar, a tributary of the Vaigai. After irrigations about 5,665 hectares in the Suriliyar basin, the water is again picked up at the Peranai Regulator across the Vaigai in the plains about 120 kms down stream of the tunnel. Further it is diverted into the Periyar Main Canal along the left side of the river. The canal is 58 kilometers long and irrigates 68505 hectares.

The Vaigai Reservoir was constructed across the river in 1958. It is located 8kms below the confluence of the Suruliyar with the Vaigai. An additional 8740 hectares were brought under cultivation. Power generation also takes place among the three projects viz., Suruliyar, Periyar and Vaigai.

Population

As per 2001 census, Madurai Municipal Corporation had a population figure of 10,94,273. The historical population growth in Madurai City from 1866 to 2001 is given in Table 3.1. It may be noticed that the growth trend from decade to decade is non-uniform and there is wide fluctuation in population changes during 14 decades.
### TABLE 3.1
MADURAI CITY POPULATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population</th>
<th>Variation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1866</td>
<td>41600</td>
<td>--</td>
</tr>
<tr>
<td>1871</td>
<td>51987</td>
<td>10387</td>
</tr>
<tr>
<td>1881</td>
<td>73307</td>
<td>21320</td>
</tr>
<tr>
<td>1891</td>
<td>87428</td>
<td>14121</td>
</tr>
<tr>
<td>1901</td>
<td>105954</td>
<td>18526</td>
</tr>
<tr>
<td>1911</td>
<td>134130</td>
<td>28176</td>
</tr>
<tr>
<td>1921</td>
<td>138894</td>
<td>4764</td>
</tr>
<tr>
<td>1931</td>
<td>182018</td>
<td>43124</td>
</tr>
<tr>
<td>1941</td>
<td>239144</td>
<td>57126</td>
</tr>
<tr>
<td>1951</td>
<td>361781</td>
<td>122637</td>
</tr>
<tr>
<td>1961</td>
<td>428810</td>
<td>67029</td>
</tr>
<tr>
<td>1971</td>
<td>549114</td>
<td>120304</td>
</tr>
<tr>
<td>1981 (Inclusion of 13 panchayats)</td>
<td>651026</td>
<td>101912</td>
</tr>
<tr>
<td>1991</td>
<td>940984</td>
<td>289958</td>
</tr>
<tr>
<td>2001</td>
<td>1094273</td>
<td>153289</td>
</tr>
</tbody>
</table>


Table 3.2 explains the ward particulars and number of voters in the Madurai city as per 1991 census.
TABLE 3.2
SHARE OF MADURAI URBAN AGGLOMERATION POPULATION IN TOTAL POPULATION IN TAMIL NADU

<table>
<thead>
<tr>
<th>Year</th>
<th>Madurai Urban Agglomeration Population in Million</th>
<th>Share of Madurai Urban Agglomeration in the Total Population in Tamil Nadu (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1911</td>
<td>0.1338</td>
<td>0.64</td>
</tr>
<tr>
<td>1941</td>
<td>0.2450</td>
<td>0.93</td>
</tr>
<tr>
<td>1971</td>
<td>0.7116</td>
<td>1.73</td>
</tr>
<tr>
<td>1981</td>
<td>1.8200</td>
<td>3.77</td>
</tr>
<tr>
<td>1991</td>
<td>1.0900</td>
<td>1.96</td>
</tr>
</tbody>
</table>

Source: Census of India, 1991.

The share of Madurai Urban Agglomeration in the total population in Tamil Nadu has increased gradually from 0.64 per cent to 3.77 per cent during the periods 1911 and 1981 respectively. The percentage share of Madurai urban Agglomeration to Tamil Nadu has decreased from 3.77 per cent in the year 1981 to 1.96 per cent in the year 1991. This may indicate that the rate of growth of population in Tamil Nadu is greater than the rate of growth of population in Madurai urban agglomeration.
Land Use Pattern

The existing land use pattern is presented in Table 3.3.

**TABLE 3.3**

**EXISTING LAND USE PATTERN OF MADURAI CITY**

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Use Zone</th>
<th>Extent in Hectares</th>
<th>Percentage to Developed Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Residential</td>
<td>2145.07</td>
<td>57.49</td>
</tr>
<tr>
<td>2.</td>
<td>Commercial</td>
<td>193.50</td>
<td>5.32</td>
</tr>
<tr>
<td>3.</td>
<td>Industrial</td>
<td>210.15</td>
<td>5.63</td>
</tr>
<tr>
<td>4.</td>
<td>Educational</td>
<td>172.05</td>
<td>4.61</td>
</tr>
<tr>
<td>5.</td>
<td>Public and Semi Public</td>
<td>265.19</td>
<td>7.10</td>
</tr>
<tr>
<td>6.</td>
<td>Transport and Communication</td>
<td>740.58</td>
<td>19.85</td>
</tr>
<tr>
<td>7.</td>
<td>Total Developed Area</td>
<td>3731.54</td>
<td>100.00</td>
</tr>
<tr>
<td>8.</td>
<td>Agricultural</td>
<td>947.95</td>
<td>65.34</td>
</tr>
<tr>
<td>9.</td>
<td>Land Under Water</td>
<td>502.82</td>
<td>34.66</td>
</tr>
<tr>
<td>10.</td>
<td>Total Under developed Area</td>
<td>1450.77</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>Total City Area</td>
<td>5182.31</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>Total Planning Area</td>
<td>72636.67</td>
<td>—</td>
</tr>
</tbody>
</table>

Table 3.3 shows the existing land use pattern of Madurai City. In 1991 the total city area of Madurai was 5,182.31 ha. Out of this 3,731.54 (72 per cent) was developed area while 1,450.77 (28 per cent) was undeveloped area.

**Land Use Pattern in Madurai City**

The landuse patterns prepared by the directorate of Town and Country Planning, Government of Tamil Nadu are shown in Table 3.4.

**TABLE 3.4**

**LAND USE PATTERN IN MADURAI, MASTER PLAN AREA – 2009**

<table>
<thead>
<tr>
<th>SLNo.</th>
<th>Use</th>
<th>Extent in Hectares</th>
<th>Percentage to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Residential</td>
<td>9032.19</td>
<td>63.3</td>
</tr>
<tr>
<td>2.</td>
<td>Commercial</td>
<td>520.23</td>
<td>8.00</td>
</tr>
<tr>
<td>3.</td>
<td>Industrial</td>
<td>575.18</td>
<td>3.65</td>
</tr>
<tr>
<td>4.</td>
<td>Educational</td>
<td>249.19</td>
<td>4.03</td>
</tr>
<tr>
<td>5.</td>
<td>Public and Semi Public</td>
<td>389.57</td>
<td>1.47</td>
</tr>
<tr>
<td>6.</td>
<td>Transport and Communication</td>
<td>1174.55</td>
<td>2.73</td>
</tr>
<tr>
<td>7.</td>
<td>Agricultural</td>
<td>156.63</td>
<td>8.23</td>
</tr>
<tr>
<td>8.</td>
<td>Land Under Water</td>
<td>2074.42</td>
<td>1.09</td>
</tr>
<tr>
<td>9.</td>
<td>Hillocks</td>
<td>88.04</td>
<td>14.5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>14260.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Water Supply

Water supply was first introduced in Madurai City, with the installation of infiltration galleries on the Vaigai River Bed about 100 years back. This specific scheme known as Arappalayam Water Works was commissioned in 1892 but it was discarded in 1981 due to the depletion of the sand depth over the filtered gallery and pollution of river water by misuse. The water supply to the city was augmented with the execution of various water supply schemes subsequently. The Kochadai Water Works and Melakkal Water Works through infiltration wells and the Kochadai collector well and 3 newly added schemes at Pannaipatty. Tiruppuvanam and Tachampathu through collector well and infiltration well on the Vaigai River. The water is distributed in zonal system through reservoirs and in some high land areas through boosting.

The Table explains the details of water supply in Madurai City.

**TABLE 3.5**
DETAILS OF WATER SUPPLY IN MADURAI CITY

<table>
<thead>
<tr>
<th>SL. No.</th>
<th>Particulars</th>
<th>Quantity (in Nos.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Over-Head Tanks</td>
<td>211</td>
</tr>
<tr>
<td>2</td>
<td>Hand Pumps</td>
<td>634</td>
</tr>
<tr>
<td>3.</td>
<td>Wells</td>
<td>412</td>
</tr>
</tbody>
</table>

In the rest of the planning area tap water is not available. There are 211 overhead tanks, 634 Hand pumps and 412 wells in the Planning area. Public wells maintained by Panchayats are also used for drinking water. On the whole the supply of drinking water in the Planning area is inadequate and needs improvements.

**Electricity**

Table 3.6 shows that the total consumption of electricity in Madurai city in the year 1993 was of the order of 13,53,73,488 units. It shows the pattern of distribution of electricity in Madurai city.

**TABLE 3.6**

**PATTERN OF DISTRIBUTION OF ELECTRICITY IN MADURAI CITY**

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Use</th>
<th>No. of Connection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Domestic Use</td>
<td>57062</td>
</tr>
<tr>
<td>2</td>
<td>Commercial Use</td>
<td>26578</td>
</tr>
<tr>
<td>3</td>
<td>Industrial Use</td>
<td>3997</td>
</tr>
<tr>
<td>4</td>
<td>Street Lighting</td>
<td>16175</td>
</tr>
<tr>
<td>5</td>
<td>Agricultural Use</td>
<td>12</td>
</tr>
<tr>
<td>6</td>
<td>Water Supply and Drainage</td>
<td>3</td>
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</tbody>
</table>

Source: Office Records, Electricity Section, Madurai Corporation, 2009.

**3.2 TOURIST SPOTS IN MADURAI**
MADURAI, THE ANCIENT HOME OF TAMIL CULTURE IS THE SEAT OF THE FAMOUS TEMPLE DEDICATED TO MEENAKSHI AND SUNDARESWARAR. A CHARMING CITY ENRICHED BY THE WATERS OF THE SACRED VAIGAI, IT IS THE GREATEST ATTRACTION FOR EVERY TOURIST WHO VISITS THE SOUTH.

GLOWING TRIBUTES HAVE BEEN PAID TO THIS CITY BY BARDS AND POETS. HERE GODDESS SAKTHI INCARNATED HERSELF AS A MORTAL, REIGNED AS THE PANDYAN PRINCESS AND WEDDED LORD SIVA WHO PERFORMED 64 MIRACLES TO RENDER SUCCOUR TO HIS DEVOTEEES.

MEENAKSHI SUNDARESWARAR TEMPLE


AS IT IS CUSTOMARY TO WORSHIP FIRST DEVI MEENAKSHI AND THEN LORD SUNDARESWARAR PEOPLE ENTER THE TEMPLE THROUGH THE ASHTA SAKHTI MANDAPAM ON THE EASTERN STREET.

ASHTA SAKTHI MANDAPAM

MEENAKSHI NAICKEN MANDAPAM

CROSSING THE ASHTA SAKTHI MANDAPAM WE COME TO THE EXTENSIVE MEENAKSHI NAICKEN MANDAPAM, NAMED AFTER ITS BUILDER. IT HAS FIVE AISLES SEPARATED BY SIX ROWS OF STONE PILLARS ON WHICH ARE CARVED YALIS AND OTHER FIGURES. CONNECTING THIS MANDAPAM WITH THE ASHTA SAKTHI MANDAPAM IS A HALL WHERE THE IDOLS OF SIVA AND PARVATHI IN THEIR MANIFESTATION AS A HUNTER AND HUNTRESS NEVER FAIL TO EVOKE OUR ADMIRATION. ALL THE WESTERN END OF THIS MANDAPAM IS THE MASSIVE THIRUVATCHI CONTAINING 1008 BRASS OIL LAMPS.

MUDALI PILLAI MANDAPAM


GOLDEN LOTUS TANK

WE PASS FROM THE DARK MANDAPAM TO THE BEAUTIFUL SACRED POTRAMARAI KULAM (GOLDEN LOTUS TANK). ACCORDING TO TRADITION, INDRA BATHED IN THIS TANK IN ORDER TO PURIFY HIMSELF OF HIS SIN AND WORSHIPPED LORD SIVA WITH GOLDEN LOTUS FLOWERS PICKED FROM THIS TANK. THE TANK IS SURROUNDED BY SPACIOUS CORRIDORS. ON THE PILLARS OF THE NORTHERN CORRIDOR ARE FIGURES OF 24 POETS OF THE THIRD TAMIL SANGAM. FIGURES OF DANANJAYAN, THE MERCHANT WHO DISCOVERED THE MAIN SHRINE IN THE FOREST KADAMBAVANAM,
AND OF KULESEKARA PANDYAN WHO BUILT THE TEMPLE AND THE CITY ARE ALSO SEEN ON TWO PILLARS IN THIS CORRIDOR. ON THE WALLS OF THE NORTHERN AND EASTERN CORRIDORS ARE NUMEROUS PAINTINGS DEPICTING SCENES FROM THIRUVILAYADAL PURANAM. FROM THE EASTERN CORRIDOR WE CAN SEE THE GOLDEN DOMES OVER THE SANCTUM OF MEENAKSHI AND SUNDARESWARAR. THE VERSES OF THIRUKKURAL ARE INSCRIBED ON MARBLE SLABS EMBEDDED IN THE WALL OF THE SOUTHERN CORRIDOR.

UNJAL MANDAPAM

ADJACENT TO THE TANK, ON THE WESTERN SIDE IS THE UNJAL MANDAPAM. IN THE MARBLE PLATFORM THE GOLD IMAGES OF SUNDARESWARAR AND MEENAKSHI ARE PLACED ON FRIDAYS FOR WORSHIP. THE CEILING OF THE UNJAL MANDAPAM IS RICHLY PAINTED WITH PICTURES OF LORD MURUGA'S SIX FAMOUS TEMPLES (ARUPADAI VEEDU). PROJECTING INTO THE TANK, ON THE WESTERN SIDE, IS A BALCONY WHERE THE FIGURES OF QUEEN MANGAMMA AND HER MINISTER RAMAPPAYAN CAN BE SEEN.

KILIKOOTTU MANDAPAM


MEENAKSHI SHRINE

CROSSING THE KILIKOOTTU MANDAPAM, WE ENTER THE SHRINE OF DEVI MEENAKSHI. A THREE STOREYED GOPURAM STANDS AT THE ENTRANCE. IN THE OUTER PRAKARAM, THE GOLDEN FLAG STAFF, THIRUMALI NAYAKAR MANDAPAM, BRASS IMAGES OF DWARAPALAKAS, SHRINES OF VINAYAKA AND KOODAL KUMARAR ARE SEEN. THIRUPUGAZHI STANZAS SUNG BY ARUNAGIRINATHAR ARE INSCRIBED ON THE WALLS OF THE KOODAL KUMARAR SHRINE.
THE MAHA MANDAPAM OR THE INNER PRAKARAM CAN BE REACHED THROUGH THE DOORS IN THE ARUKAL PEEDEM WHERE KUMARAGURUPARAR SANG HIS MEENAKSHI AMMAL PILLAR TAMIL.


MUKKURUNI VINAYAKAR

FROM THE SHRINE OF MEENAKSHI WE RETRACE OUR STEPS THROUGH THE KILIKOOTTU MANDAPAM. AT THE NORTHERN END, MUKKURUNI VINAYAKAR, FACING SOUTH, WELCOMES US. THIS EIGHT FEET HIGH IMAGE OF VINAYAKAR WAS FOUND WHEN THIRUMALAI NAYAKKAR WAS DIGGING THE VANDIYOOR THEPPAKULAM.

THE SHRINES DEDICATED TO GNANASAMBANDAR, POETS OF THE THIRD TAMIL SANGAM AND NATARAJA ARE FOUND IN THE OUTER PRAKARAM OF THE SWAMI SHRINE. THE FAMOUS KAMBATHADI MANDAPAM IS BUILT JUST IN FRONT OF THE SHRINE IN THIS PARKARAM.

KAMBATHADI MANDAPAM

TO OUR IMAGINATION AND THIS MANDAPAM REMAINS A SCULPTURAL MUSEUM WHERE WE ARE LOST IN WONDER.

SUNDARESWARAR SHRINE

IMAGES OF DWARAPALAKAS 12 FT. IN HEIGHT KEEP WATCH AT THE ENTRANCE TO THE SWAMY SHRINE. IN THE FIRST PRAKARAM, WE CAN SEE THE ARUKAL PEEDAM (PEDESTAL WITH SIX PILLARS) WHERE THE THIRUVILAYADAL PURANAM WAS INAUGURATED. TWO BRASSCOVERED DWARAPALAKAS STAND HERE. THERE ARE SHRINES DEDICATED TO SARASWATHI, 63 NAYANMARS, UTSAVA MOORTHI, KASI VISWANATHAR, BIKSHADANAR, SIDDHAR AND DURGAI IN THIS PRAKARAM. ON THE NORTHERN CORRIDOR OF THIS PRAKARAM WE SEE THE HOLY KADAMBA TREE, THE KANAKA SABHA, THE YAGA SALA, AND A WELL WHICH IS SEEN BY THE SIDE OF THE VANNI TREE.

IN THE NEXT PRAKARAM IS THE SHRINE OF NATARAJA. THIS IS CALLED VELLIAMBALAM AND WE WORSHIP THE LORD IN THE DANCING POSE WITH HIS RIGHT FOOT RAISED. PASSING THROUGH A SMALL DOOR WE COME TO THE IMMEDIATE PRECINCTS OF SUNDARESWARAR IN THE SANCTUM SANCTORUM. THIS IS SUPPORTED BY SIXTYFOUR BOOTHAGANAS, EIGHT ELEPHANTS AND THIRTYTWO LIONS. THE LINGAM, WHICH BEARS SO MANY NAMES LIKE CHOKKANATHAR, KARPURACHOCKAR INSPIRES A DEEP DEVOTION.

HALL OF THOUSAND PILLARS

INSTALLED IN A MANDAPAM AT THE FARDEST END OF THE HALL. AN EXHIBITION OF MANY ANTIQUES, IDOLS AND INTERESTING PIECES OF ART IS ARRANGED HERE. THEY ARE WORTHY OF ONE’S ADMIRATION AND THE TIME SPENT HERE IS WELL SPENT.

MANGAYARKARASI MANDAPAM

SOUTH OF THE THOUSAND PILLARED HALL IS THE NEWLY BUILT MANGAYARKARASI MANDAPAM WHICH CONTAINS THE STATUES OF KOON-PANDIYAN, MANGAYARKARASI, GNANASAMBANDAR AND A LINGAM.

ON THE SOUTHERN SIDE IS THE SERVAIKAR MANDAPAM CONSTRUCTED BY MARUTHU PANDYAS. NEARBY IS THE THIRUKALYANA MANDAPAM, THE CEILING OF WHICH IS AN EXAMPLE OF THE FINEST PIECE OF WOOD-WORK.

TOWERS

THE STREET SURROUNDING THE MAIN SHRINES IS CALLED ADIVEETHI. IT IS ADORNED BY FOUR GIGANTIC 9 STOREYED TOWERS. THE SOUTH TOWER, 160 FEET HIGH, WITH PARABOLIC CURVES AT THE SIDES, IS THE TALLEST. IT WAS CONSTRUCTED BY SEVVANTHI CHETTIAR IN THE 16TH CENTURY. THE NORTH TOWER, OTHERWISE KNOWN AS MOTTAI GOPURAM, IS WITHOUT ANY STRIKING ARTISTIC WORK. THE OLDEST TOWER ON THE EASTERN SIDE WAS CONSTRUCTED IN THE 13TH CENTURY BY MARAVARMA SUNDARA PANDYAN, AND THE WEST TOWER WAS CONSTRUCTED IN THE 14TH CENTURY BY PARAKRAMA PANDYAN. THERE ARE ALSO SMALLER TOWERS WHICH ADD TO THE BEAUTY OF THE TEMPLE.

MUSICAL PILLARS

BY THE SIDE OF THE NORTH TOWER THERE ARE FIVE MUSICAL PILLARS EACH CONSISTING OF 22 SMALLER PILLARS CARVED OUT OF A SINGLE STONE, AND PRODUCING MUSICAL TUNES WHEN TAPPED.

PUTHU MANDAPAM

IN FRONT OF THE EAST GOPURAM STANDS THE PUTHU MANDAPAM, OTHERWISE KNOWN AS VASANTHA MANDAPAM, CONSTRUCTED DURING THE REIGN OF THIRUMALAI NAYAKKAR. IT IS THE SUMMER RESORT OF SUNDARESWARAR AND MEENAKSHI. ON THE GRANITE PEDESTAL AT THE CENTRE OF THE HALL, THE DEITIES ARE PLACED DURING FESTIVALS. WONDERFUL STONE
IMAGES OF THADATHAGAI, MEENAKSHI'S WEDDING, RAVANA LIFTING MOUNT KAILAS AND THE STONE ELEPHANT EATING SUGARCANE DECORATE THIS MANDAPAM. THE NAYAKKAR RULERS ARE IMMORTALISED BY THEIR STATUES HERE.

AS WE COME OUT OF THE PUTHU MANDAPAM, THE UNFINISHED RAYA GOPURAM ARRESTS OUR ATTENTION, CONSIDERING THE PLINTH AREA, WE FEEL THAT, IF COMPLETED, THIS TOWER MIGHT HAVE BEEN THE BIGGEST IN INDIA.

**VANDIYOOR THEPPAKULAM**

AT THE OUTSKIRTS OF THE CITY IS THE FINELY CONSTRUCTED VANDIYOOR THEPPAKULAM ALSO KNOWN AS MARIAMMAN THEPPAKULAM, MEASURING 1000 FEET LONG AND 950 FEET WIDE. ON THE ISLAND IN THE MIDDLE OF THE TANK THERE IS A BEAUTIFUL MANDAPAM SURROUNDED BY FOUR SMALLEST ONES.

THE ILLUMINATED FLOATING FESTIVAL ON THE THAI POOSAM DAY IS AN UNFORGETTABLE SIGHT.

VANDIYOOR THEPPAKULAM

**ALAGAR KOIL**

19 KILOMETRES EAST OF MADurai, THERE IS A BEAUTIFUL VISHNU TEMPLE AMIDST AN ENCHANTING MOUNTAIN. THE DEITY INSTALLED HERE IS SUNDARAJAN. FOR THE DAILY ABISHEKAM OF THE BRONZE IMAGE WATER FROM A SPRING 3 KILOMETRES UPHILL
IS USED, SINCE ANY OTHER WATER BLACKENS THE IMAGE. ON CHITHRA POURNAMI DAY THE IMAGE OF ALAGAR IS TAKEN IN A PROCESSION TO THE RIVER VAIGAI. THIS FESTIVAL IS ATTENDED BY MULTITUDE OF DEVOTEES.

**THIRUPPARKUNDRAM**

THIRUPPARKUNDRAM, 6 KM. SOUTH OF MADURAI, IS ONE OF THE SIX FAMOUS TEMPLES DEDICATED TO LORD MURUGA. IT IS A CAVE TEMPLE. HERE LORD MURUGA WAS WEDDED TO DEVAYANAI, DAUGHTER OF INDRA, AFTER ANNIHILATING SURAPADMAN. IN THE TEMPLE THERE ARE SEPARATE SHRINES DEDICATED TO SIVA, GANAPATHI, DURGAI, VISHNU AND OTHER DEITIES. AT THE ENTRANCE TO THE TEMPLE THERE ARE 48 PILLARS WITH ARTISTIC CARVINGS.

**LEGENDS AROUND MADURAI**

ONCE INDRA, THE KING OF DEVAS, WAS BURDENED WITH THE SIN OF BRAHMAHATHI. TO EXPIATE THE SIN HE DID Penance AT VARIOUS SHRINES. WHILE TRAVERSING NEAR THE KADAMBA FOREST OF MADUAI, HE WAS SUDDENLY PURIFIED. ON FURTHER SEARCH, HE FOUND A SWAYAMBULINGAM UNDER A KADAMBA TREE. HE WORSHIPPED THE DEITY WITH GOLDEN LOTUS FLOWERS, BUILT A VIMANAM OVER THE DEITY AND RETURNED TO DEVALOKA.

LATER A MERCHANT BY NAME DANANJAYAN, WHO CHANCED TO STAY FOR A NIGHT NEAR THE SHRINE, FOUND DEVA POOJAS BEING PERFORMED AT THE SHRINE AND INFORMED KING KULASEKARA PANDYAN WHO RULED IN MANAVOOR, OF THIS INCIDENT. THE KING CAME TO THE FOREST AND WORSHIPPED THE LORD. IT WAS HE WHO BUILT THE PROPER TEMPLE AND THE CITY OF MADURAI THAT BECAME THE FAMOUS CAPITAL OF THE PANDYAS.

AFTER KULESAKARA PANDYAN, MALAYADWAJA PANDYAN SUCCEEDED TO THE THRONE. AS HE HAD NO CHILDREN, HE AND HIS WIFE KANCHANAMALA PERFORMED A YAGNA TO GET A CHILD. THEY WERE ASTOUNDED AND WORRIED WHEN A THREE-YEAR-OLD GIRL WITH THREE BREASTS APPEARED FROM THE YAGNA-KUNDAM. A DIVINE VOICE CONSOLED THEM TELLING THAT HER THIRD BREAST WOULD DISAPPEAR WHEN SHE MEETS HER HUSBAND. THE CHILD, THADATHAGAI, WAS BROUGHT UP LIKE A PRINCE AND SHE MASTERED ALL THE ARTS OF WAR. THADATHAGAI SUCCEEDED.
THE KING AND CONQUERED THE NEIGHBOURING COUNTRIES AND REACHED KAILAS ITSELF, THE ABODE OF LORD SIVA, BUT ON THE BATTLE FIELD WHEN HER EYES MET THE GAZE OF SIVA, HER THIRD BREAST DISAPPEARED. SHE REALISED SHE HAD MET HER LORD.

LORD SIVA CAME TO MADURAI, MARRIED THADATHAGAI AND THEY RULED MADURAI FOR A TIME. THEN, AFTER, MAKING THEIR SON UGRA PANDYAN, AN INCARNATION OF MURUGA, AS THE KING, THEY ASSUMED THE DIVINE FORMS, AS SUNDARESWARAR AND MEENAKSHI.

HISTORY OF THE TEMPLE


FESTIVALS
MADURAI IS A CITY OF FESTIVALS. THE ARCHAKAS OF THE TEMPLE TAKE ACTIVE PART IN ENACTING THE DIFFERENT THIRUVILAYADALS OF LORD SIVA DURING THE FESTIVALS. EVERY MONTH WITNESSES A FESTIVAL OCCASION.

THE IMPORTANT FESTIVALS ARE IN THE MONTHS OF CHITRAI, AVANI AND THAI. THE WEDDING OF MEENAKSHI ON THE CHITRA POORNAMI DAY, AND THE PROCESSION OF ALAGAR TO THE RIVER VAIGAI ATTRACT MUTLITUDES OF PEOPLE FROM ALL PARTS OF THE COUNTRY.

TEMPLE CITY

MADURAI HAS BECOME THE GREATEST ATTRACTION FOR EVERY TOURIST WHO VISITS THE SOUTH. IT LEAVES AN INDELIBLE IMPRESSION IN THEIR MINDS AND ENRICHES THEIR KNOWLEDGE OF TAMILIAN ART, ARCHITECTURE AND CULTURE. THEY CHERISH SWEET MEMORIES OF THEIR VISIT, AND THE SOARING TOWERS WILL CONTINUE TO ATTRACT THE VISITORS AGAIN AND AGAIN TO THIS TEMPLE CITY.

THUS, IT CAN BE SEEN THAT MADURAI DISTRICT ABOUNDS WITH TOURIST PLACES OF SCENIC SPLENDOR, HISTORICAL HERITAGE AND ENVIRONMENTAL SIGNIFICANCE. THE ENTIRE PLACE CAN LOOK FORWARD TO THE ARRIVAL OF AN ENORMOUS TRAFFIC OF TOURISTS BOTH NATIONAL AND INTERNATIONAL, IN THE YEARS TO COME.

3.3. PROFILE OF LUXURY HOTELS IN MADURAI

In this section an attempt has been made to discuss the profile of the select hotels of three star and four star status in Madurai city. There are about eight three star hotels and four four star hotels established in Madurai city.

3.3.1 Profile of 3 Star Hotels

(i) MADURAI RESIDENCY

Location
Madurai Residency is ideally set in easy reach of both the Airpot and Railway Station and within walkable distance from Meenakshi Amman Temple. It is closer to the places of Entertainment and shopping malls.

Details of Accommodation

Total No. of Rooms provided by the hotel is 77

Details of Tariff

<table>
<thead>
<tr>
<th>Category</th>
<th>Double Occupancy</th>
</tr>
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<tbody>
<tr>
<td>Premier Deluxe</td>
<td>Rs. 1400</td>
</tr>
<tr>
<td>King’s Suite</td>
<td>Rs. 2300</td>
</tr>
<tr>
<td>Royal Suite</td>
<td>Rs. 3500</td>
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</table>
Types of Guests Patronised

Local Public, Business Travellers, Package Tour Guests..

Types of Food and Beverage Service Outlets

a) Mandapam - A multicuisine Restaurant serving Foods of All Regions.

b) Megam : A multicuisine Roof Top restaurant.

c) Mohanam : A well stocked bar serving Liquors and Cocktails.

Banquet Facilities :

a) Magudam Hall : Seating Capacity of 145 Guests.

b) Madhuram Hall : Seating Capacity of 55 Guests.
c) Meenam Hall : Seating Capacity of 35 Members.

(ii) HOTEL ROYAL COURT

Location

THIS HOTEL IS LOCATED IN THE HEART OF CITY AND JUST OPPOSITE TO MADURAI RAILWAY JUNCTION. PLACES OF ENTERTAINMENT AND SHOPPING COULD BE REACHED VERY EASILY.

Details of Accommodation

Total No. of Rooms provided by the hotel is 69.

Details of Room Tariff

<table>
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<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Standard</td>
<td>Rs. 3100/-</td>
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</table>
Royal Executive          Rs. 4000/-
Royal Suite              Rs. 6000/-

Types of Guests Patronised

Local Public, Business Guests, Package Tour Guests.

Types of Food and Beverage Service Outlets

a) Crystal             - A multicuisine Restaurant serving Indian, Chinese, Continental and Local foods.

b) Mogul               - A Roof Garden speciality Restaurant serving moghalai Foods.

Banquet Facilities

a) Viceroy Hall        - Seating capacity of 100 people.
b) Panorama Hall       - Board Room with a capacity of 30 people.
c) Pent House Hall     - Seating capacity of 150-200 people.
d) Board Room          - Seating capacity of 12 people.
(iii) HOTEL GERMANUS

Location

This Hotel is located at Arasaradi in Madurai. It provides easy and quick accessibility to all guests, away from the bustle of the City’s Traffic. It is located near business houses and places of Tourism interest. As it is conveniently located on Kanyakumari – Bangalore National Highway, the strategic placement of the hotel ensures that the guest is saved from the City’s famous clutter and congestion.
Details of Accommodation

Total No. of Rooms provided by the hotel is 70.

Details of Tariff

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<td>Deluxe</td>
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<tr>
<td>Suite</td>
<td>Rs. 6500</td>
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Types of Guests Patronised

Local Public, Foreigners, Business Guests.
Types of Food and Beverage Service Outlets

a) Utsav - Multicuisine Restaurant Serving Indian, Chinese, Continental Cuisines.
b) Sidewalk - A 24 hour Coffee shop serving refreshments, Light meals and beverages.
c) Roof Garden - An open Air Restaurant serving multicuisine opened for Evening Snacks & Dinner.
d) Cloud 7 - A Permit Room serving Alcoholic Beverages.

Banquet Facilities

a) John Bushell Hall - Seating capacity of 150
b) Stevens Hall - Seating capacity of 50 Guests.
c) Bishop Vishvasam Hall - Seating Capacity of 20 Guests.
d) Michael Hall - Seating Capacity of 80 Guests.

(iv) HOTEL PARK PLAZA

Location

This down town hotel is located near Railway Station and shopping areas. The world famous Meenakshi Amman Temple could be reached on foot within 15 minutes. This hotel is ideal for business men and pilgrimage Tourists.
Details of Accommodation

Total No. of Rooms provided by the hotel is 56.

Details of Tariff

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<td>Executive Suite</td>
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Types of Guests Patronised

Local Public, Business Travellers
Types of Food and Beverage Outlets

a) Park - A multicuisine Restaurant serving Indian, Chinese, Continental and Tandoori cuisines.

b) Temple View: A multicuisine Roof Top Restaurant opened for Snacks & Dinner.

c) Sky High: A well stocked Bar serving wide range of Liquors, Wines, Cocktails and Mocktails.

Banquet Facilities:

Two Banquet Halls, which can accommodate upto 200 Guests.
Location

Star Residency is a business class Luxury Hotel and located near Government houses and Residential buildings. It patronises business travellers.

Details of Accommodation

Total No. of Rooms provided by the hotel is 63.

Details of Tariff

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Types of Guests Patronised

Local Public, Business Guests, Budget Travellers.

Types of Food and Beverage Service Outlets

a) Dakshin - A multicuisine Restaurant serving Indian, Chinese and Continental Cuisines.

b) Sky View - A multicuisine Roof Top Restaurant.

c) F-Bar – A Bar serving spirits and cocktails.

Banquet Facilities:

Two Banquet Halls with a Maximum capacity of 200 – 250 Guests.
HOTEL NORTH GATE

Location

It is located on Madurai – Alagarkovil Road within City Limits. It is also closer to places of Tourism interest and shopping arcades.

Details of Accommodation

Total No. of Rooms provided by the hotel is 36.

Details of Tariff

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Types of Guests Patronised

Local Public, Business Travellers, Budget Tourists.
Types of Food and Beverage Service Outlets

a) Gourmet - Multicuisine Restaurant serving all cuisines & Local Foods.

b) Bon Air : A Multicuisine Roof Top Restaurant.

c) Ecstasy : A well stocked cocktail bar.

Banquet Facilities :

a) Forum : Seating Capacity of 12 Guests.
b) Renaissance : Seating Capacity of 120 Guests.
c) Euphoria : Seating Capacity of 50 Guests.
d) Crest : Seating Capacity of 50 Guests.
e) Celebrity : Seating Capacity of 60 Guests.
Location

This is a business class luxury hotel located closer to Railway Station and places of Entertainment and shopping. Among the luxury hotels in the city, it offers exclusive vegetarian cuisine and has its own class of clients.

Details of Accommodation

Total No. of Rooms provided by the hotel is 69.

Details of Tariff

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<td>Mini Suite</td>
<td>Rs. 1850</td>
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Types of Guests Patronised

Local Public, Foreigners, North Indian Business Men, Budget Tourists.
Types of Food and Beverage Service Outlets

a) Surya - A Multicuisine Vegetarian Restaurant.

b) Surya Roof Top - A open Air multicuisine Restaurant.

c) Apollo 96 : The only spaceship bar with robo lights & DTS sound system.

Banquet Facilities :

a) Regal Room : Capacity of 200 Guests.

b) Sunset Room : Capacity of 200 Guests.

c) Classic Room : Capacity of 20 Guests.
Location

This Elegant Hotel is located on Madurai – Kanyakumari Highway and situated very well within city limits. It is half an hour drive from Airport and a short drive from Temple and Thirumalai Naicker Mahal.

Classification Standard

Three Star

Details of Accommodation

Total No. of Rooms provided by the hotel is 57.

Details of Tariff

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Types of Guests Patronised

Local Public, Foreigners, Group Travellers, Pleasure Travellers.

Types of Food and Beverage Service Outlets

a) **Ahaaram** - A Multicuisine Restaurant serving Local and International Foods.
b) **Madhuram** - A well stocked Bar serving spirits and cocktails.

Banquet Facilities:

Three Banquet Halls with a capacity of 50,100 and 500 guests.
3.2.2 Profile of 4 star Hotels

(i) HOTEL GATEWAY TAJ

Location

Hotel Gateway is located on a Small Hillock, overlooking the famous Meenakshi Amman Temple. It is located amidst undisturbed tranquility in divine chillness. It has a great locational Advantage of having an entire view of Madurai City. The Hotel is easily accessible and situated on Madurai – Kanyakumari National Highway.

Classification Standard

Heritage Classic

Details of Accommodation

Total No. of Rooms provided by the hotel is 63.

Details of Tariff :

<table>
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<td>Executive</td>
<td>Rs. 10,700/-</td>
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Type of Guests Patronised

Local Public, Other States, Foreigners, Convention Guests.

Types of Food and Beverage Service Outlets.

a) The View - The Multicuisine Restaurant Serving Continental, Indian, Chinese and Local Foods along with beverages.
b) On Board - A open Air Restaurant serving Barbecue Foods.
c) Harvey’s Lounge Bar - A Well stocked bar serving International Wines and Spirits.

Banquet Facilities:

a) Vaigai Hall - Seating capacity of 500 Guests.
b) Pool Side Lawn - Ideal to Host wedding and cocktail parties for 800 people.
c) Barbecue Lawn - Ideal for 50 Guests.
(ii) HOTEL HERITANCE, MADURAI

Location

Heritance, Madurai is a “Resort in the City” built on 17 Acres of Lush Green Gardens, Landscaped to make one Forget their presence in the Heart of this bustling metropolis. It is the former British Madurai Club converted into a Luxury Hotel. It is located on Madurai – Melakkal Road, where there are many industries and Residential buildings.

Classification Standard

Heritage Classic

Details of Accommodation

Total No. of Rooms provided by the hotel is 47.

Details of Tariff

<table>
<thead>
<tr>
<th>Category</th>
<th>Double Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury Villa</td>
<td>Rs. 8200/- - Rs. 10,800/-</td>
</tr>
<tr>
<td>Deluxe Club</td>
<td>Rs. 4500/- - Rs. 6,200/-</td>
</tr>
<tr>
<td>Standard Club</td>
<td>Rs. 3500/- - Rs. 5,000/-</td>
</tr>
</tbody>
</table>

Types of Guests Patronised

Local Public and Foreigners

Types of Food and Beverage Outlets

- A Multicuisine Restaurant Serving Continental, Chinese, Indian, Chettinadu and Srilankan Cuisine.

Banquet Facilities

- A Banquet Hall with a capacity of 200 Guests.
(iii) HOTEL SANGAM, MADURAI

Location

Hotel Sangam offers Cosmopolitan Elegance and comforts, which suit the needs of business and leisure travellers. It is set in a Breath taking landscaped surrounding and located within city limits on Madurai – Alagarkoil Road.

Classification Standard

Three Star

Details of Accommodation

Total No. of Rooms provided by the hotel is 50.

Details of Tariff

<table>
<thead>
<tr>
<th>Category</th>
<th>Double Occupancy</th>
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</thead>
<tbody>
<tr>
<td>Standard</td>
<td>Rs. 4000</td>
</tr>
<tr>
<td>Deluxe</td>
<td>Rs. 4750</td>
</tr>
<tr>
<td>Suite</td>
<td>Rs. 7500</td>
</tr>
</tbody>
</table>
Details of Food and Beverage Service Outlets


b) Aathangudi : A speciality Restaurant Serving Chettinadu Foods.

c) Corner Room : A well stocked bar serving Liquors and cocktails.

Banquet Facilities:

a) Conference Hall - Seating Capacity of 325 Guests.

b) Mini Hall – Seating capacity of 60 Guests.

c) Lawn - Seating capacity of 300 Guests.

d) Swimming Pool side - Seating Capacity of 60 Guests.
HOTEL FORTUNE PANDIYAN, MADURAI

Location

This is the first Three Star Category Hotel in Madurai and located within the city limits. It is situated on Madurai – Alagarkoil Road and near several Government Houses and Places of Entertainment.

Classification Standard

Three Star

Details of Accommodation

Total No. of Rooms provided by the hotel is 55.

Details of Tariff

<table>
<thead>
<tr>
<th>Category</th>
<th>Double Occupancy</th>
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<tbody>
<tr>
<td>Standard Room</td>
<td>Rs.4000 - Rs.4500</td>
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<tr>
<td>Executive Suite</td>
<td>Rs.7500</td>
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<tr>
<td>Fortune Suite</td>
<td>Rs.8500</td>
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<tr>
<td>Presidential Suite</td>
<td>Rs.10000</td>
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</tbody>
</table>
Types of Guests Patronised

Local Public, Foreigners, Convention Guest, Pleasure Travellers.

Types of Food and Beverage Service Outlets

a) Orchid - A Multicuisine Restaurant serving Indian, Chinese, Continental and Local Foods.

b) Charcoal Skewers - A open Air Pool side Restaurant Serving Tandoori Breads and Barbecued meat.

c) Ranch - A well stocked bar serving International Wines, Spirits, cocktails and tobacco.

d) Pastry Shop – A Mithai shop selling cakes, pastries and Indian sweets to residents and public.

Banquet Facilities:

a) Three Banquet Halls with a capacity of 800, 100 and 50 guests.

b) Pool side lawn to accommodate 300 guests for wedding reception.

CHAPTER IV

TRENDS IN TOURIST ARRIVALS AND DEMAND AND SUPPLY OF ACCOMMODATION IN LUXURY HOTELS AT MADURAI