PREFACE

Tourism in India has grown substantially over the last three decades. The foreign exchange earnings from tourism have increased. With the increase in income levels and emergence of a powerful middle class the potential for domestic tourism has grown substantially during the last few years. Tourism also generates employment in rural and urban areas, which may arrest large scale migration of rural mass to urban centres.

Madurai has always been famous for its rich heritage and ancient culture which attracts millions of tourists each year. The government of Tamilnadu and the Ministry of Tourism and Culture encourage cultural tourism in Madurai by offering several benefits to the places that are particularly famous for attracting tourists. Madurai is emerging as an attractive tourist destination for fresh investment in this service sectors.

Madurai is the second highest tourist receiver in Tamilnadu after Chennai. The reason of this might be that Madurai is the hub for the southern Tamilnadu for various tourist centres such as Kodaikanal, Palani, Kanyakumari and Rameswaram. Hence Madurai usually becomes a part of the itinerary of the tourists.

Satisfaction plays a major role in retaining the customers not only in business but also in tourism. Thus the researcher decided to conduct a study on tourist satisfaction with special reference to infrastructural facilities available for the domestic as well as International tourist in Madurai. There is a close and dynamic relationship between infrastructure development and sustainable tourism development, because inadequate infrastructure is one of the most serious constraints on future tourism development. The study aimed at reviewing the pattern of the tourist inflow to Madurai and to assess the extent of infrastructure facilities available to tourists so as to measure the satisfaction derived by tourists and various suggestions were given based on the interviews held with the Tourists and people involved in tourism industry.
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