CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Tourism plays a pivotal role in promoting goodwill among the people and thereby fostering socio-economic development of the country. Tourism as an industry helps to earn huge foreign exchange reserves and creates direct and indirect employment opportunities to a very large section of the society. Besides, promoting handicrafts and fine arts of a nation, it helps in preserving the nature’s beauty, cultural heritage of the land, tradition of soil and strengthens the process of national integration and universal brotherhood. It is necessary to make a distinction between different types of tourism for an analytical purpose. For instance, tourism is usually classified into two broad categories; international tourism and domestic tourism defined in terms of territorial boundary of the permanent residence of the tourist. There need not be any minimum length of the trip to qualify it as a tour and the critical factor is the movement away from the place of permanent residence to the destination or destinations not in the same locality.

Another common form of tourism that we find is elite tourism and mass tourism. An elite tourist travels with independent mind and he is always individualistic. He could be an antiquarian, a naturalist, and an explorer visiting
places not frequented by or not known to many. Being a snob in nature and non-conformist, if not off-beat, his enjoyment is diminished with an increase in the tourist traffic to the place. For that reason alone, he has a preference for less accessible spots. The nature-loving tourist is often goes around a mountain or a game sanctuary all for himself. The primary urge of such a nature-loving tourist is the interaction between nature and himself. He wants to share his experience with his friends, relatives and fellow tourists of the group. Antique-lover, when frequenting a historical site or a monument also prefers solitude. Motivated by the spirit of adventure, difficulty in getting to tourist site may act as a challenge for him. He conforms well to local conditions and is not particular with accommodation, food and related facilities.

**Nature and types of tourism**

On the other hand, a tourist belonging to mass tourism is a gregarious tourist, with the herd instinct. He avoids places not so well known and flocks at a destination, which is already passing through mass tourism phase. An increase in tourist traffic has a bandwagon effect on him. He demands facilities to which he is accustomed and does not want a change in his life style. The primary urge of a gregarious tourist does not come from nature or historical sites, but from a possible interaction between persons. Nature may provide a
suitable backdrop, but not more than that. Usually he prefers company and hankers for sports and other entertainment facilities.

Tourists may often move in formal and informal groups. There are different types of group tourists. There are exclusive groups like married couples, particularly honeymooners, family groups, friends-circles or groups of students studying in the same class. Recently cooperative holidays are enjoyed also by a group of workers belonging to a common business establishment. People may form different groups in the course of the journey itself. For instance, pilgrims may start their journey separately but the different terrain and the strain of the journey may often bring them together. Tour operators like Thomas Cook with their pre-paid package tours usually form the largest and most heterogeneous polyglot. A single tourist could be a social drifter in search of drug, sex or other excitement. He could also be a high business executive or government official who comes to the tourist spot to shed his inhibitions. A great of them would, however behave like any other tourist.

Similarly, there are no reasons to think that married couples would not visit nightclubs or gambling dens together. But, it cannot be denied that a solitary unaccompanied tourist would be least bound by conventional morality and norms of behaviour to which he is likely to conform in his known surroundings.
On the other hand, a family group tourist would stick to the same code of behaviour when traveling abroad as in the hometown. A newly married couple will fall somewhere between the two, since the accepted code of behaviour is still not yet firmly established. To provide accommodation, transport and related facilities to a larger group is however, more difficult because of the bulky nature of the required services. Such difficulties are felt in the case of a package tour. The amount and pattern of expenditure per day of a package tourist is expected to be different from that of a non-package tourist. Package tours, therefore, are based on some special arrangements like chartered flight (in the case of International tourism), a separate reserved railway compartment (in the case of domestic tourism) or a tourist bus (in the case of both international tourism and domestic tourism).

Motives for Tourism

From the motivational point of view, a distinction can be made between a recreational tourist and a motivated tourist. The primary urge of the first type of tourist is to travel for pleasure with entertainment value or recreation as an end in itself. The primary urge of motivated tourist (as defined here) may be altogether different. To him, traveling for pleasure is there, but not as a primary motive. For instance, a commercial tourist travels widely from one place to another to form or renew his business connections. His choice of place of
tourism is determined primarily by business considerations though he may often mix business with pleasure. Similarly the primary urge of a pilgrim, whether traveling alone or in a group is not to enjoy the scenic surroundings of the place of pilgrimage but to fulfill some inner religious urge and to perform some religious rites sanctioned by some commonly held religious norms. The sense of fulfillment of his religious urge may increase (rather than decrease) with the hardship of the journey.

A student going abroad for higher study or to attend a summer school, selects the university or college as his place of study not by the same consideration that would reign supreme for a vacation tourist. Similarly in the case of a group of students accompanied by their teachers on an educational tour, the declared motivation is not only pure enjoyment but educational motive also. But, in practice, such educational tours may often be a camouflage for an outing or picnic. It may be pertinent to add here that different motives for a tour need not necessarily lead to different types of tour. The mode of behaviour of a person attending a business convention or a seminar or a conference would be more or less the same whether he is by profession, a businessman or a government official or an educationist. Similarly the same motive for tourism (say, business or education) may lead to different types of touristic behaviour pattern. Thus, the continuous nature of journey of a
commercial traveler may not be observed in the case of a business magnet attending a convention held abroad or within the country. Similarly, the nature of tourism of an educationist attending a seminar would be different from that of an exchange student. Besides, as usually it is said, all forms of travel are educational in nature. Hence, education may be regarded as a generalized motive, if not the primary motive for all forms of travel.

**Pleasure Travel: Types**

Some holidaying tourists make a careful selection of the spot where the entire holiday or any leisure time (say privilege leave or a week-end) is spent. In making such a selection, more than climatic and other natural attributes, the type of facilities available at the tourist spot and the user’s preference play a major role. Holiday homes or cottages cater to such resort tourists. Holiday homes are usually maintained by business establishments for the recreation of their employees only. Cottages are usually run by private entrepreneurs and are usually available on rent. A resort tourist prefers a peaceful life and a period of rest from work. Accordingly, he wants a change away from the hustle and bustle of his place of work. Often the resort tourist may prefer staying in a home of his own away from his usual place of residence. At the opposite end, we have tourists with wanderlust. Their tour itinerary covers as many travel spots of natural wonders, historical sites and cultural centers adorned with
different cultures, cuisines or way of life, all packed in a short period of time. The monotony of their nature of work forces them to spend their vacation by travelling from place to place. Travel companies and tour operators with their pre-paid package tours cater to the above type of tourists. Another suitable term for this type of wanderlust tourism is therefore “cultural tourism”. The resort tourist not only wants a peaceful life but also a life style, which he is accustomed to. This leads to enhancement of infrastructural facilities, which ultimately increase employment opportunities.

The various types of tourists are shown in the following flow chart:
TOURIST

Recreational Tourist \((t_r)\)

- Resort Tourist
- Tourist with wander lust

Motivated Tourist \((t_p)\)

- Business
- Pilgrimage
- Office duty
- Study
- Cultural events
  - Conventions
  - Seminars, Conferences
- Health
- To attend games & sports meet
- Visiting native Place of origin (ethnic visitors)
- Meeting friends & relatives (social visitors)

Note; 1. This categorization is not watertight. It has been observed already that there is an overlap between the wander lust type of Tourism and a cultural tourism which not only takes the nature of a pilgrimage but also includes cathedrals, temples in its Tour itinerary. Similarly games and sports are also forms of recreation for many, though they are professions for others.

2. Some authors have used the term common interest tourist in place of motivated tourist. In a sense recreation is also the most common motive for traveling. But as it has been explained in the text, we have used the term motivated tourist only to designate those tourists for whom travel for pleasure is not the only or even the primary motive.
1.2 IMPORTANCE OF THE STUDY

When many people consider tourism, they think of international travel to exotic destinations. However, most tourism is domestic—that is, it relates to tourists traveling within their own country. Industrial countries dominate both international and domestic tourism. Europe, North America and the Pacific region receive more than two thirds of international visitor arrivals. However, tourism is a major industry worldwide.

In the mid 1990s the tourism industry contributed more than 6 per cent of the value of all the goods and services produced throughout the world. It also accounted for more than 7 per cent of global capital investment and 13 per cent of world consumer spending. Experts estimated that tourism supported more than 130 million jobs worldwide and contributed more than 5.6 per cent to total tax payments.

The tourism industry is made up of all the businesses that directly provide goods or services for the business and leisure activities of tourists. The industry includes international and domestic airlines; shipping lines and ferry operators; railway, bus and taxi operators; accommodation suppliers; restaurants, clubs, and other catering establishments; tour and excursion operators, travel agents; managers of entertainment facilities (theatres, cinemas, discotheques, night clubs, funfairs and so on); theme parks;
national parks and heritage attractions; manufacturers and retailers of souvenirs; visitor information centers; and conference, convention and meeting centers. Many of these businesses serve non-tourists too.

Tourism creates many job opportunities. Tourism is a labour-intensive industry—that is, it requires a large number of workers. But most tourism is seasonal, that is, there are times in a year when visits to a destination reach a peak, especially at seaside and ski-resorts. As a result, many tourism jobs are part time and casual. The majority of tourism jobs are also low skilled and low paid. However, the large numbers of people that tourism employs and the links it has to other industries, such as catering and restaurant work, mean that governments actively encourage tourism development.

Tourism has brought economic benefits to many places in terms of employment and income. But it has also created problems when it has grown too rapidly or in an uncontrolled way. Experts believe that tourism destinations go through a life cycle. After tourists discover a destination, it undergoes rapid development. Large numbers of tourists who visit the destination then change its character by affecting its physical environment and the culture of its people. Changes to the destination may mean that whatever attracted tourists to it in the first place are lost. The destination will then go through a stage of stagnation and possible decline. By recognizing
this life cycle, the tourism industry has revived many tired destinations. Atlantic city in the United States increased its visitor arrivals after a long decline by allowing casino development. Other cities have built new attractions such as conference halls, museums, art galleries, and leisure centers. Some have hosted a major event, such as the Olympic games.

In many regions, the natural environment is a major tourist attraction. Bird and whale-watching, scuba diving, wildlife photography and safaris are some of the major growth areas in the field of nature-based tourism. International attractions of this type include the game parks of eastern and southern Africa, the national parks of North and South America and the unspoilt habitats of Antarctica.

1.3 STATEMENT OF THE PROBLEM

Tourism developments on coasts and estuaries, particularly in Southeast Asia and the Pacific, have disturbed bird and fish breeding and feeding grounds.

Uncontrolled hotel development has caused many problems in coastal resorts. As well as damage to sand dunes, some hotels have been built too close to the neighbouring beaches, leaving them in shadow for much of the day.
Pollution is another problem. Water pollution may cause a decline in water quality for swimming. It may also affect the growth of coral reefs. The coastal resorts of Pattaya and Phuket in Thailand have recently embarked on a major programme to stop the water pollution caused by inadequate sewage systems.

Tourism has exposed destinations in developing countries to the behaviour and values of visitors from foreign, mostly western, cultures. In some destinations, the local residents copy the visitors and the culture changes. Old customs die out. Dishes that foreigners expect and prefer to replace with traditional foods. In many locations, craft workers make low quality, inauthentic souvenirs for a quick profit.

Tourism sector at present is plagued by a number of factors which include Government’s apathy, poor infrastructure, law and order problem, visa problems, poor sanitary conditions and pollution etc.

The government’s support to the industry has fallen well short of expectations and budgetary and other allocations to the sector have been one per cent of public spending, as against global average of 6.8 per cent. The capital expenditure that goes into the industry is a meager 6.4 per cent of the GDP as against the global average of 11.8 per cent. Tax paid by tourists in India is the highest in the world. Compared to other Asian
countries where the tax rate is between 3-6% Indian hotel charge about 40 per cent tax. It is not surprising, therefore, that repeat visits of international travelers to India few and far between.

Poor infrastructure is another area, which is responsible for dismal performance of tourism sector. Roads are patholed dusty and narrow to say the least. Our airports are busy with increasing airliners operations and the industry is also worried about airline seat capacity. About 10 million seats are required in the international segment while the supply is just about 5 million. In the domestic segment against demand of 19 million, supply is just about 10 million. There is a huge gap in the availability of hotel rooms also. Total requirement of hotel rooms is estimated to be about 130000 rooms as against the availability of just 60000 rooms. The biggest shortfall is in 3 star category.

The moment a tourist sets his foot in India, there is a tendency to view him only from the point of view of making money. Astronomical amounts of money are charged from him for accommodation, local travel, food and local handicrafts items, etc. Our newspapers are full of stories of tourists being cheated, incidence of robbery, eve teasing, rape, murder and beggary etc. All the above present a very dreary picture of the country discouraging people to visit India.
Procedural delays in getting visas are another area of concern. Eligibility criteria and cumbersome procedures in getting visa put off many visitors from visiting India. We follow the policy of reciprocity in issuing visas. Visas are issued to the citizens of only those countries, which give visas to Indians.

1.4 OBJECTIVES OF THE STUDY

To document the growth and development of tourism business in India, Tamilnadu and Tiruchirapalli District.

1. To identify the potential services offered to tourists by hotel owners and the level of room occupancy in order to promote tourism in Trichirapalli district.

2. To analyse the business prospects at the tourist spots.

3. To assess the socio economic status of tourists, their purpose of visit and problems faced by them at the tourist spots.

4. To assess the level of satisfaction of foreign and domestic tourists in Trichirapalli district.

1.5 HYPOTHESES OF THE STUDY

The following hypotheses are framed and tested.
a) More members of foreign tourists occupy hotel rooms in winter season and domestic tourists demand for hotel rooms is high in summer season.

b) There is multi-collinearity and hence the existence of Autocorrelation among the explanatory variables.

c) Satisfaction levels are not different between foreign tourists and domestic tourists.

d) The carrying capacity of tourist spots of the study area is highly insufficient to accommodate tourist inflow.

1.6 METHODOLOGY

This study is an analytical one based on primary and secondary data.

The secondary data required for the study was drawn from published documents of India Tourism Development Corporation Limited (ITDC), Tamilnadu Tourism Development Corporation Limited (TTDC), journals, articles, books reports relating to tourism and popular websites.

The data collected from the above sources are supplemented by the information collected through discussions with the persons related to the tourism industry.

For collecting primary data three questionnaires were prepared. Before preparing the questionnaire a pilot study was conducted in which
discussions were held with restaurant owners, tour operators, commercial shops and tourists? After the completion of the pilot study, the questionnaire was modified and restructured and split into three; one questionnaire for restaurant owners, another questionnaire for commercial shops and the third questionnaire for tourists.

**Sampling**

Convenient sampling method is adopted for choosing 250 foreign tourists and 250 domestic tourists in the study area. There are 600 commercial shops in and around tourist spots. Out of these 600 shops, 120 shops are chosen through simple random sampling method. There are 150 hotels providing services to tourists in the study area. Out of these, 45 hotels are chosen through simple random sampling method.

**Statistical Tools used**

Data collected are carefully fed into the computer and tables are prepared with the help of computer. Statistical tools such as simple percentage, mean and trend are used for analysis of data. Chi-square test is used for testing the hypothesis. Kathleen Carry model is used for finding out the significant effects of hotel room occupancy by foreign and domestic tourists. Factorwise satisfaction index is used to find out the level of satisfaction of sample respondents.
1.7 AREA OF THE STUDY

Trichy’s long history goes back to before the Christian era when it was a Chola citadel. During the 1st millennium both the Pallavas and Pandyas took power many times before the Cholas, regained control in the 10th Century. Then the Chola empire finally decayed. Trichy came in to the realm of the Vijayanagar emperors of Hampi until their defeat in 1565 A.D by the forces’ of Deccan sultants. The town and its most famous landmark, The Rock Fort Temple, were built by the Nayaks of Madurai. Later in the 18th century Trichy witnessed much of the British French struggle for supremacy in india.

Orientation & Information

Trichy is scattered over large area. Most of the hotels and restaurants, the bus stand, railway station, tourist office and main post office are within a few minutes’ walk of each other in the junction area. The Rock Fort temple is 2.5km north of here with the other temples of further 3km to 5km north again.

The tourist offices phone no.2460 136. It is situated at Williams Road with Branch Officers at the railway stations and airport, is open week days only.
History

Tiruchirappalli played predominant role in the later of South India. Cholas were the early rulers of this region from the period of sangam age. Among the early Cholas rulers, Karikala Chola (50-95AD) was the most powerful and after him the Pandyas followed by the Pallavas held vijay over this region for short periods. Cholas rule was once again reviewed by vijayalaya.

This was the beginning of great chola empire and with the succession of powerful rulers remained under cholasupremacy (Tiruchirappalli District, Gezzeteer 1999). During the year 1251 A.D pandyas under Jaya Sundara Pandya rose to power and Tiruchirappalli was brought under pandya rule by putting an end to Chola Supremacy over Trichurappalli. Pandys’s rule over this region lasted too little over half a century followed by Muslim domination till 1334-35 A.D.

In the middle of the fourteenth century The musliums were defeated by the vijayanagar ruler and Tiruchirappalli was brought under Nayak rule. Vijayanagar Chockkanatha Nayak was the last among Nayak rulers and after his death in 1731 A.D, a power struggle followed to the throne of the Nayak Kingdoms between Meenakshi the widow of the king and Bangarue Tirumalai the father of his adopted son and later between Meenakshi and
Chanda sahib the confidential adviser of the Nawab of Arcot: ultimately Chanda sahib proclaimed himself as the ruler.

In 1741 A.D the Marathas invaded Tiruchirappalli and took Chanda Saheb as a captive. Chanda Saheb succeeded in securing freedom in 1748 A.D and soon got involved in the famous war for the Nawabs' place in the Carnatic against it. Anwad-ud-din, the Nawab of Arcot and his son Mohammed Ali what followed were actually a struggle between the European powers for colonial expansion in South India with Tiruchirappalli as the pivot, which ultimately led to the triumph of the English.

When about the year 1759 A.D Hyder Ali came to power the history followed as a power struggle between Hyder Ali and later Tipusultan with the British. After the death of Tipusultan the English took the civil and military administration of the Carnatic in 1801. Tiruchirappalli thus came into the hands of the English and the district was formed in 1801 under Mr. Wallac the first English Collector.

Until the buckle scheme for revision of taluk and village establishments was introduced Tiruchirappalli consisted of nine taluk which under the new scheme were regrouped into five by transfer of Karur taluk from Coimbatore district during 1910 and formation of Lalgudi taluk from part so Musiri and Tiruchirappalli taluk raised the number of taluk in the
district to seven. Subsequently, three new taluk, viz. Kallattur, Alangudi and Tirumayam were added on by the merger of Pudukottai with Tiruchirappalli during 1948. The number of taluks in the district raised to ten remained unchanged till 1961.

Between 1961 and 1971 three new taluks Ariyalur, Turaiyur and Manapparai were formed from parts of Udayarpalayam, Musiri and Kulithalai taluks respectively raising the number of taluks in the district to Thirteen.

During the decade 1971-81 a major change in the administrative setup of the district was effected by formation of Pudukkottai district in January 1974, by transferring Kulattur Alangudi and Tirumayam Taluks was trifurcated into three districts (1) Trichy, Perumbudigu Mutharayar (2) Karur Deeran Chinnamalai district and, (3) Perambalur Thiruvalluvar district.

**Population**

Total population of the district according to 2001 census 21,96,473 consisting 11,08,016 males and 10,88,538 females. Rural population of the district is 13,15,869 person and urban population is 8,80,604 persons and 13,15,484 literates.
Languages

Main languages spoken in the district are Tamil, Kannada, Malayalam, Telugu and Urdu.

Geography and Physical Features

It is a land locked district with no coastal border, the even topography of the land throughout the district renders sub-division into natural regions rather difficult. The greater part of the district consists mainly of an undulating plain bisected by the valley of Cauvery. The monotony of the plains is relieved here and there by broken and isolated masses of crystalline rocks.

The predominant soil in the district is red sandy with scattered pockets of black soil. In the absence of fertile soil, the prominent role of Tiruchirappalli is playing in the agriculture sector in the state is due mostly to its irrigation facilities.

The forest resources of the district are meagre compared to the state as whole. The district forests are poor not only in area but also in quality most of the forest in the district are tropical dry deciduous and tropical dry thorn evergreen.
The Madras – Dindigul Road (N.H45) traversing the eastern part of the district is the main arterial North-South link to which is connected all the important radial roads of the district.

Due to the limitation and location, characteristics of the railway lines in the district the buses play a dominant role in the transport system. Tiruchirappalli is an important bus terminal and transit point for the State Government buses.

About 650 routes buses run both by the Tamil Nadu Government Transport Corporation and private bus operators interconnect all important places in and around the district. Goods transport by Lorries is better organized in the district. Tiruchirappalli has an airport. Indian Airlines connects Tiruchirappalli with Chennai, Trivandrum and Colombo.

**Industries**

The district has fairly rich mineral deposits. The upper region contains only a moderate number of valuable minerals of which the magnetic iron beds in the Musiri are most important. A good deal of building stone is quarried in Tiruchirappalli.

The most important heavy industry in the district is the high pressure boiler plant of the Bharat Heavy Electricals Limited (BHEL) located at Tiruverambur with M/s.Tehcno Export of Czechoslovakia. This plant
engaged in the manufacture of heavy boilers required for thermal Stations was started in 1965 at a cost of Rs.24.50 Crores. The initial output capacity of 750 M.W per year has presently been increased to 2500 M.W. The plant achieved an output of 11450 M.T of material for the manufacture of boilers.

The seamless steel tube plant of the BHEL, an ancillary unit of the high pressure Boiler Plant in Technical Collaboration with West Germany, this plant setup at a capital outlay of Rs.58.2 Crores is designed to manufacture 40,000 tonnes of boiler seamless steel tubes per year.

The Ordinance Factory inaugurated in July 1996 is another public sector unit. In the district this factory setup with the installed capacity for the production of 5000 numbers of small arms has achieved the production target.

Sugar cane being grown as a major commercial crop, sugar industry occupies an important in the rural economy of the district. There are two sugar mills in the district E.I.D parry Sugars (I) Lts., at Pettavaithalai and Kothari Sugars Chemical Limited (II) at Kattur.

There are 19 medium sized industries in the district manufacturing a wide range of electrical equipment and engineering products. The corporation setup by the Tamil Nadu Government for the promotion of
industries have rendered technical as well as financial assistance for starting new industries in the district.

Tiruchirappalli holds a pride of place in Cottage industries. There is variety of cottage and village industries dispersed throughout the rural areas in the district.

Thottiam and Uppliapuram blocks are important centers for the manufactures of carpets and blankets. Training unit for training the artisans have been established at Kotakudi, Thottiam and Venkatachalapuram at Uppiliyapuram bloc. There is also an industrial co-operative society for blanket weaving.

Industrial co-operative societies are also in the district for the development of mat weaving, leather turning and coir industry.

Tamil Nadu Newsprint and Papers Ltd., (TNPL) is setting upon integrated newsprint cum-paper project at Pugalur is the district for the manufacture of 50,000 tonnes of printing and writing paper per annum.

This project estimated to cost around Rs.190 Crores (including working capital) is joint venture of the Government of Tamil Nadu, Indian Financial Institutions and World Bank. This project will herald new technology in the country.
Handloom industry has been a traditional occupation of this district. The Handloom weavers constitute roughly 5% of the total working population in the district. This industry flourishes mainly in Karur, Turaiyur and Tattayangar pettai.

The co-operative movement in the field of Handloom weaving has given a fill up to this industry. These societies from the best institutional agencies for providing necessary facilities to enable the member weavers to get continuous employment throughout the year. The apex hand loom weavers co-operative society popularly known as Co-Optex is providing marketing support to its affiliated primary weavers co-operative societies to the extent of about 50% of the production. During 1981-82, the co-optex marketed 82 lakhs meters of handloom cloth produced in the district valued at Rs.620 lakhs.

There are 13 power loom, co-operative societies in the district having 94 power looms. The Tamil Nadu Textiles corporation is implementing a programme to setup a power loom complex at Jayankonda Cholapuram.

Major items of production by the weavers of the co-operative societies consists of cotton sarees and dhothies. Bet sheets woven in Karur area popularly known as “Karur Bus Sheets” and known for its dexterity and variety.
Tourism

Tiruchirappalli a blend of history and tradition is one of the important pilgrim centers in Tamil Nadu. Flowing of the Cauvery adds to the glory of this land of temple. This district had quite a number of famous temple noted for sculptural beauty and excellent architecture.

General Information

Area : 23, 26 Sq.kms
Population : 10, 48,314 / 2001
Attitude : 78 Meters
Temperature Summer: Max. 37.1°C / Min. 26.4°C
Winter : Max.37.1°C / Min .26.4°C
Rainfall : 83.5 cms Season: Throughout the year
Clothing Tropical Languages: Tamil, and English spoken
STC code number: 0431

Kumaravayalur

Sri Subramaniaswamy temple in Kumaravayalur is an ancient and well known shrine built by the Chola Rolers. There are number of stone inscriptions giving the history of the temple. The three principal sanctums in the temple are Sri Subramaniaswamy with his two consorts Sri Valli and Sri Deivanai, Sir Adinatha (alias) Sri Agniswarar and his consort Sir Poorva
Stithinayaki. Panguni uthiram is the most important festival celebrated here when lord Muruga is taken out in procession in the night mounted on the silver Peacock vahanam.

**Main Guard Gate**

It is the headquarters of the district and it had changed along with the time. The old fort of Tiruchirappalli is almost unrecognizable except for the small ruined gate known as Main Guard Gate which exists even today as the Western entrance to the Tiruchirappalli fort. It is started that this was built during the period of Vijayanagar empire and it was strengthened by Vishwanatha Nayaka. With the fall of Vijayanagaar empire the fort could not be maintained properly and was very much neglected and in 1860 it was felt by the people that the wall of the fort must be removed, so that, they could live in healthy environments. Between 1866 and 1880 A.D many parts of the fort which was in a bad condition had been demolished by the municipal authorities to broaden the roads retaining the main-guard gate.

**Rock Fort Temple**

Tiruchirappalli most famous land mark is 83m high rocks which is the only outcrop in the otherwise flat land of the city. The most amazing fact about the rock is that it is one of the oldest in the world-Green land older than the Himalayas. The sheer abruptness of its rise is an attention grabber,
420 steps carved out of rocks lead to the top where theme and inscriptions dating back to the 3rd century B.C. Hardly anything remains of the ramparts but the main guard gate is still in fact. The fort played an important part during the carnatic wars and according to an inscription mainly contributed to lay the foundation of the British Empire in India.

The top of the rock is the Uchipillaiyar Koil, a temple dedicated to lord Vinayaka from where one can enjoy a panoramic view of Tiruchi. A flight of steps leads to the Thayumanaswami temple dedicated to lord Siva where the lingam is a projection of the rock itself. There are two Pallava cave temples that have beautiful sculptures of the 6 centuries.

**The Upper Rock Fort Cave**

The steps emerge from the entrance of the Thayumanaswamy temple into the open air and there on the left a chamber tower out of the rock is counted with inscription. This cave is called the upper cave. The inscriptions of the upper rock cut cave are written in the Grantha Pallava alphabet. Two inscriptions record that a king named Gunabara who born such as Purshothama, Satrumadla and Satyasandha constructed a temple of Siva on the top of the mountain and placed in it a Linga and a statue. Each of the two pillars mentions the river Cauvery. On the left pillar the Cauvery is called the beloved of the Pallavas. It is probable that Gunabara was Pallavas
Machendravarma. The history of Hindu architecture in Tamil country begins with Machendravarma perhaps from here on the third pillars of the same row, so as to feed devotees on the day of Chithirai festival.

**The Teppakulam**

The Temmakulam at the foot of the rock to the west is a fine tank with steps down to the edge of the water. In the center a Mantapam or Pillared porch is seen. A facility for boating in the tank is available. Near the tank is the house where Robert Clive lived when he was in Trichy and an 18\(^{th}\) century church built by Reverend Schwartz of Denmark. The house is now part of Trichy famous St.Joseph Collge.

**St.Lourde’s Church**

The St.Joseph’s college church is the reduced copy of the Basilica at St.Lourdes the world famous place of pilgrimage in Southern France. It is housed inside the St.Joseph’ college campus near main guard gate. The whole length of the name and coir is 158 feet. The name is 38 feet wide, the wises one 10 feet wide. The initiation raised glasses add beauty to the church. The constructions of the church began in January 1890 and completed on 5\(^{th}\) May 1894. The step which was begun in January 1901 was finished in 1903 when the guilted cross was placed on its pedestal 200 feet above the sea level. The church was thrown on to the public worship in 1895
It is noted for gothic architectural marvel attracting numerous pilgrims. This church is located near to Rock Fort Teppakulam. It is a remarkable feat of Indian craftsmanship and stained glass drawings.

**Sri Renganathaswamy Temple, Srirangam**

Sri Renganathaswamy temple at Srirangam is the biggest temple among the 108 Vaishnavas temple in Tamil Nadu. It consists of 21 Gopurams (floor) and 21 entrances. At the eastern entry to the temple is called Rajagopuram constructed by the Vijayanagar Emperor in 16th century remained unfinished after its downfall. It was called Mottaigopura. The unfinished gopuram work as completed by his holiness azhagia singer jeer on 25th March 1987. It consists of 13 tires spanning and area of 156 areas. The Sri Renganathaswamy temple takes the pride as the largest temple in the country. The unique feature of the temple is its seven-old enclosures with huge dividing ramparts. The temple is noted for the delicacy Rangavimanam is resplendent with the structure of Rajagopuram reaches a height of 222 ½ feet with 13 tiers. After the installation of 12 ½ feet with Kalasams and structures the tower rises to a height of 286 feet.

Annual festival is celebrated throughout the year. The most important festival is Vaikunta Ekadesi, which attracts thousands of devotees from place all over India. The festival lasts for 20th day beginning 10 day earlier to
Sukkla Ekadesi in the month of Margazhi (December – January). The first 10 days before the Vaikunda Ekadesi called “Pagal Pathu” and remaining 10 days beginning with after Vaikunda Ekadesi called “Rappathu” festical of 10 nights. Pantha katzhi festival held in Masi (February – March) and Brahmothsavam festival the grand final held in Panguni (March – April).

**Thiruvanaikkaval**

Near Trichirappalli is known for the Jambukeswarar temple dedicated to Lord Siva. It is an ancient temple said to have been in existence from the first century B.C. The temple had five long praharams.

Jambu is the name of the holy tree under which is the Eswar in the form of Lingam submerged in water. Sri Jambukeswarar and his consort Sri Agilandeshwari are the presiding deities of this temple.

Puncha Praharam is the most important festival celebrated in this temple. This festival celebrated in the month of Panguni attracts about 5000 to 6000 devotees. During this festival, the Lord in female dress and the Devi in male dress are taken out in procession.

**Sri Mariamman Temple (Samayapuram)**

Samayapuram is situated at 16km on the Trichy – Chennai trunk road. It is easily accessible by bus. Buses are frequently plying between Samayapuram to Trichirappalli. The Madurai Nayak Chokkanatha who ruled
this region during 1706-1722 A.D. constructed a temple for the deity Sri Mariamman at Samayapuram. The temple consists of an entrance, Mahamandapam and the two enclosures. In the sanctum the deity Sri Mariyamman is consecrated. The devotees believe that this deity curses the diseased people afflicted with evil spirits. People belonging to the different religious faiths also worship this deity and benefited. There is no animal sacrifice in this temple and pooja’s performed four times a day. The important festival Poochorial festival is celebrated on the last Sunday the Masi. The main annual festival commences on the last Sunday in Panguni. Thear festival is observed on first Tuesday in Chittirai and the floating festival (Theppam) on the following Friday. Samayapuram is a very important place of pilgrimage, famous for its temple dedicated to the goddess Mariamman.

**Sri Prasanna Venkateswarar Temple (Gunaseelam)**

Gunaseelam is situated 24km away from Tiruchirappalli on the north bank of Cauvery River in Tiruchirappalli – Musiri road. There is Vasihnative temple and the name of the god is Lord Prasanna Venkateshwarar. It is easily accessible by bus; nearest railway station is 15km from Musiri. Buses are plying frequently between Tiruchirappalli and Gunaseelam. The temple is about 200 year old. The deity is a powerful one
which is equal to Tirupathi. Tirupathi devotees those who unable to visit Tirupathi may go to Guanseelam and derive the same benefit as if they visited Tirupathi. Peoples who are possessed by evil spirits get cured if they stay in the village and visit the shirne for a “Mandalam” (48) days. The annual festival of this shrine is celebrated for a period of 11 days during the month of Puratasi in commemoration of the lord’s dharsan given to sage Gunaseelam Maharishi who was unable to visit Tirupathi.

**Vekkaliyamman Temple, Woaiyur**

Vekkaliyamman temple is situated in Pandamangalam, a few metres away from Woraiyur Nachiyar kovil bus stand. This is 2km away from the Tiruchirappalli Railway Station and 6km from Tiruchirappalli junction and Central bus stand. The temple does not have any roof. Once a rishi, sarama, an ardent devotee of lord siva cultivated red flowers, which he brought from naga world and used them for worshipping Thayumanavar Swami. King Paranthaga who ruled Uraiyur at that time plucked those flowers to adorn his wife’s heirs. The rishi when appealed to the god Thayumanavar, he caused to storm at that place which caused picnic among the people who started running helter-shelter. There appeared, Goddess Vekkaliyamman before the people and promised to save them from the storm and other miseries also. From that time onwards she is the guard in deity of this place protecting the
people from all sorts of worries and problems. There is peculiar habit among
the people of this area that they used to scribble their problems in a bit of
paper and fix it in the Trident placed before the deity (Amman) in the
sanction-sanctorum and the goddess Vekkali Amman answers their problems
and solves too. Near this temple another famous temple Arulmigu
Panchavarneswarar temple is there. Uraiyur where these temple’s are
situated is famous for handloom sarees. The liger manufactured in this place
is exported to foreign countries. It is said that even Churchill had a linking
for these ligars.

The Madyjuneswara Swamy Temple (Pettavaithallai)

The temple is located at Pettavaithallai in Srirangam taluk. The temple
is situated about 26km from the railway station, buses plying between
Tiruchirappalli and Coimbatore passes through the village. It is having
interesting story. A store inscription at the head since of the Uyyakondan
Canal reveals that the temple was built by Kulothunga Chola – III (1178-
1218) who named the deity at Thiruvidaimaruthur. Renovations were made
in 1913 the Mollavar is a “Balamhigai” who is installed in a separation
sanction. They are facing east and south respectively. The deity is also
known as Sri Vinayagar, Murugar and Mahalakshmi. The main festival:
1. Brahmothsavam in the month Vaikashi for “CODY” – when the deities are taken round the streets in procession both in the morning and evening

2. Thaipoosam – the deity is taken to Kadambarkovil

3. Skandha Sasti (for 7 days) there is a street procession both in the morning and evening during the festival occasion thousands of people attend it

**Planetarium**

Anna Science Central Planetarium is located at Pudukkottai road near airport. Programmes in Tamil and English version are shown daily (Department of Tourism Tiruchirappalli).

**Government Museum**

A museum under the control of the Department of museum for the Tiruchirappalli district was inaugurated on February 1983. The museum now functions in Bharathiyar Road with in the distance of about 100 meters from the fort. There are seven sections in the museum and the total number of objects exhibited in such sections is around twenty apart from the resource collections.

As expected of district museum had displayed in the galleries, sculptures collected from in and around Tiruchirappalli district. There is a
gallery called district museum gallery where the important monuments of the district are shown by photography. Industrial importance of the district is known through photographs of actual industrial products. A beautiful pith model of rock fort too is in this museum. A few wood carvings and original paintings of the Thanjavur school of painting will give a picture of artistic heritage of Tamilnadu. Two cases depicting the life of the caveman and the Malayalies of Pachamalai attracts the attention of the visitors. Similarly beautiful diorama rocky seashore brings to life of the animals that inhabit the seashore. Important rocks and fossils are exhibited in the showcase and plant kingdom is represented in a small any nearly arranged show case and in that the different types of wood (teak wood etc.), fibers, coconut, jute and the grains also displayed. Admission to this museum, which is kept open from 9 a.m to 12.30 noon and 2.00 p.m to 5.00 p.m on all days except, Friday is free.

1.8 PERIOD OF THE STUDY

Secondary data are collected for a period of 10 years from 2001 to 2010. Primary data are collected from October 2009 to September 2010.

1.9 LIMITATIONS OF THE STUDY

All possible care to avoid shortcomings and errors in the collection of data has been taken during the study. Utmost care and skill are exercised to
derive the conclusions and to bring out the findings of the study. In spite of all the efforts taken in this regard, the present study is restricted to Tiruchirapalli District. The collected data may spell out only the attitude of respondents based on the experiences with regard to tour. The opinion of the respondents is collected throughout the period of one year and hence, there may be some cognitive changes in their attitude as well as their opinion due to some external clues.

1.10 CHAPTER SCHEME

The study is divided into seven chapters. The first chapter deals with introduction of the study. It consists of objectives, statement of the problem and methodology of the study.

The second chapter deals with related review of literature consisting of both foreign study and Indian study.

The third chapter deals with growth and development of tourism in India, Tamilnadu and Tiruchirapalli District. It consists of analysis of tourist arrival to India, Tamilnadu and Tiruchirapalli, relating into account the season wise and area wise distribution of tourists.

The fourth chapter deals with perception of hotel owners towards services offered by them to tourist and the level of room occupancy.
The fifth chapter deals with the perception of commercial shop owners towards their business prospects.

The sixth chapter deals with the socio economic status of tourists and their problems and level of satisfaction.

The seventh chapter deals with findings, suggestions and conclusion.