A STUDY ON TEN YEARS PERSPECTIVE TOURISM MASTER PLAN FOR MADURAI

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ABSTRACT

The preparation of the 10-year perspective tourism plan for Madurai has been principally for identifying development aspects of the tourism industry including identification of new tourism product in the District so that a direction and long-term goals can be evolved for a meaningful and growth oriented tourism in the district.

The Researcher has explored secondary information available from the District; besides he have conducted primary surveys/ market studies at the district. These studies range from tourists' (domestic and foreign) opinion, hoteliers' response, to travel agents/ tour operators. Separate sets of questionnaires were designed for each such market/ primary survey.

Past tourist trends have been analyzed based on which future tourist flow is forecast. The district is situated in the southern part of the Indian Peninsula has over 20 centuries of cultural heritage and historic significance. The foremost of attractions in the district is its impressive temples, which are true edifices of a great and ancient culture vibrant and lively even today. Next only to the pilgrimage and heritage locations in Madurai comes the leisure destinations. The district provides immense opportunities for sightseeing, pleasure and leisure, to the visitors of various categories.

Based on the importance, potential for attracting tourist population and uniqueness, the

tourist destinations in Madurai can be broadly covered under the following classifications namely:

- *Pilgrimage destinations;*

- *Heritage locations and historical monuments;*

- *Tourist Festival locations; and,*

- *Leisure destinations.*

1. INTRODUCTION

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with

annual revenues of over $3 trillion dollars. Tourism provides over six million jobs in the United States, making it the country's largest employer.

Infect, since the beginning of time humans have traveled. Food, water, safety or acquisition of resources (trade) was the early travel motivations. But the idea of travel for pleasure or exploration soon emerged. Travel has always depended upon technology to provide the means or mode of travel. The earliest travelers walked or rode domesticated animals. The invention of the wheel and the sail provided new modes of transportation. Each improvement in technology increased individuals' opportunities to travel. As roads were improved and governments stabilized, interest in travel increased for education, sightseeing, and religious purposes. One of the earliest travel guides was written by Pausanias, a Greek, which was a 10 volume *Guide to Greece*, for Roman tourists in 170 A.D.

In this respect, this work aims to prepare a plan for Madurai that can be used for tourism development in the next ten years.

1.2.   Need for study

According to Mr.G.Vasudevan the former president of travel club to an interview in the The Hindu in the 2007 said that, the two stake holders of the Tourism Industry, are the Travel and the Hotel sectors, They usually receives a good business from the October to the Month of March. In case of the proposed Information Technology, Tidel, and Software parks steps into Madurai, the travel and the hotel sectors will be receiving good business throughout the year which can be forecasted with an increase of 15% - 50% on their business.

The hotel sector will need at least another 200 rooms in the three star categories to meet the demand of new customers. Especially during the peak season as catering both to IT segment and tourists with the existing rooms will be a little difficult. In 2004, nearly 33 lakh tourists visited the city. It dipped to 27.9 lakh in 2005. But last year we had good tourist arrivals, touching approximately 45 lakh."

The travel sectors, Travel agencies and tour operators are expected to pump in an investment of Rs.5 crore to Rs.10 crore to augment their facilities. The industry is also working out plans for corporate tie-ups for weekend getaways and daily trips.

Air connectivity is already at its record best with 10 domestic flights a day and one more to join the bandwagon soon. He also felt that It will be a great advantage if flights connecting international airports like Colombo, Singapore and Malaysia come to Madurai,"

Hence, the immediate need is a master plan for infrastructure development, focusing on the next 10 to 15 years, taking into account the expected growth of population in the city. There is also a dire need for a permanent convention centre.

If tourism flourishes, every business, including those thriving in the hinterland, will stand to gain in a big way. For an example every taxi operator is expected to grow by at least 50 per cent from the present level,"

1.3.   Scope of Work

Madurai District Tourism master Plan has been prepared for the perspective of 10 years as the prospect year is 2023 AD. The Tourism Plan has been prepared as per the scope of work.

These guidelines are –

A perspective plan with a time frame of 10 years needs be developed for developing sustainable tourism giving year wise phasing of investment having regard to the resource available; To indicate short term and long term plans, targets and ground realities; To indicate all activities to be undertaken by different agencies clearly indicating the time frame for each activity; To assess the existing tourism scenario in the district with respect to existing traffic levels and inventory –

Pilgrimage resources

Heritage and other socio-cultural assets

Service and infrastructure already available.

2.   Objectives of the Work

1. To trigger higher growth of economy, also balancing for sustained socio-cultural and physical environment;
2. To introduce new tourism products i.e. adventure tourism, heritage tourism, business tourism, sports tourism, education tourism and so on;
3. To identify infrastructure and other development needs for supporting and substantiating tourism;
4. To formulate integration of various departments so as to promote tourism in the district

3.   PROFILE OF MADURAI

3.1. Madurai

Madurai is one of the oldest cities in the world that have been continuously inhabited. The history of Madurai is dated back to the Pre Christian Sangam period. It is said that this vicinity was formerly known as 'Kadambavanam' where Lord Indra used to worship a Swayambhu Lingam of Lord Shiva. A local farmer discovered This Lingam and reported the event in the court of King KulasekararPandya. The king ordered to construct a temple around the Lingam and later, the city Madurai was established surrounding the temple in the shape of Lotus.

3.2. Culture of Madurai

The culmination of cultural legacy of Madurai can be witnessed in the festivals celebrated with absolute gusto and enthusiasm every year. The major festivals celebrated in Madurai include Pongal, Jallikattu, Chithirai, Festival of the Cradle, Avanimoolam Festival, Float Festival, Dance Festival etc.

3.3.   TOURISM SPECTACLE OF MADURAI

PILGIRIMAGE TOURISM AT MADURAI	LEISURE TOURISM AT MADURAI
• Meenakshi – Sundaresvara Temple • Koodalagar perumal kovil • Alagar kovil • Inmailnanmai tharuvar kovil • Tiruparankundram • Pazamuthircholai • Narasinga perumal kovil • Pandikovil • Vandiyur Mariamman temple	• Athisayam • Kadambavanam • Eco park • Rajaji park
HERITAGE SITES IN MADURAI	**HERITAGE SITES AROUND MADURAI**
• Nagaramandapam • Pudumandapam • Raya gopuram • Elukadal street • Vittavasal (gate way) • Temple cars • Police main guard (kothaval chavadi) • Vilakku thoon • Ten pillar street • Sethupathi hospital • Thirumalai nayak palace • Mariamman teppakulam • Gandhi museum	• Tiruparankundram • Rock cut jain cave temple • Keela kuil kudi • Kongar puliyankulam • Kunnathur • Arittapatti • Aanaimalai • Jain temple • Ladan temple

4.   ANALYSIS OF THE PLAN

Due to chronological limitation, the researcher has depended on both secondary as well as primary sources of data/ information for carrying out the study. The line departments as well as the various support infrastructure departments at state level were visited and available literature, printed or otherwise, collected.

An effort was made by the researcher to interact with the concerned district level-, and city level officials, rather than just collection of printed information etc. In this way, the researcher have come to know more about the tourist scenarios, bottlenecks, potentials etc. Focused Discussions with officials were thus conducted.

A good number of market studies/ primary surveys of various types and at different levels were undertaken in order to ascertain the overall (domestic as well as foreign) tourists' opinion, hoteliers' response, tour guides and tour operators, i.e. the people who are directly and/ or indirectly related to tourism industry. Separate sets of questionnaires were designed for each such market/ primary survey.

TABLE 4.1 TOURISTS PROFILE OF REPEAT VISIT

SL NO	REPEAT VISIT	NUMBER	PERCENTAGE
01	0	22	44%
02	1	06	12%
03	2	08	16%
04	2-5	07	14%
05	More than 5	07	14%
	TOTAL	50	100%

Source : primary data

From the table 4.1 it is found that the percentage of repeat visit is to be high with 2 – 5 visits and more than 5 visits are 14% (7) it is found that 16% (8) are visiting twise and the first time visitors are 44% (22)

TABLE 4.2 PROFILE OF TOURISTS INTENTION TO MADURAI

SL NO	Purpose of the visit	NUMBER	PERCENTAGE
01	BUSINESS	0	0%
02	HOLIDAYING	38	76%
03	BUSINESS CUM HOLIDAYING	12	24%
	TOTAL	50	100%

Source : primary data

It is clearly found from the table 4.2 that Madurai has been visited for holidaying with 76 percent (38) respondents and as a business cum holidaying with 24 percent (12) respondent

TABLE 4.3 MADURAI WITH THE TOURISTS POINT OF VIEW

SL NO	CHOICE	NUMBER	PERCENTAGE
01	PROXIMITY	3	6%
02	TEMPLES	26	52%
03	ECONOMY	1	2%
04	CULTURE	10	20%
05	FAMILY INTEREST	10	20%
	TOTAL	50	100%

Source : primary data

According to table 4.3 Madurai is known for its destination beauty by 52 percent (26) respondent and 20 percent (10) for the culture and family interest respectively as shown in the graphical representation in fig 4.1
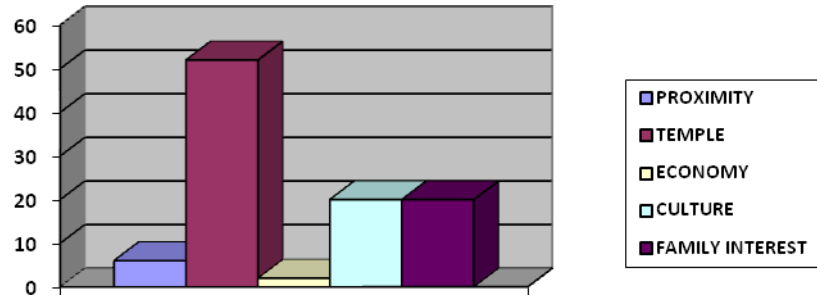
FIG 4.1

TABLE 4.4 LENGTH OF TOURISTS STAY AT MADURAI

SL NO	DURATION OF STAY	NUMBER	PERCENTAGE
01	01	15	30%
02	02	20	40%
03	2 – 5	09	18%
04	> 5	06	12%
	TOTAL	50	100%

Source : primary data

Table 4.4 shows that only 30 percent (15) of the respondents are spending one day at Madurai the rest of 40 percent (20), 18 percent (09), and 12 percent (06) of the respondents are spending 02, 2-5 and more than 05 days respectively. As shown in the graphical presentation fig 4.2

FIG : 4.2

TABLE 4.5 MODE OF TOURIST INFORMATION OF MADURAI

SL NO	INFORMATION	NUMBER	PERCENTAGE
01	FAMILY / FRIENDS	25	50%
02	TOUR OPERATORS	08	16%
03	MAGAZINE / TRAVEL GUIDE	13	26%
04	INTERNET	09	18%
	TOTAL	50	100%

Source: primary data

From the table 4.5 it is read that 50 percent (25) of the respondent have got information from their family and friends 26 percent (13) from the magazine 18 percent from the internet and just 16 percent (08) through the tour operators.

TABLE 4.6 PROFILE OF THE PRODUCT ATTRACTED BY THE TOURISTS

SL NO	TOURISM PRODUCT	NUMBER	PERCENTAGE
01	CULTURE	21	42%
02	HISTORICAL SPOTS	23	46%
03	HERITAGE SPOTS	17	34%
04	RELIGIOUS SPOTS	21	42%
	TOTAL	50	100%

Source : primary data

The table 4.6 says that 46 percent (23) of the respondents where attracted by the historical spots when the culture and the religious spots attract 42 percent (21) of the respondent respectively with 34 percent (17) of respondent by the religious spots

TABLE 4.7 PROFILE OF TOURIST RANK ON THE BOTTLENECKS
TO DEVELOP TOURISM

| SL NO	BOTTLENECKS	GARETT'S SCORE	GARETT'S RANK
01	POOR CONNECTIVITY / REMOTE LOCATION	765	7
02	LACK OF HEALTH FACILITIES	967	6
03	WATER SUPPLY AND SANITATION	1458	2
04	LACK OF GARBAGE DISPOSAL	1754	1
04	LACK OF MEDICAL FACILITIES	1281	5
06	LACK OF ACCOMMODATION	541	10
07	POWER SUPPLY	751	8
08	LACK OF TRAVEL BOOKING	723	9
09	INSECURITY / INSTABILITY	1450	3
10	GUIDE FACILITY	1338	4

Source: result from the survey
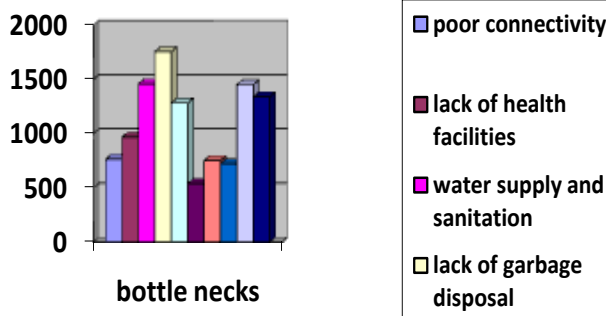
FIG 4.3

5. ECONOMIC BENEFITS

Like any tourism development plan, the perspective tourism plan for the district of Madurai shall have its economic impact. The economic impact that would accrue as a result of implementation of the proposed plan can be categorized as direct, indirect and incidental.

Table 5.1 **Direct Benefits from Additional Tourist Arrivals**

Year		Tourist inflow		Additional Tourist Inflow	Direct receipts	Direct Benefit
		Before plane	After plane			
2014	Domestic	267.5	298.6	31.1	3007	3007
	Foreign	8.5	9.6	1.1		
20 15	Domestic	283.6	334.5	50.9	4940	4940
	Foreign	8.9	10.8	1.9		
2016	Domestic	300.6	374.6	74.0	7170	7170
	Foreign	9.4	12.1	2.7		
2017	Domestic	318.6	419.6	101.0	9789	9789
	Foreign	9.8	13.5	3.7		
2018	Domestic	337.8	470.0	132.2	12805	12805
	Foreign	10.4	15.2	4.8		
2019	Domestic	358.1	517.0	158.9	15397	15397
	Foreign	10.9	16.7	5.8		
2020	Domestic	379.5	568.7	189.2	18351	18351
	Foreign	11.4	18.4	7.0		
2021	Domestic	402.3	625.5	223.2	21656	21656
	Foreign	11.9	20.2	8.3		
2022	Domestic	426.4	688.1	261.7	25405	25405
	Foreign	12.5	22.3	9.8		

| 2023 | Domestic | 452.0 | 756.8 | 304.8 | 29567 | 29567 |
| | Foreign | 13.2 | 24.5 | 11.3 | | |

Notes:

1. Tourist projections in Columns 2 and 3 in *Table 6.3* are based on the assumptions given in *Section 10.1.2*.

2. Additional tourist inflow is the difference between tourist inflow, from the existing facilities and tourist inflow after the implementation of the tourism plan 2003 onwards.

3. Direct receipts shown in Column 5 is the direct expenditure of the additional tourist inflow by applying average stay in terms of number of days

4. All numbers in the table are in hundreds; All Rs are in lakh.

Indirect Benefits

The indirect benefits arise out of the multiplier effect of tourists' spending in the state as the different segments of the tourist industry are to purchase various commodities and services from other sectors of the economy to meet the demand of the tourists. The additional output produced in other sectors of the economy by the chain of inter industry spending, initiated by the expenditure of the tourism industry for its inputs is the indirect output of tourism. The direct receipts are multiplied by appropriate output multipliers and the value added is multiplied by appropriate income multipliers to arrive at the indirect benefits of the proposed investment. The indirect benefits of the perspective tourism plan have been computed in *Table 6.4* by adopting the output multiplier as 1.058 and income multiplier as 1.412 on the basis of the study by Dr. G.Raveendran on Tourism, Planning and Measurement Methods, 1993

Table 5.2 **Indirect Benefits from Additional Tourist Arrivals**

Year	Direct Receipts	Direct Value Added	Output Col 2 x (Factor 1.058)	Value Added Col. 3 x (Factor 1.412)	Total of Column (4) & (5)
1	2	3	4	5	6
2014	3007	1158	3181	1635	4816
20 15	4940	1904	5226	2688	7914
2016	7170	2763	7586	3901	11487
2017	9789	3773	10356	5327	15683

2018	12805	4935	13547	6968	20515
2019	15397	5934	16290	8379	24669
2020	18351	7072	19415	9985	29400
2021	21656	8346	22912	11784	34696
2022	25405	9791	26878	13825	40703
2023	29567	11396	31282	16091	47373

6.   FINDINGS AND SUGGESTIONS

- Since the rate of reappearing tourists is very low efforts to be taken to attract more reappearing tourists
- Since Madurai is the cultural capital the cultural significance should be explored and highlighted properly
- It is found that more than 50% of the tourist are staying two days and more in Madurai so like regular sightseeing to the Meenakshi temple and Mahal will only take hardly half a day so the heritage walk, Jain circuit and the cultural event can be organized and explored among these tourist to utilize their stay at Madurai.
- Since more than 50% of the tourists are interested in South Indian food, Ethnic South Indian food festival can be organized in the weekends and even Food Tourism can be promoted in Madurai.
- Since cultural event is desired by the tourists and Madurai being the cultural capital cultural events like folk dances, songs, poppet shows, dummy horse dance can be organized. even adventure sports is desired cock fight, goat fight, silambum can be organized. Even all the above said can be organized under one roof to form a cultural park (theme park) at the cultural capital.
- It is observed that the accessibility of the heritage sites in Madurai is quite difficult.
- It is observed that no educational institutions are provided with the awareness on the heritage resources of Madurai.
- Madurai is a land of cultural performers; the variety of cultural talents has not been utilized for the purpose of tourism.
- Madurai is a land of taste. This has to be used for the promotion of tourism.

- The heritage games are not much popular among the tourists

Recommendations

Major plans, action and strategies proposed so far can be compiled and summarised as the following recommendations:

- Tourism Department should act as a nodal agency for co-ordinating with various other State and Central departments in order to promote the state and to provide better infrastructure.

- Creation of a nodal agency for development of Tourism in the State, viz. Tourism Development and Co-ordination Committee (TDCC) to ensure co-ordinated efforts towards attainment of unified goal of Integrated Tourism Development in the State

- A single window clearance of tourism projects with a transparent process should be evolved.

- The tourism heads at the district level should be at helm of affairs in their location. The role of the District Collector needs to be re-examined.

- More budgetary support to the department should be provided by the state government

- Additional assistance from Central Government should be sought for developing mega tourism projects envisaged for the state

- Awareness should be created among the locals on the earning potential/employment opportunity on account of tourism, thereby changing the closed and conservative mindset of the people

- The role of private entrepreneurs in Tourism promotion and in implementing projects should be recognised and a Public-Private Tourism model be evolved.

- The Government should focus its efforts in promotion of the State abroad and in other States and act as a facilitator by limiting itself to providing infrastructure support.

7. CONCLUSION

The aim of devising development strategy is to develop and sustain Madurai as a major tourist destination. To make this happen, it is essential not only to identify strategic factors imparting competitive advantage and build appropriate strategies for attaining the desired goals/ targets envisioned, but also co-ordination amongst various related departments and stakeholders. A mix of appropriate tools along with focused approaches, taking into consideration various factors affecting this industry would definitely go a long way in making Madurai a sought after global tourist destinations in the coming years.

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