

PROBLEMS AND PROSPECTS OF PILGRIM TOURISTS IN SRIVILLIPUTTUR

Article Particulars: Received: 20.03.2018 Accepted: 24.04.2018 Published: 28.04.2018

P. SRINIVASAN

*Ph.D. Research Scholar, RajapalayamRaju's College
Rajapalayam, Tamil Nadu, India*

Dr. V. VENKATRAMAN

Principal, RajapalayamRaju's College, Rajapalayam, Tamil Nadu, India

Dr. G. MALLIKA

*Department of Commerce, ArulmiguKalasalingam College of Art and Science
Krishnakovil, Tamil Nadu, India*

Abstract

Srivilliputtur is a pilgrim centre, not only for Hindu religion people but also for the Christian religious people. Sri Andal temple complex with Sri VadapathiraSayaniPerumal is one of the 108 Diviyapradasam as per the vaishnavam. In addition to this ThiruvanamalaiPerumal Temple, Kaatalagar Sri Raja gopalan Temple, Madavaarkulam Lord Shiva Temple, PeriyaMariyamman Temple, Very Old Catholic, St. Mary Churches are also famous for its own significances. Each holy temple or church has its own festivals to be celebrated on different days of each year. So the traffic of the pilgrim tourists is increasing every year, but the basic facilities, amenities are not increased as such the requirements demanded. Generally, the pilgrims are most admired about the holy place and its significance only and not the basic requirements. The inconveniences are not measured as problems but there are few prospects as it has to be progressed to find the right solution. This study is going to be focused on the opinion of pilgrim tourists for promoting tourism in Srivilliputtur. The respondents are selected on the basis of convenient sampling method.

Keywords: *Pilgrim Tourist, Temples, Churches, Problems, Prospects, Promoting Tourism.*

Introduction

Tamil Nadu is very famous for Temples, and it's popular for different religious pilgrim centres like Nagur mosque for Muslim, St. Velankani Church for Christians and Sri Rameswaram Temple for Hindus. It is by nature of peninsula of our country is with rich cultural and traditional diversity to develop Tourism, especially in Pilgrimage sectors. South India trip is mainly focused to participate in different fairs and festivals related to the historic monuments and the religious belief systems by both domestic and foreign tourists. In this way, Srivilliputtur is one of the most ancient holy places for Vaishnavam people, where Sri Andal Temple complex with Sri VadapathiraSayaniPerumal is one of the 108 Diviyapradasam, according to the myth. As a support of this, the tower of the temple is kept as a logo for the Government of Tamil Nadu. It's not only Sri Andal temple has significance, but also others like ThiruvanamalaiPerumal Temple, Kaatalagar Sri Raja gopalan Temple, Madavaarkulam Lord Shiva Temple, PeriyaMariyamman Temple, Very old Catholic, St. Mary Churches, etc., are also famous for pilgrims in different seasons. Therefore, Srivilliputtur has become one of the most pilgrim traffic areas, which has to be identifying the problems and prospects in order to facilitate for the development of tourism.

Statement of the Problem

Pilgrimage Tourism is one the most important sector to be concentrate for the development of Tourism. Especially, Tamil nadu is having abounded holy places where different religious people travels throughout the year for different occasions. If the pilgrimage tourists are satisfied on their basic needs, then there is a high potential growth for Tourism. Many culture and heritage lovers prefer to visit pilgrimages instead of visiting multi faceted cities. Srivilliputtur is a place of

pilgrimage centre; to develop the basic needs for promoting tourism. This study analyses the problems faced by the pilgrim tourists in Srivilliputtur. The findings and suggestions based on this study will act as guidelines for improving the pilgrimage tourism in Srivilliputtur.

Review of Literature

Substantial literature is available with reference to pilgrimage tourism in Tamilnadu. A number of textbooks, publications in Ministry of Tourism in India and as well as in Tamilnadu, articles published in other journals and internet will provide essential background for the proposed study.

The following are the review of literatures that are helpful to identify the research gap for the present study.

Antony Joseph, in his article, analyzed the major problems faced by the pilgrims and has evaluated their level of satisfaction on the various facilities provided to them at the tourism places. Their satisfaction levels are different and they opined that they had met problems during their pilgrimage.

Vikas Sharma has analyzed the level of satisfaction of the pilgrims and presented an article which specified that transport facilities provided for the tourists are not adequate and the local administrative authorities could give importance to the construction of roads in the tourism places to avoid this problem.

G.Sudarshan has studied the satisfaction of devotees about the tourism places and revealed that most of the pilgrims had been disappointed in terms of public relation management, places for staying and the availability of inadequate information about the places.

R.M.Patil has discussed in his article that modes of transport, hotel accommodation, support services like Banking, net services should be improved to attract more tourists. He suggested that Public Private Partnership is important to achieve this goal.

Scope of the Study

The present study has been undertaken from the point of view of tourists. The study concentrates on the various pilgrim tourism places and attitude of pilgrim tourists regarding problems of pilgrimage tourism in Srivilliputtur. This study focuses on the opinion of pilgrim tourists for promoting pilgrimage tourism in Srivilliputtur.

Objectives

The objectives of the study are as follows:

1. To study the socio-economic background of pilgrim Tourists in Srivilliputtur.
2. To find out the problems of pilgrim tourists regarding pilgrimage tourism in Srivilliputtur.
3. To provide suggestions for the problems faced by pilgrim tourists.

Hypotheses

There is no significant relationship between demographic factors of the respondents and the opinion level of tourists on tourism places.

Methodology

The researcher collected primary data through interview schedule and secondary data through some reliable sources such as journals, annual ministry reports and the like.

Sampling Design

For this study convenient sampling method is adopted. The survey was conducted among 100 respondents in the tourism spots of Srivilliputtur.

Tools for Analysis

The data are going to be analyzed by using appropriate statistical techniques such as percentage and chi-square test.

Limitations of the Study

The limitation of the study is confined to some famous Temples and Churches of Srivilliputtur, located in Virudhunagar District, Tamil Nadu. The study was carried out during the month of February 2017. However, the problems of the people will change over time and the direction of change is unknown by the researcher.

Socio-Economic Background of Tourists

Factors	Category	No. of Respondents	%
Gender	Male	27	27
	Female	73	73
Age	Upto 25 years	18	18
	25-40 years	33	33
	40-60 years	38	38
	Above 60 years	11	11
Religion	Hindu	86	86
	Christian	14	14
Marital status	Married	68	68
	Unmarried	32	32
Educational qualification	Illiterate	13	13
	School level	23	23
	Graduate	53	53
	Professional Technical	11 05	11 05
Monthly income	Less than ` .10000	23	23
	` .10001- ` .20000	54	54
	` .20001- ` .30000	32	32
	Above ` .30000	21	21

Out of 100 sample respondents 73% belong to Female category, 38% were in the age group between 40 and 60 years, 86% respondents were hindus, 68% got married 53% were graduates, 54% earned income between ` .10001 and ` .20000.

Chi-Square Test

Chi-square test is applied to measure the opinion level of pilgrim tourists on promotion measures taken to develop pilgrimage tourism centre. Five percent level of significance is taken into consideration.

Particulars	Values	Degrees of Freedom	Significance
Gender and level of Opinion	Calculated value=4.03 Table value =5.99	2	No significance
Age and level of opinion	Calculated value=0.45 Table value =5.99	2	No significance
Marital status and opinion level	Calculated value=1.65 Table value =5.99	2	No significance
Educational qualification and opinion level	Calculated value=3.09 Table value =9.49	4	No significance
Monthly income	Calculated value=2.02 Table value =5.99	2	No significance

Since the calculated values of socio-economic factors such as Gender, Age, Marital status, Education and Monthly income are less than table value, at 5% level of significance, it is determined that null hypotheses framed are accepted. Hence there is no significant relationship between socio-economic factors and their opinion level on promotion measures.

Summary of Findings Suggestions and Conclusion

The findings of the study are summarized and suggestions are offered to promote the facilities in the pilgrimage tourism centre. 73% females are predominant group in the sample respondents. Majority of the tourists falls between 40 and 60 years. 86% of the tourists are Hindus. 68%

respondents are married.53% respondents are graduates. 54% respondents are in the income group between ` .10001 and ` .20000. There is no significant relationship between socio-economic factors of the respondents and their opinion level on promotion measures.

Suggestions

1. Publicity and Promotion of Srivilliputtur as a Pilgrimage centre through media is required.
2. Accessibility between railway station and town has to be improved.
3. Accommodation facilities to be increased based on the pilgrim tourists.
4. To overcome the non availability of hygienic food, the state tourism department could launch the hotels to provide for food items to the pilgrims.
5. Prompt medical facilities and efficient banking facilities could be provided for to the pilgrims.
6. Trained tourist guide could be appointed by the government for promoting tourism places.
7. The tourists could be informed of using the places neat and clean.

Conclusion

This study highlights the necessary measures that need to be taken regarding issues relating to road facilities environmental cleanliness and so on. It also showed that the place had highly floating population and has provided good business opportunities naturally. The tourist arrival to this place is excessive during the months from August to January of every year. The Tamilnadu Tourism can concentrate more on the advertisement and publicity to create awareness and to solve the problems faced by the tourists.

References

1. AseemAnand, Advance Dictionary of Tourism, Saurup and Sons, New Delhi, 1997.
2. Maneet Kumar, Tourism Today- An Indian Perspective, KanishkaPblishing House, New Delhi,2003.
3. Maheshwari S, "A Study on Problems and Prospects of Tourism in Virudhunagar District" Indian Journal of Research-Vol:4, 2015.
4. Patil R M, "Tourism and Economic Development of India" Southern Economist, vol50, No.8, August 15 2011 pp.32-36.
5. Sudarsan Reddy G, "Pilgrims Tourism in Andra Pradesh" Southern Economist, Volume-50, 2012,pp 17-20.
6. Vikas Sharma and Sunil Giri, "Pilgrim Tourism and Transportation Opportunities and Challenges", Indian Journal of Marketing-xxxix, 2009, pp25-30.
7. www.virudhunagar district.com.
8. www.tourisminindia.net.