

HERITAGE TOURISM MARKETING IN TAMIL NADU: ISSUES AND DEVELOPMENTS

*¹ Sowmiya¹ and ** Dr. S. Subramanian²

¹Research Scholar, Department of Commerce, Annamalai University, Annamalai Nagar, Tamil Nadu,

E-mail: sowmiilangovan@gmail.com

²Professor and Co-ordinator, Commerce Wing, DDE, Annamalai University, Annamalai Nagar, Tamil Nadu,

E-mail: manian3666@gmail.com

Address for communication: I. Sowmiya, 5th cross, KRM Nagar, Chidambaram, 608002.

Cell no: 9500262087

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ABSTRACT

Heritage tourism marketing plays a significant role in attracting tourists to heritage destinations. Tamil Nadu boasts an abundance of historical and archaeological sites. Well-planned marketing of these heritage destinations is a primary requirement to attract both foreign and domestic tourists. Several barriers can impede the successful marketing of heritage tourism Tamil Nadu. Poor and inadequate infrastructure facilities and management, non-availability of basic facilities in tourist places, lack of domestic and international airports, inadequate transport systems, and lack of requisite hotel accommodation. The conservation and protection system of heritage destinations is weak in our country, which plays a negative role in the marketing of these places. The present study is based on both primary and secondary data. The primary data has to be collected directly from the respondents, tourists, through a well-structured questionnaire and interview schedule. The secondary data was collected from the relevant articles published in different national and international journals, books, and pamphlets of the Tamil Nadu Tourism Development Corporation. The study invokes an outcome to develop knowledge and inhibit the importance of these heritage destinations among the youngsters, and modernization of these tourism products with an appropriate marketing mix upon the tourist requisition improves heritage tourism in Tamil Nadu. The development of new marketing strategies always brings in a new segment of people to visit these sites to make them live and flourish for more years.

INTRODUCTION

World Heritage sites are attractive destinations for visits in almost every country. Visting historical and archaeological sites is a popular tourist activity among tourists. The importance of heritage tourism is increasing day by day. India has great potential to become one of the most important tourist destinations in the world. A well- planned marketing program is essential to attract tourists to heritage destinations. This study investigates the development and tourist problems of heritage destinations.

OBJECTIVE:

1. To examine the service marketing mix attributes (product, price, place, promotion, people, process, and physical evidence) considered by tourists.
2. To assess the perception about sustainability of the destination by tourists.

STATEMENT OF THE PROBLEM

The government of India and their agencies take various measures to promote tourism in India. Many development schemes and

projects involving large investments are being initiated. Poor and inadequate infrastructure facilities and management, non-availability of basic facilities in tourist places, lack of domestic and international airports, inadequate transport systems, lack of requisite hotel accommodation, etc. Previously, people used to tour mainly on pilgrimage. But now, the culture has changed. In India, many people plan their tours as a regular affair, which may be once a year. At present, this growing tourism sector is plagued by a number of factors, and there are lots of problems faced by tourists during their tour due to poor facilities, uncertainties, cleanliness, non-safety, the government's apathy, poor infrastructure, law and order problems, visa problems, poor sanitary conditions, pollution, etc. The uncontrolled hotel development program caused many problems in the coastal resorts and damaged the sand dunes.

DATA COLLECTION:

The present study is based on both primary and secondary data. The primary data has to be collected from the heritage temples such as Brihadeeswaran temple I, Airavateswara temple, Shore

temple, Brihadeeswaran temple II, directly from respondents, tourists, through a well-structured questionnaire and interview schedule. The secondary data was collected from the relevant articles published in different national and international journals, books, pamphlets of the Tamil Nadu Tourism Development Corporation, and local dailies.

TOURISM MARKETING MEANING

Tourism marketing means “the organized combined efforts of national tourist bodies and /or the businesses in the tourism sector of an international national or local area to achieve growth by maximizing the satisfaction of tourists. In doing so, tourist’s bodies and businesses expect to receive profits”.

NEED FOR TOURISM MARKETING

The following are some of the reasons why marketing of tourism products is necessary

1. Large number of payers and highly competitive market
2. Globalization- MNCs entering the marketing in a big way equipped with marketing skills
3. Travel industry and hospitality are interdependent in nature, success depends on team work of tourism industries team.
4. Increase in market size and customer expectations.

MARKETING STRATEGY FOR DEVELOPMENT OF HERITAGE TOURISM

The service marketing mix consists of several components, such as product, price, place, promotion, people, physical distribution, and process. In order to achieve success, a mix of all these components needs to be developed in such a way that the ultimate mix provides satisfaction to the customer.

PRODUCT

Tourism product is a mix of facilitating services (and or goods) and supporting services. positioning of product in the market is very critical step in marketing for applying different strata of the target population before presenting the product.

PRICE

Pricing can be decided based on situations and circumstances. Tourists generally have a wide option to select from depending on affordability, time schedule and other requirements. the marketing approach for profit maximization of organisation and also proof to consumer the worth of the product.

PLACE

If the tourist spot is a natural place, care needs to be taken to preserve the beauty of nature by reducing the effect of the

TABLE NO: 1

Descriptive analysis of heritage site attributes for this study area

Heritage site attributes	Excel Lent	Good	Mode rate	Satis factory	Un Satis factory	Total	Mean	SD
Scenic Beauty at Destination	168 (54.5)	117 (38.0)	9 (2.9)	11 (3.6)	3 (1.0)	308 (100)	1.58	0.797
Literature availability	92 (29.9)	128 (41.6)	57 (18.5)	22 (7.1)	9 (2.9)	308 (100)	2.12	1.011
Signage Board information	96 (31.2)	82 (26.6)	67 (21.8)	41 (13.3)	22 (7.1)	308 (100)	2.39	1.249
Security System at Site	83 (26.9)	97 (31.5)	38 (12.3)	62 (20.1)	28 (9.1)	308 (100)	2.53	1.320
Cloak Room Facility	78 (25.3)	79 (25.6)	43 (14.0)	58 (18.8)	50 (16.2)	308 (100)	2.75	1.432
Architectural /Excellence	128 (41.6)	85 (27.6)	32 (10.4)	55 (17.9)	8 (2.6)	308 (100)	2.12	1.207

artificial man-made structures and other elements. If there is a traditional monument, a temple, a religious identity or an entertainment and fun environment, an appropriate destination-related strategy has to be worked out to create a tangible feeling of evidence in the minds of the people. Good transport system, connectivity through roads and railway people prefer to travel.

PROMOTION

The success of a tourism product mostly depends on the promotional programmes or external marketing efforts. ‘Incredible India’ is a promotional stunt, internet, print media, brochures and various mobile apps. The components of the promotional mix such as advertising personal selling, sales promotion, publicity and direct marketing are useful for the communication campaign. External marketing aims at creating awareness and knowledge of tourist destinations.

PEOPLE

People travels to another place he/she interact with many people who are associated with product and local residents. The people involved in marketing tourism services should possess specialised qualities in communication, knowledge of tourism product offers, support services, foreign languages and cross-cultural facts.

PROCESS

The management of service process aims at simplifying customer interactions and customer participation in the service process. The systems, policies and procedures, equipment, tools, people and other support services need to be tourist friendly. They have to manage three stages in the process. They are pre-tour preparatory process, tour process and return process.

PHYSICAL DISTRIBUTION

Distribution in tourism is mainly an independent business. typically, these organisations operate on their own without integrating with the philosophies, goals and business approaches of the people/organisations managing destinations. physical distribution what people actually observe ones they reach to the destination of consumers.

STATISTICAL TOOLS USED

The researcher has applied the necessary tools, such as descriptive analysis and independent sample t- test through SPSS (Statistical Packages for Social Science) to analysis the concept of service marketing mix and perception for sustainable development of destination by tourists.

Handicraft/ Souvenir For Purchase	99 (32.1)	100 (32.5)	33 (10.7)	58 (18.8)	18 (5.8)	308 (100)	2.34	1.265
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Source: compiled data

The above table indicated about the heritage site attributes of respondents with regard to the marketing mix to promote sustainable tourism. Clock room facility occupies the first rank with the mean value of 2.75 (SD = 1.432). In the second place is the security system at the tourist places need to be improved which has achieved the mean value of 2.53 (SD = 1.320). In the third place is the proper placement of signage board at the destination has to be increased by the mean value of 2.39 (SD = 1.249). In the fourth place is the handicraft / souvenir for

purchase of the tourist spots which has got the mean value of 2.34 (SD = 1.265). Literature availability and architectural excellence should have to be maintained properly which got the means value of 2.12 (SD =1.207). Finally comes the scenic beauty at tourism sites is not well maintained plays a poor role which got the mean value of 1.58 (SD = 0.797).

Hypothesis:

Ho: There is no significant difference between male and female with respect to perception about sustainability of destination.

TABLE NO: 2

perception about sustainability of destination	Gender				t-value	p value
	Male		Female			
	Mean	SD	Mean	SD		
Cleanliness of tourism sites is well maintained	1.67	0.752	1.72	0.648	0.607	0.564
Dustbins are placed at the right places	2.18	0.890	2.08	0.848	0.940	0.356
I feel revenue generated from tourism can be spent for garbage cleaning and village development	1.91	0.968	1.92	0.825	0.142	0.893
The overall amenities at the tourist places need to be improved	2.04	0.994	2.11	1.019	0.560	0.579
Seating arrangements at the destination has to be increased	1.93	1.043	1.96	0.862	0.307	0.773

Source: compiled data

Note: level of significance at 5 per cent level

The independent sample t- test was applied to identify there is any difference in perception about the sustainability of destination and the gender. There is no significance difference between male and female tourists with regards to cleanliness of tourism sites is well maintained with t-value 0.607(p- value =0.564), Dustbins are placed at the right places with t- value 0.940 (p-value = 0.356), then next I feel revenue generated from tourism can be spent for garbage cleaning and village development with t-value 0.142 (p-value = 0.893), then the overall amenities at the tourist places need to be improved with t-value 0.560 (p-value = 0.579), then seating arrangement at the destination has to be increased with t-value 0.307 (p-value = 0.773), with regard to perception about sustainability of destination, since p value is greater than 0.05. Hence the null hypothesis is accepted at 5 per cent level with regard to perception about sustainability of destination with gender. But there is a significant difference between the perception about sustainability of the destination with regard to the gender.

FINDINGS

1. From the objective 1: the researcher used descriptive analysis for heritage site attributes. The results indicated that heritage tourism places need to be improved these facilities such as scenic beauty at the destination, literature availability, signage board information, architectural excellence and handicraft for purchase with the comparison of mean and standard deviation.

2. From the objective 2: the researcher used independent sample t-test was applied there is no significance difference between the male and female tourist with regard to the perceptions about sustainability of the destination. Hence, the null hypothesis is accepted at 5 per cent level with regard to perception about sustainability of destination with gender.

SUGGESTION:

1. Tamil Nadu is a state of prosperous heritage values improvement of infrastructure, incorporation of knowledge of these culturally valued places among the upcoming generation will keep these sites thrive more years. More archaeological studies have to be promoted, awareness about the protection of these sites has to be invoked among the localities. Development of new tourism marketing strategies brings in a new segment of people to visit these sites to make them live and flourish more years.
2. Government agencies, local government bodies, Non-Governmental organizations should focus on overall sustainability of tourism development and provide education for tourists.

CONCLUSION

Tamil Nadu has a wide scope of cultural tourism with an endeavour of historical sites and ancient culture, not being overrun by any cultural invasions. There exists a steady increase in travellers that improves the socio-economic potentiality. A well-planned marketing strategy always improves the tourism in turn enriches the cultural heritage values of the state, by which would attract domestic and international tourist. Besides, Government also

would earn more foreign exchange and indirectly Indian currency value would be increased.

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