



ANALYSING THE CHALLENGES ENCOUNTERED BY HERITAGE TOURISTS IN TAMIL NADU: A FACTOR ANALYSIS

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Abstract

Tourism in Tamil Nadu, celebrated for its rich cultural heritage and historical landmarks, faces numerous challenges that affect the overall visitor experience. This study focuses on identifying and analyzing the problems encountered by tourists, with a special emphasis on heritage tourism. Key issues identified include improper maintenance of heritage centres, Issue of inadequate amenities, Lack of information centres and Animal attacks. Utilizing data from 439 respondents, the study employs statistical tools such as percentage analysis, factor analysis, and ranking methods to assess the prevalence and impact of these issues. The findings reveal a significant need for improvements in facilities, site management, and information dissemination to enhance the heritage tourism experience. The study highlights that addressing these challenges is crucial for promoting sustainable tourism in Tamil Nadu, ensuring that visitors can fully appreciate the state's rich historical and cultural assets. By implementing targeted improvements, Tamil Nadu can solidify its reputation as a premier destination for heritage tourism, offering a more satisfying and enriching experience for tourists.

Keywords: Tamil Nadu, heritage tourism, tourist challenges, infrastructure, site maintenance, tourist information.

I. INTRODUCTION

Tamil Nadu, a southern state in India, is renowned for its abundance of heritage sites that offer a bright glimpse into the country's rich historical and cultural past. The state boasts an array of ancient temples, majestic palaces, and historical monuments, each narrating its unique story. These sites attract millions of tourists annually, both domestic and international,

making heritage tourism a significant contributor to Tamil Nadu's economy. However, despite its vast potential, the sector faces numerous challenges that obstruct the optimal tourist experience. Improper maintenance of heritage centres, Issue of inadequate amenities, Lack of information centres and Animal attacks are some of the prevalent issues that deter tourists and affect their overall satisfaction. These problems not only diminish the quality of the tourist experience but also threaten the preservation of the heritage sites themselves.

These challenges are crucial for the sustainable development of heritage tourism in Tamil Nadu. By improving infrastructure, ensuring proper maintenance of heritage sites, and enhancing the availability and accessibility of tourist information, the state can significantly boost tourist satisfaction and increase its appeal as a heritage destination. This study aims to delve into the specific problems faced by tourists in Tamil Nadu, with a special focus on heritage tourism. Through the analysis of feedback from 439 tourists, this research seeks to identify key areas for improvement and provide actionable recommendations. By tackling these issues effectively, Tamil Nadu can not only preserve its rich cultural heritage but also enhance its reputation on the global tourism map, offering visitors a memorable and enriching experience.

II.OBJECTIVES

- ✓ To identify and analyze the key problems faced by tourists in Tamil Nadu, particularly in the context of heritage tourism.
- ✓ To suggest actionable recommendations for improving infrastructure, maintenance, and information services at heritage sites in Tamil Nadu.

III.RESEARCH METHODOLOGY

3.1 Source of Data:

This study utilizes two types of data. Primary data is gathered from respondents through an interview schedule, while secondary data is obtained from various sources such as books, journals, and websites.

3.2 Data Collection

Data collection involved conducting structured interviews with tourists at multiple heritage sites across Tamil Nadu. These interviews aimed to gather insights into tourists' experiences, perceptions, and the challenges they encountered. This approach provided first-hand qualitative data essential for understanding the issues affecting heritage tourism in the region.

3.3 Sample Size

The sample size of 439 respondents was selected to ensure a representative cross-section of tourists visiting heritage sites in Tamil Nadu. This size was considered sufficient to achieve statistical reliability and to capture diverse perspectives on the problems faced by tourists in the state's heritage tourism sector.

S.No	Heritage Sites	No. of Respondents	Percentage
1	Brihadeeswarar Temple - Tanjavur	78	17.8
2	Airavatheeswara Temple	8	1.8
3	Gangaikonda Chozhapuram	16	3.6
4	Mahapalipuram	50	11.4
5	Thirumalai Nayak Palace	37	8.4
6	Madurai Meenakshi Amman Temple	250	56.9
	Total	439	100

3.4 Sampling Technique

Respondents were selected for the study based on their availability and willingness to participate, using convenient sampling. While this approach is practical, it may introduce bias

because it is not random. Nonetheless, it enabled gathering diverse perspectives from tourists visiting heritage sites in Tamil Nadu.

3.5 Statistical Tools

Data analysis and factor analysis were used as the primary statistical tools for data analysis.

IV.PROBLEMS FACED BY THE TOURISTS IN HERITAGE TOURISM – DATA ANALYSIS FINDINGS

Factors	SA	A	N	DA	SDA	Total
Animal attacks	23	8	95	200	113	439
Improper maintenance of heritage centres	70	7	137	150	75	439
Disturbance by touts / criminals	31	25	120	160	103	439
Problem in foreign exchange of currency / bank facility	58	10	155	135	81	439
Lack of information centres	49	17	124	155	94	439
Absence of sign boards	57	14	87	187	94	439
Poor facilities in hotels	41	12	116	164	106	439
Poor management and administration in hotels	40	9	124	199	67	439
Risks of theft	41	9	173	132	84	439
Cheating by vendors	18	3	105	183	130	439
Nuisance of beggars	16	4	107	173	139	439
Problems of bad roads	28	13	151	172	75	439
Many restrictions for tourists	26	9	139	183	82	439
Problem from other tourists	48	8	102	146	135	439
No proper drinking water	53	4	149	172	61	439
Awareness level of places	50	9	133	158	89	439
Network problems	58	14	95	172	100	439
Inadequate medical facility	52	9	153	143	82	439
Unclean toilets	58	26	141	150	64	439
High cost of products / services in tourist place	102	40	140	114	43	439
Issue of inadequate amenities	86	18	115	141	79	439
No proper cleanliness	55	16	135	141	92	439
Barriers in regional language communication	34	24	116	155	110	439
Over crowding	52	10	115	170	92	439
Issue of parking	67	8	148	142	74	439
Pollution Problems	51	16	78	140	154	439
Lack of tourist guides	82	48	98	149	62	439

Source: Primary Data

V.PROBLEMS FACED BY THE TOURISTS IN HERITAGE TOURISM – FACTOR ANALYSIS

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.910
Bartlett's Test of Sphericity	Approx. Chi-Square
	Df
	Sig.
	6511.454
	351
	.000

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be closed to 0.5 for a satisfactory factor analysis to proceed. Kaiser recommend 0.5 (value for KMO) as minimum (barely accepted),

Looking at the table above, the KMO measure is .910, which is greater than of 0.5 and therefore can be barely accepted.

Total Variance Explained									
Com ponent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.441	38.670	38.670	10.441	38.670	38.670	4.773	17.677	17.677
2	1.935	7.166	45.836	1.935	7.166	45.836	2.979	11.033	28.710
3	1.680	6.223	52.059	1.680	6.223	52.059	2.863	10.603	39.313
4	1.163	4.306	56.364	1.163	4.306	56.364	2.396	8.875	48.189
5	1.105	4.092	60.456	1.105	4.092	60.456	2.204	8.162	56.351
6	1.035	3.833	64.289	1.035	3.833	64.289	2.143	7.938	64.289
7	.944	3.495	67.784						
8	.905	3.352	71.136						
9	.826	3.059	74.195						
10	.737	2.730	76.926						
11	.650	2.407	79.332						
12	.567	2.099	81.431						
13	.530	1.963	83.393						
14	.509	1.883	85.277						
15	.478	1.772	87.049						
16	.441	1.632	88.680						
17	.403	1.494	90.175						
18	.372	1.379	91.554						
19	.356	1.319	92.873						
20	.313	1.158	94.030						
21	.299	1.106	95.136						
22	.267	.988	96.124						
23	.242	.895	97.019						
24	.231	.856	97.875						
25	.218	.806	98.681						
26	.198	.734	99.415						
27	.158	.585	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a						
	Component					
	1	2	3	4	5	6
Issueofparking	.774					
Overcrowdings	.744					
Pollutionproblems	.735					
Barriersinregionallanguagecomm unication	.733					
Networkproblems	.662					
Inadequatemedicalfacility	.570					
Problemfromothertourists	.555					

Uncleantoilets	.538					
Issueofinadequateamenities		.792				
Nopropercleanliness		.675				
Lackoftouristguides		.629				
Problemsofbadroads		.540				
High cost of products / services in tourist place		.465				
Poorfacilitiesinhotels			.770			
Risksofthefts			.744			
Poormanagement			.636			
Nuisanceofbeggars			.471			
Manyrestrictionfortourists				.643		
Cheatingbyvendors				.611		
Awarenesslevelofplaces				.442		
Improper maintenance of heritage centres					.695	
Absenceofsignboards					.656	
Animalattacks					.630	
Disturbanceofcriminals					.426	
Problem in foreign exchange of currency / bank facility						.760
Noproperdrinkingwaters						.571
Lackofinformationcenters						.523
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 8 iterations.						

Rotated factor loadings are important for the interpretation of the factors. For analytical convenient the researcher moves to rotated matrix because Factor Matrix shows the factor loadings prior to rotation whereas the Rotated Factor Matrix shows the rotated factor loadings.

In order to interpret the results, a cut-off point is decided. There is no hard and fast rule to decide the cut-off point, but generally it is taken above 0.5. If the extracted factor loading is less than 0.5 or the extracted factor cross loaded with other is eliminated by the researcher, the selected factors are used for further analysis.

This table shows the extracted rotated factor matrix of the model. The variables which identify with each of the factors were sorted in the decreasing order and are highlighted against each column and row.

This table contains the rotated factor loadings (factor pattern matrix), which represent both how the variables are weighted for each factor and also reveals the correlation between the variables and the factor. The six factors are rotated in the six categories.

Factor I:

The first factor includes issues like Issueofparking .774, Overcrowdings .744, Pollutionproblems .735, Barriersinregionallanguagecommunication .733, Network problems .662, Inadequatemedicalfacility .570, Problemfromothertourists .555, Uncleantoilets .538.

Factor II

The second factor consists of Issueofinadequateamenities .792, Nopropercleanliness .675, Lackoftouristguides .629, Problemsofbadroads .540, High cost of products / services in tourist place .465.

Factor III

The third factor highlights Poor facilities in hotels .770, Risks of thefts .744, Poor management .636, Nuisance of beggars .471.

Factor IV

The fourth factor covers many restrictions for tourists .643, Cheating by vendors .611, Awareness level of places .442.

Factor V

The fifth factor points out the Improper maintenance of heritage centres .695, Absence of signboards .656, Animal attacks .630, Disturbance of criminals .426.

Factor VI

The sixth factor includes Problem in foreign exchange of currency / bank facility .760, No proper drinking waters .571, Lack of information centers .523.

Inference

The major issue in first factor is the Issue of parking with a score of .774, The primary concern in second factor is the Issue of inadequate amenities with a score of .792, Poor facilities in hotels are the most significant issue in third factor, with a score of .770, The main issue in fourth factor is the many restrictions for tourists with a score of .643, Improper maintenance of heritage centres is the highest concern in fifth factor, with a score of .695 and foreign exchange of currency / bank facility are the main issue in sixth factor, with a score of .760.

VI. SUGGESTIONS

- ❖ Implement regular and systematic maintenance schedules for heritage sites to ensure their preservation and attractiveness.
- ❖ Upgrade basic amenities such as restrooms, seating areas, and drinking water facilities at tourist sites.
- ❖ Set up well-staffed information centres at key tourist locations to provide visitors with necessary information and assistance.
- ❖ Enhance security measures to protect tourists from theft, animal attacks, and criminal activities.
- ❖ Launch cleanliness drives and ensure strict adherence to sanitation protocols at all tourist spots.
- ❖ Place clear and informative signboards in multiple languages to guide tourists effectively.
- ❖ Provide multilingual guides and brochures to help tourists navigate and understand the sites better.
- ❖ Improve road connectivity and transportation facilities to make heritage sites more accessible.
- ❖ Establish medical aid centers near tourist attractions to handle emergencies.
- ❖ Implement crowd management strategies to ensure a pleasant experience for visitors.
- ❖ Monitor and regulate vendors to prevent cheating and ensure fair pricing of products and services.
- ❖ Train and provide knowledgeable tourist guides to enhance the visitor experience.
- ❖ Upgrade the quality and management of hotels to offer better accommodations.
- ❖ Ensure the availability of foreign exchange services to assist international tourists.
- ❖ Promote Tamil Nadu's heritage sites through effective marketing strategies to attract more visitors.

VII. CONCLUSION

To enhance heritage tourism in Tamil Nadu, addressing the prevalent challenges is crucial. By improving site maintenance, upgrading amenities, and establishing well-staffed information centers, the state can significantly boost tourist satisfaction. Enhancing security,

promoting cleanliness, and providing multilingual guides will further enrich the visitor experience. Additionally, upgrading infrastructure, ensuring medical facilities, and regulating vendors are vital steps. Through these targeted improvements, Tamil Nadu can preserve its rich cultural heritage while offering a more satisfying and enriching experience to tourists. Implementing these measures will solidify Tamil Nadu's reputation as a premier heritage tourism destination, attracting more visitors and promoting sustainable tourism growth.

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