



## TOURISM SURVEY IN KANCHIPURAM, TAMILNADU

**P. Meenakshi**

Assistant Professor, Department of Civil & Structural Engineering, Srichandrasekharendra Saraswathi Viswa Mahavidyalaya, Enathur, Kanchipuram - 631 561, India.

### ABSTRACT

This survey is to know about the tourism status of kanchipuram. It also explain about the temples and places to visit in kanchipuram. Tourism is a major social phenomenon of the modern society with definite economic, social and environmental consequences. Tourism in Tamil Nadu has assumed the role of major economic activity having direct and/or indirect correlation with all other sectors. To prepare a master plan for tourism having diverse implications, it is pertinent to appreciate the physical, social and environmental issues in the region in order to achieve an overall understanding of dynamics of tourism in the state. In this survey forming a set of questions related to tourism and making a survey, analyzing the answers. The results shows maximum no of visitors are interested to visit Kanchipuram for seeing temples and getting blessing of God. Some people interested to take silk sarees and visit nearer places. From the analysis shows maximum visitors are coming in holidays.

**KEYWORDS:** Tourism, Survey, Temples, Kanchipuram.

### INTRODUCTION:

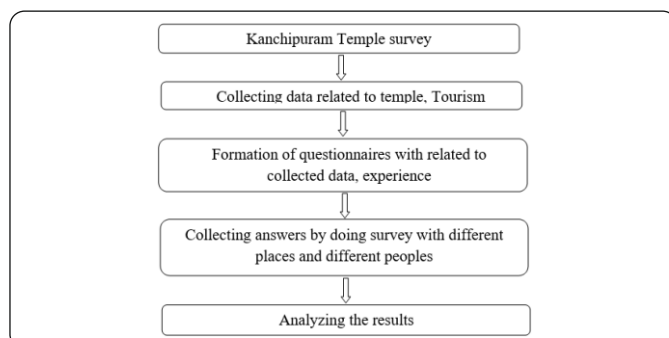
Tourism plays an important role in the socio-economic development of any country. It is one of the major sources earning foreign exchange. Tourism promotion also generates employment in urban as well as rural areas that may arrest the large scale migration of rural mass to urban centers and in turn help avoid formation of more slums. Tourism statistics is generally classified as one of the vital topics of concern to the states because of its economic importance in terms of contributing to the improvement of the national economy as well as their social, cultural and educational impacts. The tourism sector in the Kingdom has witnessed a major development in recent years, which has helped to have an impact on the development of statistical data related to the tourism sector. The tourism policy of the Government of Tamil Nadu includes, among others, encouraging private sector investment. Availability of quality accommodation in the state is a prerequisite for tourism promotion. It is therefore proposed to encourage private entrepreneurs to put up new hotels both in private and government land. The government land will be made available to them at reasonable lease rent. This would give a fillip to the tourism development in the state.

### MATERIALS AND METHODS:

#### Study Area - Kancheepuram:

Kancheepuram, popularly called as Kanchi and also known as the Golden City, is very close to Chennai and has a long history. It abounds in precious antiquities and is rich in its historic associations. Renowned as a cultural centre of the South, it is hailed as the Dakshina Kashi. Among the seven sacred places considered as the holy places of pilgrimage, Kancheepuram is dedicated both to Shiva and Vishnu. It was the foremost of the seven Kshetras (Nagaresu Kanchi). It is said that in the past there were in Kanchipuram 108 Shiva temples and 18 Vishnu temples; but now the most important shrines are only five. The temple of Kamakshi Amman is the most important shrine in this town, besides Varadarajaswamy Temple. Seer Sankaracharya of Kamakoti Peeth has his abode here. Other places around Kanchipuram include, Sriperumbudur, 29 km from Kancheepuram, the birth place of Saint Ramunjar, the father of Vaishnavite Philosophy and an important pilgrim centre for the Vaishnavites, and which has the memorial for Sri Rajiv Gandhi, former Prime Minister of India; Tiruthani Temple, (42 km from Kancheepuram), one of the six abodes of Lord Subramanya, situated on a hilltop, where Karthigai festival in December is celebrated with great pleasure.

### METHODOLOGY:



### OBJECTIVES OF THE SURVEY:

1. Providing data on the number of domestic tourist tours.
2. Data on of domestic tourism in terms of the purpose of the visit and travel destinations.
3. Data on averages of expenditure and length of stay for domestic tourists.
4. Information about accommodation for domestic tourists during their tours.
5. Provide data on various tourist activities made by domestic tourists during their tours.
6. Measuring the level of satisfaction of domestic and tourists over the tourist facilities.

### Design of Survey questionnaire:

The Questionnaire was designed in its final form after being tested and reviewed by the concerned staff in order to arrive at the goals of the survey. Certain points were taken into consideration such as inclusion of all data and information that meet the survey goals in accordance with the adopted international methodologies in this respect. It includes the following major topics. Purpose of the visit, Main destination of the tour, Covered Distance (in km), Number of individuals who made the tour, Means of transport used in the tour, Number of tour nights, Tourism expenditure, Package tours, Place of Accommodation.

### Questionnaires for Tourists:

1. Sex:  
(i) Male (ii) Female
2. Age (in years):  
(i) <20 (ii) 21-40 (iii) 41-60 (iv) >60
3. What is your current Status?  
(i) Student (ii) Employed (iii) House wife (iv) Retired
4. Kanchipuram approximately consists of how many temples:  
(i) 500 (ii) 750 (iii) 1000
5. Kanchipuram is famous for –  
(i) Temples (ii) Silk Sarees (iii) Near Industries
6. Have you visited this place before?  
(i) Yes (ii) No
7. You are accompanied by  
(i) Family (ii) Friends (iii) Officials
8. Type / Purpose of Visit  
(i) Official (ii) Business (iii) Holidaying
9. What was the duration of your stay? (no of days)  
(i) 1 (ii) 2 (iii) 2-5 (iv) >5

10. Your tour was planned on the basis of information obtained from:  
(i) Family/Friends (ii) Tour Operators (iii) Magazine/ Travel Guide
11. How much did you spend on travel  
(i) <500 (ii) 501-1000 (iii) 1001-5000 (iv) >5000
12. Entertainment in Kanchipuram & near places  
(i) Scenic beauty (ii) Sea (iii) Religious Spots
13. Would you like to visit again?  
(i) Yes (ii) No

14. Accommodation facility in Kanchipuram  
(i) Excellent (ii) Very good (iii) Good (iv) Poor
15. Cost of materials and living in Kanchipuram  
(i) Low (ii) Medium (iii) High

**Survey Procedure:**

This survey was conducted about 100 different peoples. The survey location is nearer to the temples, Silk sarees shop, Markets, Hotels in Kanchipuram. Important tourism spot nearer to kanchipuram like Magapallipuram, Vellore, Thiruthani places also the survey was done.

**RESULTS:**

| Sl. No | Type of Questionnaires                                          | Output from the survey in Numbers |                          |                                   |                   |
|--------|-----------------------------------------------------------------|-----------------------------------|--------------------------|-----------------------------------|-------------------|
| 1.     | Sex                                                             | (i) Male (65)                     | (ii) Female (35)         |                                   |                   |
| 2.     | Age (in years):                                                 | (i) <20 (10)                      | (ii) 21-40 (55)          | (iii) 41-60 (15)                  | (iv) >60 (20)     |
| 3.     | What is your current Status?                                    | (i) Student (20)                  | (ii) Employed (40)       | (iii) House wife (15)             | (iv) Retired (25) |
| 4.     | Kanchipuram approximately consists of how many temples:         | (i) 550 (20)                      | (ii) 750 (30)            | (iii) 1000 (50)                   |                   |
| 5.     | Kanchipuram is famous for –                                     | (i) Temples (52)                  | (ii) Silk Sarees (36)    | (iii) Near Industries (12)        |                   |
| 6.     | Have you visited this place before?                             | (i) Yes (63)                      | (ii) No (37)             |                                   |                   |
| 7.     | You are accompanied by                                          | (i) Family (53)                   | (ii) Friends (42)        | (iii) Officials (05)              |                   |
| 8.     | Type / Purpose of Visit                                         | (iii) Officials (10)              | (ii) Business (15)       | (iii) Holidaying (75)             |                   |
| 9.     | What was the duration of your stay? (no of days)                | (i) 1 (56)                        | (ii) 2 (10)              | (iii) 2-5 (22)                    | (iv) >5 (12)      |
| 10.    | Your tour was planned on the basis of information obtained from | (i) Family/Friends (64)           | (ii) Tour Operators (18) | (iii) Magazine/ Travel Guide (18) |                   |
| 11.    | How much did you spend on travel                                | (i) <500 (15)                     | (ii) 501-1000 (24)       | (iii) 1001-5000 (26)              | (iv) >5000 (35)   |
| 12.    | Entertainment in Kanchipuram & near places                      | (i) Scenic beauty (12)            | (ii) Sea (15)            | (iii) Religious Spots (73)        |                   |
| 13.    | Would you like to visit again?                                  | (i) Yes (84)                      | (ii) No (16)             |                                   |                   |
| 14.    | Accommodation facility in Kanchipuram                           | (i) Excellent (13)                | (ii) Very good (58)      | (iii) Good (17)                   | (iv) Poor (12)    |
| 15.    | Cost of materials and living in Kanchipuram                     | (i) Low (30)                      | (ii) Medium (43)         | (iii) High (27)                   |                   |

**DISCUSSIONS:**

The survey results showed that employed male peoples mostly like to visit the kanchipuram temples with their families. Age group of sixties with in the city mostly visiting the temples regularly. Maximum peoples interested to visit kanchipuram in holidays in the way of Religious Spots. This survey shows kanchi is very good for accommodation with medium cost.

**CONCLUSION:**

Tourism can yield positive results provided it satisfies the requirements of sustainable eco-development and is managed scientifically and gainfully. Socio-cultural benefits due to tourism include the following: Cross-cultural interactions resulting from tourism catalyze and improve the living standards of people by way of improved provisions and access to facilities and infrastructure. Tourism helps provide gainful employment and value addition thereby enhancing the living standard of people. Historical monuments and buildings of excellence including religious buildings have been a big tourist attraction. Tourism renews the sense of pride for local inhabitants in their culture when it is appreciated by outsiders and foreigners. This survey shows tourism is also a main factor to increase the power of a city. It indicates the growth of the city.

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