

TOURIST TRAFFIC AT FAIRS AND FESTIVAL CENTRES IN TAMIL NADU

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Abstract

India's 5000 years of history has retained ample heritage and culture which is worth exhibiting. Culture and tradition of any region or society are exhibited through the festivals being celebrated by the various religious and ethnic communities. That are many Foreign and domestic tourist through the centre where the fairs and festivals are conducted. Tourist traffic constitutes an integral part of fairs and festival tourism. Visit of tourist both domestic and foreign - generate income to both the state and the central Government of India. Besides generating foreign exchange earnings, the tourist traffic will pave way for employment and earnings for the local people. The research has confined the area of research to 14 districts of Tamil Nadu where many fairs and festivals are celebrated. The research has traced the historical perspective of tourism with special reference to the various fairs and festivals. The researcher has limited the research regarding the fairs and festivals in the 14 districts only as those are the districts where in fairs & festivals are conducted.

Key Words: *Tourism, Festivals, Fairs, Tourist Traffic, Celebration, Economic.*

Introduction

Growth and development of fair and festival tourism in Tamil Nadu with particular focus on the arrival rate of foreign and domestic tourist. Earnings from both domestic and foreign tourist in Tamil Nadu has been focused in this paper from the year 2007 to 2011 have been evaluated based on reports obtained from the Department of Tourism of Tamil Nadu.

The research work is based on the primary source gathered from the reports maintained by the Department of Tourism, Government of Tamil Nadu and other sources collected by way of getting responses for the questionnaires.

The State of Tamil Nadu is the cradle of Dravidian Culture. All the temples and monuments in the state are the best examples of Dravidian architecture. The State has made priceless contributions to the music, art and literature of India. Bharathanatyam, one of the famous Indian dance forms, has its origin here. Fair and festivals of Tamil Nadu are important events that happen round the year and attract the tourist and the world.

Tamil Nadu is a land of festivals, umpteen numbers of festivals are observed throughout the year and no fortnight ever passes with number of a festival, most of them are associated with religion and temples. People celebrate them with gay and enthusiasm. Brief narrations of a few festivals are that attract tourist given realizing their significance. The Tourism Department too arranges festivals periodically so that the visiting guests may enjoy them and understand the cultural and spiritual values embedded in them.

Objective of the Study

The specific objectives of the study are:

1. To discuss the Fairs and Festivals
2. To study the profile of the selected festivals and growth in tourist arrivals.
3. To analyze Tamil Nadu tourism department to selected Festivals in Tamil Nadu.
4. To evaluate the performance of hotel Accommodation of the sample tourist.
5. To examine Accommodation experience during a foreign tourist and Domestic tourist.
6. To offer suitable suggestion to improve the Accommodation quality so as to promote tourism.

Methodology of the Study

Designing suitable methodology and selection of analytical tools are important for a meaningful analysis of any research problem Hence this section attempt to discuss the methodology adopted for the present study.

Research Design

Qualitative research method has been used for this study. Qualitative methods are also effective in identifying intangible factors, such as social norms, socioeconomic status, and gender roles, ethnicity, and religion, whose role in the research issue may not be readily apparent. When used along with quantitative methods, quantitative research can help us to interpret and better understand the complex reality of a given situation and the implications of quantitative data.

Interactive Interviewing

People asked to verbally describe their experiences of the phenomenon.

Written Descriptions

People asked to write descriptions of their experiences of phenomenon.

Observation

Descriptive observations of verbal and non-verbal behavior.

Collection of Data

This study has been considered both primary and secondary data.

Primary Data

The primary data have been collected from the hotels and restaurants in various parts of the city and the researcher has met the tourist directly and made a clear discuss on their likes and unlike of the culinary attraction in five cities. The interview also contains the details of the availability of traditional fairs and festivals and problems faced by the travelers in various Accommodation centers .The data also collected from various ethnic festivals organized by luxury hotels as well as other organizations in Tamil Nadu Government.

Secondary Data

The secondary data were collected from books, magazines, journals, articles, booklets, books, pamphlets and unpublished projects report under graduate & post graduate. Apart from this some data were collected from research papers and research articles pertaining to the Tourism Offices.

Period of Study

The survey was conducted during a period from October 2008 to March 2011. Therefore, the reference of the study was 2008-2011

Tools of Analysis

In order to study the tourist arrivals over time, a multiplicative model type has been used. In order to analyze the trend, the data on tourist arrival were subjected to 12 Months moving average, so as to remove seasonal effect from the time series. Further, to test the significance of the trend over time, the linear regression equation has been fitted.

Exponential growth rates were worked out by using the formula. Cyclical, irregular, variations are computed with the help of the residual method. In order to measure the variability due to trend, cyclical, seasonal and regular fluctuations, coefficient of variations are worked out separated for tourist arrivals in five Tourist Centers. A five point scale has been devised for measuring the attitude of tourist towards facilities available in and around the five cities by following the scale developed by liker.

Tourist Arrivals in Selected Fair and Festive Centers in Tamil Nadu

Among the selected 14 districts, 5 important fair and festival centres which attract more tourists both domestic and foreign in Tamil Nadu were selected for the present study. They are:

- Thanjavur
- Mamallapuram
- Madurai
- Kodaikanal and
- Ooty

Thanjavur - (Dance festival center)

Thanjavur, formerly Tanjore, is a special grade municipality and headquarters of Thanjavur district in the state of Tamilnadu. Thanjavur is an important tourist center of south Indian art and architecture. Most of the great living chola temples, which are UNESCO world Heritage Monument, are located in and around Thanjavur. The foremost among the great living chola temples, the Brihadeeswara temple is located in the center of the city. Thanjavur is also the home of the Tanjore paintings, Dance festival was celebrated in 25th December 2010 -25th January 2011. Millennium celebrations were celebrated to commemorate the architectural marvel at Thanjavur from 22-9-2010 to 26-9-2010. In continuation of Millennium year

celebration of Thanjavur, the Government of Tamil Nadu has declared to organize Indian Dance festival by bringing all Indian Art forms at one platform in the world heritage site. To showcase the heritage wealth of Thanjavur, Indian Dance Festival was conducted at the venue of Thilagar Thidal. All Indian Art forms were show cased in the festival and master performers brought from various parts of India and they performed and honored the Thanjavur wealth which were appreciated by foreign tourist, domestic and living citizens of the destination.

Mahabalipuram (Indian Dance Festival in Full Moon light)

The oldest structure in the area, built in 700 AD. Mamallapuram dates back to the Tamil Pallava dynasty in the 7th and 9th century. The structure here, mostly carved straight out of granite are among the oldest existing examples of Dravidian architecture. The Department of tourism conducts Dance festival in every year, commencing on 25th December till the Second week of January, this Festival was organized during holidays and weekends. Year after year, the number of tourist (both domestic and foreign tourist), who are enthralled by the fitness of TAMILIAN arts, is increasing. Thus the Mamallapuram Dance Festival has now evolved since 2008 into “INDIAN DANCE FESTIVAL” which aptly denotes the variety and the versatility of the Indian fine arts and dance forms.

Madurai (Jallikattu and Pongal Festival)

Madurai is one of the oldest cities of India. Madurai witnesses Pongal festival every year which showcases the cultural aspects of Tamilnadu. The Department of Tourism makes elaborate arrangement in co-ordination with local administration during the Jallikattu (Bull Taming) in Alanganallur. This festival attracts many tourists' particularly foreign tourists because they are interested in witnessing the youth taming the bull.

Kodaikannal (Flower Show)

Kodaikannal is the most beautiful and popular hill station in Tamilnadu, the unique flowering plain 'Kurunji'(strobilanthus kunthanus) that first bloomed in 2004, is nature's gift of Kodaikannal. This festival is conducted in the month of April and may the craftsman exhibit their creative art in arranging flowers and fruits. Berijam Lake is one among the beautiful Lakes of South India.

Ooty (Tea and tourism festival)

Ooty is another one of the famous hill stations in Tamilnadu, the toy train is the very much attraction for foreign tourist. The hill-plantain fruits and plums are known for their freshness and taste. Craft and Tea festival organized in Department of Tourism to attract the foreign tourist. This festival is conducted in the month of May every year in which artistes and craftsman exhibit their creative art in arranging flowers and fruits. Analysis of Tourists Traffic is in selected tourist centre of fair and festival. Average arrivals of domestic tourists for five years from 2007-2011 at select five fair and festival centre in Tamil Nadu are shown in Table 1.

Table 1: Average Arrival of Domestic Tourist at Selected Fair and Festival Centres in Tamil Nadu during (2007 -2011)

District	Average	Percent	Co-Efficient of Variations (%)
Thanjavur	19025	25.00	14
Mamallapuram	18838	24.76	30
Madurai	13368	17.57	14
Kodaikannal	12929	6.55	10
Ooty	11929	5.40	6
Total	76089	100.00	-

Source: Computed from reports, Dept of Tourism, Govt. of Tamil Nadu. 2007-2011.

On account of the number of domestic tourist arrived in the above selected fair and festival centre in Tamil Nadu, Thanjavur with 25 percent came ahead of other districts. This was followed by Mamalapuram (24.76 percent) and Madurai (17.5 percent). The aggregate share accounted by Thanjavur, Mamalapuram and Madurai came to 67.33 percent. The next highest share was claimed by Kodaikannal (6.55 percent), and Ooty (5.4 percent).

The table no -2 shows the number of domestic tourist arrived at selected fair and festivals in Tamilnadu from the year 2007 to 2011.

Table 2: Number of Domestic Tourist Arrived at Select Fair and Festival Centres in Tamil Nadu (2007-2011)

	2007	2008	2009	2010	2011
Average	5090	5597	6043	7165	7808
Maximum	15713	17217	19203	22016	27281
Minimum	860	812	946	938	1008
S.D	5298	5797	6330	7711	8669
C.V	104	104	105	108	111

Source: Computed from Tamil Nadu Economic Review 2007 -2011.

(C.V -co-efficient of variation %)

The average number of domestic tourist in selected five fair and festival centre in Tamil Nadu came to 5090 on an average in 2007. The extreme high and low number came to 15713 and 860 respectively. In 2008 the average is 5597 regarding the domestic tourist in fair and festival centre and 17217 become the maximum and 812 the minimum in these centers, in 2009 the average come to 6043 with an extreme figure of 19203 and 946. And 7165 is the average figure for 2010, with a maximum of 22016 and a minimum of 938. In 2011 the average number of domestic tourist arrived in selected fair and festival centres is 7808, with a maximum of 27281 and a minimum 1008. On observing the co-efficient of variation(C.V) it is found that the inter period variation in terms of number of domestic tourist visiting the fair and festival centre does not vary considerably, though the share claimed by various centre are varying considerably.

The table -3 reflects the quarterly earnings in percentage from domestic tourist at the selected 5 centers for the study.

Table 3: Quarterly Earnings from Domestic Tourist in Select Fair and Festival Centres in (2007 -2011) Tamil Nadu

	2007	2008	2009	2010	2011
Jan-Mar	22.00	23.00	24.00	25.00	26.00
Apr-Jun	25.01	26.00	26.00	26.00	24.00
Jul-Sep	25.99	24.00	24.00	22.00	22.00
Oct-Dec	26.99	27.00	26.00	27.01	28.00

Source: Computed from reports, Dept of Tourism Government of Tamil Nadu- 2007-2011.

On assessing the revenue realized from domestic tourist coming to fair and festival centre, it is clear that October - December period (26.99 percent) accounted for the highest in 2007. This was followed by 25.99 percent in July-September, 25.01 percent in April-June and 22 percent in January - March. In 2008 the highest revenue earned in October- December period (27 percent), than in April-June (26 percent) followed by 24 per cent in July-September and (23 per cent) in January-march . In October-December and April-June (26 per cent) came the highest revenue realized period in 2009. 24 percent in July- September and January - March came the next. In 2010 also October-December (27.01 percent) came ahead of other quarters, followed by 26 percent in April-June 25 percent in January-March and 22 in July-September. In 2011 also during October-December the earnings showed 28 percent the maximum from domestic tourists coming to heritage centers. It is followed by 26 percent in January-March 24 percent in April - June and 22 percent in July-September.

The arrival of foreign tourists in the 5 tourist centers average percent and co-efficient time series in shown in Table- 4

Table 4: Foreign Tourist Arrived at Select Fair and Festival Centres in Tamil Nadu (2007-2011)

District	Average	Percent	C.V (%)
Thanjavur	2374	42.37	32
Mamalapuram	2317	41.35	27
Madurai	357	6.37	15
Kodaikannal	298	5.32	23
Ooty	258	4.60	14
Total	5604	100.00	-

Source: Computed from reports, Dept of Tourism, Govt. of Tamil Nadu. 2007- 2011.

On analyzing the number of foreign tourist arrived in each centre it is clear that Thanjavur center with an average of 2374 came ahead of other centre. A look at the Co. efficient of variation (CV) of foreign tourist arrival indicated that Thanjavur center with a coefficient of 32 percent came ahead of other centre's while the lowest coefficient was

displayed by Ooty district (14%). The evaluation based on Coefficient of Variation gives the conclusion that the level of consistency observed regarding the number of foreign tourist arrived in different centre was considerably low. The selected districts for the study are Madurai and Thanjavur. Regarding the number of foreign tourist arrived in the order of magnitude in the centre came to Thanjavur (2374) and Madurai (2317). On evaluating Coefficient of Variation, considerable variation is not noticed among centre. Thanjavur centre showed 32 percent and Madurai 27 percent. An analysis of data showing the number of foreign tourist arrived in Thanjavur center revealed a consistently increasing trend during the period 2007-11. The performance of Madurai center regarding the number of foreign tourist arrived from 2007-11 indicated a consistently upward trend from 2007-10 and a marked decline trend in 2011. The general assessment about the number of foreign tourist arrived in the selected center across the study period made it clear that except the year 2011 in Madurai in all other periods the frequency was found consistently ascending all through the period under review.

The table 5 gives the number of foreign tourist arrived in the five selected centre in Tamilnadu from the year 2007to 2011.

Table 5: Number of Foreign Tourist Arrived in Select Fair and Festival Centres in Tamil Nadu (Year Wise) (2007-2011)

	2007	2008	2009	2010	2011
Average	309	392	490	587	557
Maximum	1499	1958	2553	3131	3391
Minimum	4	4	3	4	6
S.D	561	712	920	1120	1124
C.V	182	181	188	191	202

Source: Computed from Tamil Nadu Economic Review 2007 to2011.

A number of foreign tourist arrived during the period 2007-11 showed an increasing trend from 2007-10, and 2011 showed a decreasing trend. The average number of foreign tourist arrived in 2007 was to 309 with a maximum figures of 1499 and 4 showing wide variation in between the centre. In 2008 the average number of foreign tourist arrived was 392 and the highest number of visitors was 1958 and the lowest was 4. The average number of foreign tourist arrived in 2009 came to 490 with a maximum figure of 2553 and minimum 3 showing wide variation in between the centre. The average number of tourist arrived at heritage sites in 2010 is 587. The maximum number of visitors was 3131 and the minimum was 4 each and 557 is the average figure of foreign tourist arrived in 2011, with a maximum figure of 3391 and a minimum figure of 6.

Table 6(a): Number of Foreign Tourist Arrived in Select Fair and Festival Centers of Tamil Nadu in Each Quarter (2007-2011)

	2007	2008	2009	2010	2011
Jan-Mar	112 (36.25)	142 (36)	181 (36.94)	229 (39.01)	206 (37.05)
Apr-Jun	40 (12.94)	63 (16)	69 (14.08)	82 (13.97)	83 (14.93)
Jul-Sep	52 (16.83)	67 (17)	83 (16.94)	106 (18.06)	95 (17.09)
Oct-Dec	105 (33.98)	122 (31)	157 (32.04)	170 (28.96)	172 (30.94)
Total	309 (100.00)	394 (100.00)	490 (100.00)	587 (100.00)	556 (100.00)

Source: Computed from reports, Dept of Tourism and Government of Tamil Nadu- 2007-2011.

Table 6 (a) and 6(b) reveal the number of foreign tourist arrived from 2007 to 2011 in each quarter and foreign exchange earnings in cores.

Survey regarding the number of foreign tourist arrived in different centers in Tamil Nadu in different quarters made it clear that during the period under review January - March accounted for the highest number (36.25 percent, 36 percent, 36.94 percent, 39.01 percent, 37.05 percent). This is followed by October - December period (33.98 percent, 31 percent, 32.04 percent, 28.96 percent and 30.94 percent). The total contribution of 6 months from October- March came to 70.23 percent of the total tourist intake to the heritage centre in 2007. In 2008 it is 67 percent, 2009 it is 68.98 percent, in 2010 and in 2011 it is 67.99. The lowest percentage of tourist flow as recorded from April-June is 12.94 percent in 2007, 16 in 2008, 14.08 in 2009, 13.97 in 2010 and 14.93 in 2011.

Table 6(b): Number of Foreign Tourist and Foreign Exchange Earnings from Fair and Festival Tourism Sites in Tamil Nadu in Each Quarter (Rs in Crores) (2007 - 2011)

	2007		2008		2009		2010		2011	
	No	Rs	No	Rs	No	Rs	No	Rs	No	Rs
Jan-Mar	112	0.54	142	0.63	181	0.93	229	1.17	206	1.07
Apr-Jun	40	0.17	63	0.28	69	0.34	82	0.42	83	0.40
Jul-Sep	52	0.21	67	0.31	83	0.41	106	0.54	95	0.44
Oct-Dec	105	0.51	122	0.59	157	0.82	170	0.86	172	0.92
Total	309	1.43	392	1.81	490	2.50	587	2.99	556	2.83

Source: Computed from reports, Dept of Tourism Govt. of Tamil Nadu 2007-2011

The evaluation of foreign exchange earnings from fair and festivals centre in Tamil Nadu showed an increasing trend from 2007 to 2010. But the year 2011 showed a slight decrease in the number of foreign tourist arrived and the corresponding foreign exchange earnings compared to the previous year. The six months period from January-March and October-December, the denominations are very high. And that from April that from April-September is comparatively low. This really indicate that a similar trend as shown by the general tourism, The Foreign tourist arrival in Fair and Festival centre are peak from January-March. And this feature is observed during the entire period of study.

Times Series Analysis

In order to analysis, month wise arrivals of both foreign and domestic tourist for 5 years from 2007 - 2011 were obtained from the records of Dept. of Tourism, Govt. of Tamil Nadu, Seasonal index were computed by using moving average method of Time series analysis¹.

Seasonality Index

Table 7 reveals the seasonal index of domestic and foreign tourist in each quarter (composite)

Table 7: Seasonal Index of Gneral and Foreign Tourist (General Percentage)

	Composite	
	Domestic	Foreign
Jan-Mar	94.76	148.53
Apr-Jun	101.12	59.84
Jul-Sep	92.79	69.41
Oct-Dec	111.33	122.21

Source: Computed from secondary data Department of Tourism Government of Tamil Nadu in 2007 to 2011.

Time series analysis, with the help of seasonal indices revealed that the months of October, November, December and January were regarded as peak months of visit for domestic tourist and months of June, July and August Happened to be the lean period, in general. However, in Thanjavur and Madurai the seasonal index was found to be more or less steady across every month, during the period under review. It was found that during the month of April and May the number of domestic tourist arrival in almost all centre was rather high and the rate was comparatively more in Thanjavur and Madurai.

General Tourism

On observing the number of Foreign Tourist Arrival and Domestic Tourist Arrival it is found that the frequency of arrival in each centre is found varying between months. In case of Foreign Tourist Arrival the tendency to increase and decrease was found concentrated in certain specified months or quarters. This made the investigator to obtain the seasonality index of Foreign Tourist Arrival and Domestic Tourist Arrival in general and that too in heritage centre. Since the tendency of Foreign Tourist Arrival was found concentrating in specified quarters over the last few years, the seasonality index of tourist arrival of foreign and domestic tourist are arranged in quarterly figures.

Regarding the arrival of foreign tourists, highest level of concentration was observed in January - March Season (148.53 percent). This was followed by October- December Season (122.2 percent). The lean period is being July-September (69.44percent) and April-June (59.84 percent). On the basis of evaluation is concluded that variation between each quarter is rather

significant. During October- March season the frequency of arrival is very high and in April-September period it is declining considerably.

Regarding the arrival of domestic tourist, highest level of concentration was observed in October-December Season (111.33 Percent). This was followed by April-June Season (101.12percent). In January- March Period it came to (94.76percent) and in July-September it was (92.79percent). In view of this it is concluded variation in the arrival rate for domestic tourist across the quarters, the variation between the quarters is not very sharp as in the case of foreign Tourist arrivals.

Fair and Festival

A heritage site visited by both domestic and foreign tourist during fairs and festivals (season index) is shown in Table 8.

Table 8: Seasonal Index of Domestic and Foreign Tourist (Fair And Festival)

	Fair and Festival Centre (Percentage)	
	Domestic	Foreign
Jan-Mar	96.88	148.97
Apr-Jun	101.4	57.71
Jul-Sep	93.49	69.01
Oct-Dec	108.23	124.31

Source: Computed from secondary data Department of tourism, Government of Tamilnadu 2007-2011.

On evaluating the Foreign Tourist Arrival it is found concentrated in January - March (148.97) and October- December (124.31). The lean periods recorded being April-June (57.71) and July-September (69.01). Domestic tourist's arrival is found to be concentrated in October-December (108.23) and April-June (101.4). However, the flow to heritage centers during January-March (96.88) and July-September (93.49) is not found fluctuating widely from that in the peak period. On comparing the flow of domestic and foreign tourist in different quarters the researcher arrived at the conclusion that when FTA is considerably high during the six month period of October-March, both for general tourism and heritage tourism; the variation observed in the number of Domestic Tourist Arrival is not varying widely across the period.

Conclusion

Tourism was not considered as a rewarding and attractive venture prior to the Tenth plan period. Lack of professionalism, absence of consensus on the role of tourism, lack of appreciation and encouragement from government and lack of high level investments were the general picture of tourism in India and Tamil Nadu. The absence of legislative support, policy integration, lack of long-term investor-friendly policies, levying of heavy and multiple taxes and restrictive aviation and land policies were detrimental to the growth of Tourism.

With the launching of 10th plan, Government of Tamil Nadu had a goal oriented approach towards tourism. Radical changes are taking place in various sectors, with the support

of National Development Council. Basically the Tourism sector is towards achieving competitiveness and long term substantiality. A holistic approach towards Tourism has an eco-friendly approach with maximum community participation.

National Tourism as well as Tamil Nadu Tourism has incorporated many festivals adaptations from the neighboring competitors like China, Malaysia, Nepal, Indonesia and Maldives. They paved the way for the growth of local infrastructure, transport systems, sanitation and hygiene, leisure and recreation a upkeep of local monuments and the general well being of the tourist.

Effective infrastructural support to tourism through the Ministries of Railways, Surface Transport, Shipping, Civil Aviation, Urban Development, Rural Development and Environment and Forests is achieved during the 10th plan period.

Tourism yields substantial foreign exchange to Tamil Nadu and is turning into a volume game and a large number of participants like hotels, tour operators and airlines, are contributing to the revenue of the industry. Increasing attention has been given by Government of Tamil Nadu to develop sustainable and responsible tourism.

The 2011 budget proposal of the Government has allocated Rs.1050 million, out of which Rs.600 million has been set aside to take up infrastructure works in tourism destinations across the State. The operation of tourism facilities, services and amenities are often dependent on a number of travel infrastructure networks like transportation, water supply, power supply and telecommunications.

Of the budget allocations for 2011, Rupees 50 million was set apart TTDC for Hotels and Resorts. Tamil Nadu, one of the safest travel destinations in the world, has a highly advanced Tamil culture. The professional and caring attitude of tour operators, availability of trained staff has become the advertisement for the commercial tourism in Tamil Nadu.

The Department of Tourism has to keep travelers informed about the latest tourism related news and deal through their websites and make online presence and create public relation and marketing by using social media platforms like face book and twitter, influential blogging Search Engine Optimization (SEO).

The climate here is one of the main reasons for its emergence as a hot tourist destination. Tamil Nadu is well connected by Rail, Air and by Road. Some of the International destinations which are joined to Tamilnadu are Colombo, Maldives, Abudabi, Dubai, Sharjah, Bahrain, Doha, Ras-al-khaimah, Kuwait, Riyadh, Muscat, Fujairah and Singapore. There are more than 140 railway stations in Tamil Nadu, which are very well connected to each other by the extensive network of Indian Railways. Long distance express trains connect Tamil Nadu with the four metropolitan cities of the country such as Mumbai, New Delhi, Chennai and Kolkata.

Looking from the Fair and Festival angle of Tourism promotion, Tamil Nadu has links with major religions of the world. Exquisitely carved temples here have the ability to transform an atheist into a religious person. The architectural designs of these temples are made in

accordance with the natural and climatic conditions of the state. The temples in every town of Tamil Nadu have at least one trace of origin to antiquity.

Tamil Nadu, a land with incredible diversity and attractions, fantastic home stay experience coupled with delicious cuisine, beautiful scenery, houseboat cruise etc. makes the destination dear to both foreign and domestic tourist. In this regard the Government also has made many appealing attempts to retain the quality of services to the touring people.

Government has taken special initiatives to popularize or even retain many of the performing art forms which are becoming extinct so as to market it well to the tourist.

Problems confronted by tourist during fairs and festivals are identified through the response gathered from tourist and alternative measures to be adopted to overcome the problems faced by the tourist are suggested by the researcher.

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