

THE CONTRIBUTION OF PLACES OF WORSHIP IN TAMILNADU TOWARDS SUSTAINABILITY IN TOURISM SECTOR POST COVID 19

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Abstract

The paper is based on the Contribution that needs to be taken by the places of Worship across Tamilnadu towards resurrecting the Tourism Sector post Covid 19 . The Impact of the pandemic, Corona Virus has brought the tourism sector to a Complete halt , a sector to which our country generally looks into and carries it as an asset towards the generation of our country economy every year. It was observed by the expert committee like the CII who says that the losses has gone upto over 30 billion, with an average of around 80 less travel in these period since the Lockdown in March 2020. Furthermore to complicate things , a loss of around 20 trillion is expected thus damaging the growth further.

As a researcher, it is a scary thought for me to think out minute factors that happen to reach the Tourism sector to promote itself .Indian tourism development in the world has shown a improving trend in to being 22nd in the world in 2018 and just touching in upon the top 20 status last year Indian Tourism has witnessed a considerable hit in the current situation. Tourism sector which also has created a ripple of a domino effect in towards Aviation Sector, Hospitality Sector and Transportation sector has to be revived immediately for the welfare of our country.

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As I underwent a few research, one thing that caught my eye is the places of Worship. I thought of covering in the places of religious sites as a way to Sustain and build tourism in our state Tamilnadu. Based on a Questionnaire , I started Collecting opinions through Telephonic Conversation among the various people in Tamilnadu in a convenient Sampling method. I used the statistical tool, chi Square test and also wanted to see whether there is a difference in the means, a way to build up Tourism Industry. Based on this, I noted my findings and concluded in certain suggestions to ensure that Places of Worship in Tamilnadu can be one of the fundamental things through which Sustainability can be achieved in Tourism

Keywords : Places of Worship, Covid -19 Pandemic, Indian Tourism, Sustainability, Tamilnadu

Introduction

The Southern part of the Indian Subcontinent, Tamilnadu has played a pivotal role in the ancient History right from the Cheras, Cholas and Pandavas and famous kings across different generations. An in depth knowledge of the famous religious places thus becomes important to the understanding of their rich culture and heritage. As much as the proverb icing on the cake stands in, we are home to the most ancient temples in the world like the Meenakshi Amman Temple in Madurai, The Brahadeeswara temple in Tanjore, The Kanchi Kamakshi Amman temple and the Ekambeshwarar temple in Kanchipuram, The Ramanathaswamy temple in Rameshwaram, The Thilai Natraja Temple in Chidambaram , the Ranganathaswamy Temple in Srirangam, Trichy, The Varahaperumal Temple in Kumbakonam and many more temples. The same can be said about the churches in tamilnadu. St Francis Church in Kanyakumari District, The Velankanni church, St Basilica of our lady which is at the mighty best and at Thoothukudi, St Georges, and St Patrick to go along with. As with the mosques one can fondly remember the Nagore Sharif Darg at Nagapattinam, the Kazimar Big Mosque at Madurai and the Madurai Maqbalah. One can not forget the famous architects and rich history it provides in. According to Ixago they are 5217 places of Worship across Tamilnadu.

Now one got to see how things can be moved on from here. It is important to notice the above places of Worship and many more see Tourists arriving from various parts of the country and even around the world in Thousands on a Single Day to Worship. It is important to ensure, we give in the safety, security and comfortless for every Individual after this pandemic Covid 19.

Covid 19 Pandemic have ensured life has certainly come in to a null. It is with utmost uncertainty to how things have stopped the normal routine in our life. Some of the factors that can be considered here

- 1) Individuals should be given hand Sanitizers and use and throw mask at the places of Worship
- 2) The Places of Worship must be made eco sustainable
- 3) The Concept of Social Distancing becomes important and it should be practiced all around the place
- 4) It is important to note that all the persons for alms must be discouraged at the places of Worship. Under unavoidable condition they must follow the given rules and regulation and must not create panic among the tourist

Research Objectives

- 1) To Sustain the tourism Sector post Covid 19 through our own places of Worship in Tamilnadu
- 2) To bring back the importance and awareness of all the Worship places by giving an uplift to the tradition and values of the country
- 3) By Attracting Foreign Tourist all over the world and making a change over from Covid 19 and promote the Industry

Limitations of the Study

- 1) The study of this research is restricted only to the state of Tamilnadu.
- 2) The study of this research is limited to a handful of respondents . The samples got to be assumed as the actual population

3) The collection of the samples is taken according to the restricted circles because of the Covid Pandemic. The researcher have not taken the general Tourist view at the places of Worship

Research Problem Identification

Tamilnadu is a rich state in culture and Tradition. The places of Worship has the capability to bring the good old days post the pandemic. However as a researcher, an emptiness is found looking at the way how the sites might fail in the short run. Though there will be a substantial increase in Indian travelers in our country, keeping the pandemic in view , it is very likely the footfalls are going to be very less at least in the next year.

The researcher thinks of adopting a Dynamic approach to this problem. There is a need to develop sustainability towards Tourism. A moreover likely solution will be reached soon

Review of Literature and Theoretical Background

The sector in Tourism is interested by the changing demand patterns, the traits and characteristics shown by the tourist with their demands.(Scarfato , 2006) Competition is intense between firms the firms which allows them to come with better growing perspectives, incomes, strategies, concentration of reinforcement of qualities and also follow sustainable policies (Sansone and Polese,2006). So what is the role of quality in sustainable tourism. The scope of this paper is with dealing with social equity, economic efficiency and ecological integrity, and by this trying to show the parties with quality perspective and approach and the compatibility thus showing the differences.(Francesco and Firminsano,2006)

The rise in Tourism sector is affected by the industry as they contribute about 5 % greenhouse gases emission. For this the only golden word Green Tourism is the only measure left to overcome this as it deals with local and natural tourism , improves waste, efficient use of energy and water and provides employment(Bhuiyan Md and Siwar

,2012). Tourism Industry is a important sector in the country Malaysia as it is the second largest Foreign Exchange sector. For this the government of Malaysia has given importance to 3 districts namely Kelantan, Terengganu, Pahang and District of Mersing in johor which are rich in natural assets, cool clean rivers, serene, coral ring islands, lush rain forests and calm highlands which are considered a haven for green environments. A study on this will promote green tourism further and the data analysis from secondary data shows lush rainforests, , poverty reduction, growth of Tourism sector, limited disadvantages (Shahrudin and Adham, 2012). The negatives here include carbon emissions, water conservation and bio diversity (Khairul 2012) . For this the Malaysian Government has identified steps like community participation, adherence to policies and procedure, maintain natural resources and capacity building programs. There must be a cooperation between federal and states government to support this and overcome the barrier and implement the green tourism.

Bangladesh tourist attraction include archaeological sites, historic mosques, monuments, beaches and wildlife. There vary from Hills, deep Forests, rivers and beaches. In this country the scope is divided into nature based tourism , research based, culture based and eco tourism . the role of Government is positive and the government is moving to develop infrastructure , private and public organization have come side by side to attract the local and foreign tourists, researchers, dignitaries and foreign delegates (Shamsuddoha Mohammed 2004). Having everything the tourism sector could not be developed much because of human resource development aspect. There is a paucity of sufficient researchers because of low literacy rate. Because of this they do not feel comfortable to converse in communication to domestic and foreign tourist likewise. For this reason, Tourist feel uncomfortable visiting these places. So what is the solution for this. The government have started providing platforms to improve this. A sufficient number of manpower is used to improve this and hence give a morale boost to tourism sector. This would change the power of the tourism and contribute to country GDP.

The paper identifies some of the current and future trends affecting the tourism and hospitality industry in the country of Greece. Some of the factors like safety, security, the way in which services are being offered, the way competition has grown, the population

ageing and the new technological impacts has now becoming a huge factor in the development of tourism (Kapiki, 2012). Further this paper elucidates the tough times of the past 10 years when Greece has gone into recession in tourism industry. A careful analysis has been done from time to time, especially in hospitality and tourism sector. Hospitality to boarding and lodging especially have been given relevance importance to maintain exceptional service and maintain social contacts (Soultana, 2012). At the same time competent staff is important and one can consider the retired employees into account who would have done so much for the development of the respected places. The same can be followed on a global and diverse basis to bring back the sector growth.

The author substantiated the mass ecotourism and eco mass tourism in eco tourism mass tourism dichotomy in the country of Bulgaria. An analytical framework is said to be proposed based on the SDEF grid (Ivanov, 2013) and is said to exactly scale to how tourism development is measured and the footprint left by ecology in tourism industry. Ecotourism being a very important issue, the tourism is evaluated under 3 dimensions for sustainable activities development. (Stanislav Hristov, 2013) Based on environment, based on social and based on economy. The paper signifies that mass eco tourism and eco mass tourism has a better way of understatement than having the simple term of eco tourism and mass tourism separately. (Ivanova, Maya.G, 2013)

Tourism sector is one that can contribute to the employment generation. Also various measures like arrival, tourist receipt and expenditure are taken and a rank proposed with comparative status of tourism with the help of Density of tourist population taking the other Indian states with the help of Density of tourist population (Rizal, Praveen, 2014). It is a easy method to rank and the top 5 and the lowest 2 states are found out. The same procedure is repeated to union territories as well and is inference. It has been observed that North eastern states of India need more planning. It alerts the planner to take immediate sustainable planning for the top ranked states and union territories and tourism development for the lower ranked states and Union territories (Ashokan, 2014) The aim of this paper is to how to make a proper sustainability to the business tourism

and that one develops the economic development for countries. It gives an insight to how to make economic sustainability and make recommendation for the niche market(Ramgulan, narendra, 2012) . Furthermore a brief study is made on the tourism development of the United Kingdom and making it comparable to them one can assure Trinidad viability and strategies sustainable(Raghunandan, 2012). One such model adopted is the Butler TALC models of 1980.Thus it adopts perfect adaptability by planning in more convention and events to make things viable and be pursued further for the development of the country(Mohammed, Koshina, 2012)

The transformation of Sustainability models of cities in the last few years have modified the perception of econic and political role of arts and consequently the expectation of public sector on culture Institutions(Baia Curioni, 2010). In Italy the emphasis on temporary exhibition and events is done. It has led to the private organization to reduce their autonomy. This research describes activity of 8 relevant institution involved in organization of exhibitions. The analysis of qualitative and Quantitative data will show in the first part suggest different models on management structure, governance, nature of offer and relation of culture as a whole(Stefano and Forti, 2010). The second part will be dedicated to study of specific exhibition held at Palazzo Te in Mantua, analyzinfg the role in local contexts

The paper distinguish responsible versus sustainable tourism and develops a tool to measure destination transit towards responsible tourism . frey classification of environmental social stages and presents destination stages from ignorance testing sustainability, to awareness, to sustainable based strategic thinking and responsibility and model is based on case of Slovenia accommodation sector. (Mihalic,2013) The results are analysed and discussed considering the economic and financial crisis. The barometer tool is useful here. The stakeholders are well aware in more efforts in tourism strategy, planning and responsibility will be needed. The GFEC have forced many things and have forced the stakeholders to redesign their business, change their product and differentiations.(Tanja,2013)

The paper examines the case as related to Montenegro, the direct case of contribution of travel and Tourism to GDP, employment, and issue of sustainability to develop to stakeholders attitude towards park offer and attraction, environmental awareness(ratkovic, Iva , 2013). A descriptive statistics method is used, opinion polls were collected and Data comprising of primary and secondary , along with statistical analysis is done for explaining impacts and strategic indicators on sustainability is analyzed. There is also the case where skadar lake national Park stakeholders attitudes were analyzed.(Rade and Bulatovic, 2013) A special closed type questionnaire is given to all hotel owners, ship owners and private accommodators in this area.

Research Methodology

The research followed for this research study is descriptive research. Descriptive research include surveys and fact finding enquiries of different kinds..The research is targeted towards the Customers of various sectors The customers who takes an interest in ensuring an improvement towards Tourism Sustainability in Our Country. A Survey is done in the form of Questionnaire from the telephonic session and feedback collected and recorded in questionnaire so as to record their opinions. 75 Samples are collected for this research study. Convenience Sampling is used in this research as a method to collect the opinions from the customers

Data Analysis, Inferences and Findings

Table-1

Respondents by Age Wise Distribution

S.NO	Age of respondents	No of respondents	Percentage
1	21 – 30 years	5	6.6
2	31 - 40 years	10	13.3
3	41 – 50 years	7	9.3
4	51 – 60 years	25	33.3
5	Above 60 years	28	37.33

Source: Primary data

From the above table, the researcher inferred that 6.6 % of the customers are in the age group of 21- 30 years, while 13.3 % of customers are in age group of 31-40 Years, 9.3 % are in 41- 50 years, 33.3 % are from 51-60 years and 37.33 % are above 60 years.

Table-2
Distribution of the Respondents as Per Occupation

S.NO	Occupation	No of respondents	Percentage
1	Self Employed	8	10.6
2	Professional	11	14.6
3	Public Sector	5	6.6
4	Private Sector	6	8
5	Home Maker	45	60

Source: Primary data

From the above table, the researcher inferred that 10.6% of the customers are self employed, 14.6 % are Professionals, 6.6% are in Public Sectors, 8 % are in Private Sectors and a majority 60 % are home makers

Table-3
Impact of Covid Psychologically

S.No	Impact psychologically on Travelling to POW	Number of Respondents	Percentage
1	Yes	68	90.6
2	No	7	9.3

Source: Primary data

From the above table, the researcher inferred that 90.7 % of the respondents have the impact of covid that have affected them psychologically in travelling to their places of Worship and 9.3 % do not feel the covid 19 Impact and are confident of travelling to their places of Worship immediately.

Table - 4
Habit of Travelling to Pow on a Frequent Basis Post COVID 19

S.No	Frequency of Travelling	Number of Respondents	Percentage
1	Yes	40	53.3
2	May be	29	38.6
3	No	6	6.6

Source: Primary data

From the above table, the researcher inferred that 53.3 %of the customers will travel frequently to their places of Worship post Covid 19 and 38.6 % is highly Undecided and decided to wait and Watch on their travel policy and the remaining 6.6 % are going to reduce their travel for certain no of Years post Covid 19

Table-5
Frequency of Travelling to Pow Post Covid 19

S.NO	Occupation	No of respondents	Percentage
1	< 3 Months	18	24
2	3-6 Months	26	34.6
3	6 Months -1 Year	23	30.6
4	1 Year-2 Years	4	5.3
5	> 2 Years	4	5.3

Source: Primary data

From the above table, the researcher inferred that 24 % of the customers will travel in less than 3 months to their places of Worship, while 34.6 % of customers will travel between 3 – 6 months and 30.6 % have plans to travel between 6 months and 1 year to their places of Worship, 5.3 % will travel only after a year and 5.33 % wanted time more than 2 years to travel again to their places of Worship

Table-6
Factors to Look at Pow Post Covid 19

S.No	Factors at Places of Worship	Number of Respondents	Percentage
1	Cleanliness of the premises and surrounding area	36	48
2	Comfort	14	18.6
3	Orderliness and Discipline	25	33.3

Source: Primary data

From the above table, the researcher that 48 % of the respondents would look at Cleanliness of the premises and surroundings at the places of Worship, a 18.6 % respondents would look at Comfort and 33.3 % will look for orderliness and Discipline at the places of Worship.

Table-7
Contributions Towards Cleanliness at Pow

S.No	Contributions towards cleanliness	Number of Respondents	Percentage
1	Washing hands with soap & Detergents	26	34.6
2	Maintain Hygiene	29	38.6
3	Avoid Overcrowding at POW	20	26.6

Source: Primary data

From the above table, the researcher that 34.6 % of the respondents would look at Washing hands with soap and detergents often at the places of Worship for cleanliness, a 38.6 % respondents would look at hygiene and 26.6 % will look at Avoiding Overcrowding and Distance as cleanliness at the places of Worship.

From the above table, the researcher that 33.3 % of the respondents would look at drawing circles and maintain social distance often at the places of Worship for Safety and security a 42.6 % respondents would look at wearing masks at all times and 24 % will look at Availability of temperature checks at all points at the places of Worship for safety & Security.

Table-9
Idea of a Comfortable Journey at Pow Post Covid 19

S.NO	Factors to a comfortable Journey	No of respondents	Percentage
1	Good Hospitality services at POW	21	28
2	No unnecessary stop overs at POW	15	20
3	Making way for water and Air conservation	11	14.6
4	Having proper transportation facilities and avoid delays	28	37.3

Source: Primary data

From the above table, the researcher that 28 % of the respondents would look at good Hospitality service at the places of Worship for Comfort, a 20% respondents would look at no unnecessary stopovers during the journey and 14.6 % will look at air and water conservation at the places of Worship and 37.6 % will look for best transportation facilities for a comfortable journey at the places of Worship

Table-10
Best Way To Follow at Pow Post Covid 19

S.NO	Best way to follow at places of Worship	No of respondents	Percentage
1	Having separate entrance and exit point at POW	27	36
2	Avoid Helter – skelter at POW	10	13.3
3	Having separate items for distributing items	18	24
4	Avoid Overcrowding	20	26.6

Source: Primary data

From the above table, the researcher that 36 % of the respondent would look at separate entrance and exit at POW, a 13.3% respondents would look avoiding helter – skelter at POW, and 24 % will look at having separate space for distributing items at the places of Worship and 26.6 % will look to avoid Overcrowding at places of Worship

Table-11
Tourism Sustainability Through Pow

S.No	Having tourism Sustainability through POW	Number of Respondents	Percentage
1	Yes	65	86.6
2	No	10	13.3

Source: Primary data

From the above table, the researcher inferred that 86.6 % of the respondents are confident that Places of worship will play a major role in sustaining tourism Development in our country in and 13.3 % are not confident whether tourism will Sustain post covid 19 immediately and will take years to revive.

Table-12
Idea To Sustain Tourism through Pow Post Covid 19

S.NO	Best way to follow at places of Worship	No of respondents	Percentage
1	Good Hygienic food at fixed rate	23	30.6
2	Excellent transport facilities available	28	37.3
3	Offering slabs and discount for tourist	19	25.3
4	Give pure drinking water at POW	5	6

Source: Primary data

From the above table, the researcher that 30.6 % of the respondents would look at good Hygienic food at fixed rate near POW, a 37.6 respondents would look at excellent transportation facilities and 25.3 % will look at offering sla and discount for tourist at the places of Worship and 6% will look for pure drinking water available for a sustain of tourism through the places of Worship

Table-13
Steps to Prevent Fear for Tourist at Pow Post Covid 19

S.NO	Steps to be taken to prevent fear at POW	No of respondents	Percentage
1	Should be friendly with local staffs	6	8
2	By helping them communicate freely through translation	14	18.6
3	By Having patience & meticulous planning	24	32
4	Giving them confidence by safety & security	31	41.3

Source: Primary data

From the above table, the researcher that 8 % of the respondents would look at friendliness of the staff and get along at POW, a 18.6 respondents would look at excellent communication and helping tourist through translation and 32 % will look at patience and meticulous planning for a tourist at the places of Worship and 41.% will look at safety and security and confidence given at POW to sustain of tourism

Tools for Analysis

Chi-Square Test :

Table Showing the Factors Considered in Taking at Places of Worship and by Improving them To Sustain Tourism through Places of Worship

Factors	Good Food	Excellent Transport	Offering slabs and Discounts	Avoid Overcrowding	Comfort	Total
Cleanliness	23	5	19	20	7	75
Discipline	21	28	5	15	7	75
Total	44	33	24	35	14	150

Source: Primary data

Null Hypothesis:

There is no significant difference that causes an association between the increase of sustainability to the impact of tourist spots and the level of satisfaction associated with it .

Alternate Hypothesis :

There is a significant difference that causes an association between the increase of sustainability to the impact of tourist spots and the level of satisfaction associated with it .

Degrees of Freedom =

$$(R-1) (C-1) = (2-1) (5-1) \\ = 4$$

The practical value is 9.48.

The Theoretical value is found to be 29.28

Since the theoretical value is greater than the practical value, the null hypothesis is rejected and the alternate hypothesis is accepted.

There is a significant difference that causes an association between the increase of tourist visiting the places of Worship and looking in for factors such as Cleanliness, Discipline and orderliness, comforts and also the importance of Safety and security and because of increased arrival of both Domestic and Foreign tourist there is an sustainability to promote tourism post covid 19 pandemic.

Suggestions

- The places of Worship can be remotely located. Transportation and connectivity plays a important role in ensuring the tourist safety and security by ferrying them accordingly without chaos and Confusion.
- The concept of cleanliness is utmost important post Covid 19. One can go in for availability of medical kit and medical Ambulances ready for emergency
- Need of Good food and drinking water must be available close to the places of Worship at all times making tourist comfortable.
- One can have separate points of chambers for a quick Darshan kind as it helps to avoid overcrowding especially during Auspicious times
- There must be a clear understanding of meticulous planning and waiting time needs to be improved at premises. Also effective communication to the tourist can be done prior by using boarding and lodging as a point of contact.
- On case of Sudden visit by tourist, they must be given a separate gathering and avoid the regular crowds. This is common in many places
- Volunteers must ensure no Gossips and chit chats in the waiting line.
- Also foreigners can be given a timing and clear communications to adhere to the rules and regulation and avoid the rush
- In case of Tourist guides and other Guides at the Places of Worship , he must follow the need to safety instructions and communications.

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