



## Rural tourism development and sustainability in Madurai Region: An overview

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### Abstract

Sustainability in tourism makes optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and to help natural heritage and biodiversity. The present study focus on Madurai is second largest city of Tamil Nadu, which is situated in the southern part of India. The city is surrounded by small but prominent hills Yanamalai, Sirumalai, Pasumalai, there are number of tourist spots namely, Meenakshi Amman temple, Thirumalai nayak palace, Gandhi museum, Alagarkoil, Thirupparankundram are the best examples of the natural site. Madurai has good deal of culture and civilization. It represents the glorious heritage of the Dravidian style. Its cultural heritage is reflected in the various festivals like the Chithirai festival, Car festival and Jallikattu bull fights. These tourist destinations need to bring light the rich tourism potential of Madurai. The Present study focus on tourism sustainability development and it implies new approaches to preserve the importance of ancient sites, and it bring awareness among the people about sustainable tourism and keeping all the resources in proper manners is the main duty of everyone. So that the message and handwork of predecessors could pass on to the next generation.

**Keywords:** sustainability, development, tourism, environmental

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### 1. Introduction

Tourism as one of the fastest growing economic sectors in the global economy, has significant environmental, socio-cultural impacts on both positive and negative. The positive aspects of tourism so they can contribute to more sustainable approaches. With the negative impacts upon the environment, culture and residents way of life have given rise to a demand for sustainability in the fields of tourism. Tourism sustainability means managing the environment so that the tourist, operators, host communities of the future will enjoy the same benefits from attractions and activities as today's operators and host communities. Such sustainability requires the respect and responsibility in managing tourism growth. Sustainable tourism development must involve the local community in every initiative to achieve growth and also ensure to conserve the environment in Madurai region. The Present study focus on tourism sustainability development and it implies new approaches to preserve the importance of ancient sites, and handwork of predecessors could pass on to the next generation.

#### 1.1. Importance of the study

There is a close and dynamic relationship between Tourism development and sustainability. Developing human resources in the tourism industry faces unique challenges, because customer preferences, travel patterns, information technology and conditions at destinations are changing rapidly. As a result, strong and flexible human resources development strategies are needed. This study attempts to evaluate role of tourism as one of the service and its impact on the overall development of Madurai region. The study also to provide an in depth analysis about the significant development of sustainable and its impact in Madurai region.

## 1.2 Objectives Defined

- To know the tourism potential in Madurai region.
- To evaluate the role played by public sectors, private sectors, local authorities for the sustainability in Madurai.
- To study the various strategies and challenges towards sustainable tourism in Madurai.

## 1.4. Area of the Study

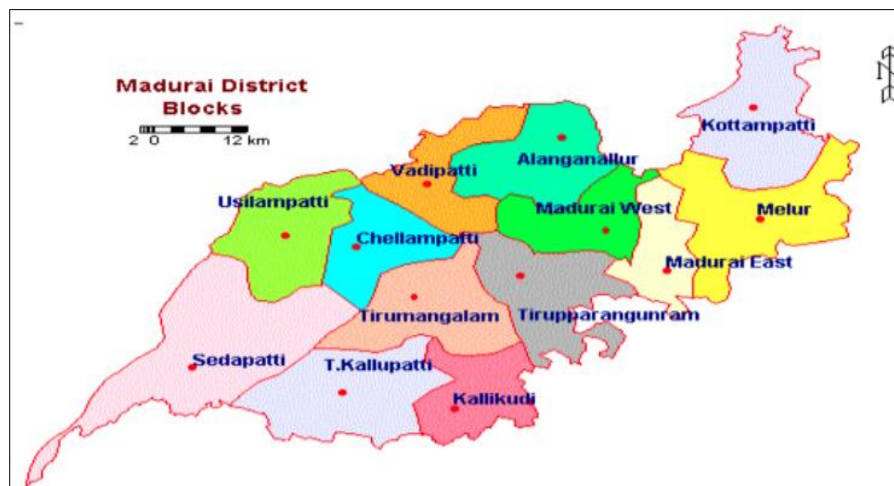


Fig 1: The study was city of Madurai region

## 1.5. Review of literature

The literature review gave the base for the current empirical studies on Tourism sustainability development. Madurai with its natural, historical heritage is rich in variety of tourist attractions has the potential area for the growth of tourism. The local have to focus on supporting the area by strongly designating heritage zone.

## 1.6. Statement of the problem

The present study has been undertaken to measure the tourism service and its impact on resources in Madurai. This study will guide tourism administrators to make policy decisions to improve the quality of tourism sustainability in this region and better destinations experience.

## 1.7. Scope of the Study

The study is limited to tourist places in Madurai city area which is under greater Madurai Municipal corporation limits.

## 1.8. Limitations of Study

Due to time constraint the study is confined only to the selected tourist places in Madurai.

## 2. Sustainable Development

Sustainable tourism being an outcome of the earth summit at Rio-de Jeniro in 1992, the countries around the world are now conscious about sustainability and steps have been initiated to ensure its implementation. Sustainable tourism development in relation “promotion of the tourism product

## 1.3. Research Methodology

The study deals with “Tourism sustainability in Madurai Region-An Overview”. The method of collection of information for this study is through primary and secondary data. The sources for these study include newspapers, article, web pages, related to the destinations, data from the tourist office, forest range office, and forest information, NGO’S etc.

rather than destroying and degrading the resources on which it is based.

## 2.1. Madurai Destinations

Madurai region were bearing the natural, cultural and historical heritage of Tamils. Everyday the tourist visited to this place and see the wonders of the ancient Tamils. Since its origin to the present period any city grows like a living organisms. The city which originated as the capital of the Pandyan Kings in the Historical Period and it followed by Nayak dynasty. Then Madurai came under the British rule in 1792. A major landmark in the urban growth was the demolition of the fort around the historical city in 1840. The city attained the status of municipality in 1851. So, after this event the city spread in all directions. Madurai was linked to other places through railway in the year 1875. By 1971 the city was raised the status of the Corporation. The domestic tourist and local people did not have awareness about the historical importance of these city .So based on the study of Madurai has been increased due to urban expansion and it was valuable resources settle with the formation of habitat. This reason emergence of urbanization taken place in Madurai. It led to social and economic development and also it brought more environmental impact in Madurai.

## 2.2. Role of public and private sector for the promotion of tourism sustainability in Madurai

The public and private sectors through all feasible means is an absolute necessity of the sustained growth of tourism.

**Table 1: Public and Private Sector**

| S. No | Organization                            | Collaborators                                                                                                                                           | Activities                                                                                                                                                                                     |
|-------|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Dhan Foundation                         | Indian tourism Development corporation, Tamil Nadu Tourism Development Corporation, Department of Archaeology, District administration, Local Panchayat | Partnership in promoting community and awareness to protect heritage movement.                                                                                                                 |
| 2     | Intach                                  | Department of Archaeology Tamil Nadu, Dhan Foundation Tamil Nadu Tourism Development Corporation                                                        | Project Conservation of the mural paintings by Arulmigu Meenakshi Sundareshwarar Thirukoil, Heritage walk conducted lesser known destination creating awareness about the History of Madurai.  |
| 3     | Consideration of India industries (CII) | Government of Tamil Nadu Tourism Department                                                                                                             | To develop and sustain an environment. The partnership inducting and government alive through advisory bodies and connotative processor.                                                       |
| 4     | Kadambavanam                            | Government of Tamil Nadu, Tourism Department Art and culture Department, Malaysian Tourism Department                                                   | Integrated tourist village is designed to offer visitors an experience by the Tamil way of life and a glimpse into classical language and its literary repertoire, cultural exchange programs. |

### 3. Strategies for the promotion of rural tourism sustainability

- For effective sustainable tourism planning requires coordination among the organization structures like government sectors and private sectors.
- Education and training programs must to work efficiently in tourism.
- The Master plan should assess the socio, cultural, educational, technological, political, and legal factors.

### 4. Sustainability and rural tourism development in and around Madurai

The sustainable development approach implies that the natural, cultural, other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society. This approach is actually important because most tourism heritage and cultural patterns of areas. To maintain sustainability in tourism in and around Madurai various steps have been taken by the key stakeholders of the tourism industry. The Government should take steps to reduce the habitat in the resource areas and to strengthen the infrastructure at the tourist destinations in and around Madurai, it gave more importance to the tourist sites which are in bankrupt conditions.

#### 4.1. Madurai vision -2020

Madurai vision 2020 target mainly the local Government it has planning to implement the project to glory of Madurai as a heritage city by removing the encroachment around the Meenakshi temple. Besides hawkers and vendors, who had encroachment upon space in and around places like Rayagopuram, Pathuthoon (ten pillars), palace road and Vilakuthoon, a number of tailors have also set up shops with tailoring machines in Puthumandapam. At present lightening conductors are being installed at Meenakshi temple to protect the temple structure.

#### 4.2. Madurai vizha

This is an exhibition which was conducted with aim to serve town purpose of reviving the temple town's cultural significance and to create awareness among locals, particularly youths by showcasing the dressing, history, heritage and arts of the oldest cultural capital city of Madurai to domestic and foreign tourist and promote its tourism potential. The spot light of the fair is on folk music and dances, traditional games, arts, crafts, health care and alternate medicine like Aurveda and siddha and regional

culinary delights. Demonstrations by culinary experts and artisans of tie – and dye, terracotta, wood carving, basket weaving. Mat making, portrait sketching and appliqué work besides a hose competitions in kolam drawing, cooking, traditional costume, have all been lined up the visitors curious to delve in the past. Display of traditional household wares, antique jewellery, old artifacts and paintings, hand printed textiles and ethnic designs, ancient literature and Tamil scripts old photographs depicting Madurai is history. This fair was conducted mainly to create an awareness and preserve the unique life lifecycle of Madurai and ensure that it emerges as rich control tourism hotspot on every travelers map.

### 5. Conclusion

Madurai as a primary cultural heritage center with religious and tourism focus. To enhance water quality to the region through the refurbishment of river Vaigai and ancient water tanks in Madurai. Tourism resources to be used as job opportunity sources to strengthen the local economy. The dynamic involvement of the local community for a sustainable heritage development. Local Government has planning to project the glory of Madurai as a heritage city by removing the encroachment around the Meenakshi temple. Besides hawkers and vendors, who had encroachment upon space in and around places like Rayagopuram, Pathuthoon (ten pillars), palace road and vilakuthoon, a number of tailors have also set up shops with tailoring machines in Puthumandapam. At present lightening conductors are being installed at Meenakshi temple to protect the temple structure. Madurai tourism focuses on the conservation of historical monuments and preserving the pristine environment and sustaining natural heritage not only to reduce the negative impact of tourism but also protect and preserve for the future.

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