

# A preliminary review of the cultural heritage and emerging pilgrimage tourism in Tamil Nadu

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)  
201x, Vol. 11 (2) pp 94-105  
© The Author(s) 2019  
Reprints and permission:  
UiTM Press  
Submit date: 15<sup>th</sup> June 2019  
Accept date: 16<sup>th</sup> October 2019  
Publish date: 30<sup>th</sup> December 2019

**V. Sivakumar<sup>1</sup>**

**P.R. Saranya<sup>1</sup>**

**A. Iyappan<sup>2</sup>**

**S. Leelapriyadharsini<sup>3</sup>**

<sup>1</sup>Department of Tourism & Hotel Management, Alagappa University, India

<sup>2</sup>Alagappa Institute of Management, Alagappa University, India

<sup>3</sup>Department of Logistics Management, Alagappa University, India

*sivakumarv@alagappauniversity.ac.in*

## Proposed citation:

Sivakumar, V., Saranya, P.R., Iyappan, A. & Leelapriyadharsini, S. (2019). A preliminary review of the cultural heritage and emerging pilgrimage tourism in Tamil Nadu. *Journal of Tourism, Hospitality & Culinary Arts*, 11(2), 94-105.

## Abstract

Pilgrimage Tourism has become an emergent form of domestic tourism with the expanding demand for religious travel along with the accomplishment of other religious obligations. It can also be considered as a catalyst for socio-economic development of the neighbourhood community involved directly and indirectly for the pilgrims during their sojourns at the sacred sites. Though Pilgrimage Tourism is considered as the bottom of the tourism business pyramid, much value can be added through numerous attractive and affordable packages. This paper deals with the concern and challenges of pilgrimage tourism and the impact of cultural heritage in southern districts of Tamil Nadu. Prospects of religious tourists and the impact of cultural heritage are also explored in this research paper.

## Keywords:

Pilgrimage tourism; cultural heritage; religious tourists; tourism service providers

# 1 Introduction

## 1.1 Emerging Tourism in India

Tourism can be considered as a main economic sector across the globe (Al-Ababneh, 2013) providing several advantages including social and environmental benefits (Hussin & Kunjuraman, 2014). United Nations World Tourism Organization evaluates that the arrival of international tourist will touch 1.8 billion by 2030 (Kunjuraman, Hussin & Ahmad, 2015). Tourism is a phenomenon which has a strong purpose behind the movement of people in ancient time and it is still having the strongest motive causing the same among the people beyond the physical boundaries of states and countries. Travelling for the pilgrimage purpose is the base which had led to the evolution of a phenomenon called Tourism. There is a traditional belief that the man is religious by nature and usually moved out from home at the near end of his life span in order to visit religious places and thereby abandons the worldly attachments. The interest differs and included purposes such as seeking release from earthly desires, spiritual enlightenment and healing as well as sharing experiences with the members of the religious community at the shrines. A person who travelled to a sacred place for paying homage or being healed by blessings came to be known as Pilgrim and the journey undertaken by him as, "Pilgrimage".

Development of Tourism industry is a double-edged sword, particularly for the local communities since their attitude and perception directly impacts the development of recent and upcoming tourism industry (Hanafiah, Jamaluddin & Zulkifly, 2013). Being a labour-intensive activity, tourism provides a higher rate of participation by local dwellers than any other industry. Jobs are created in the sale of offerings, souvenirs, local products and supply of various services in situ. Employment is thus generated in the form of hotel staff, temple attendants, taxi operators and vendors of local produce. Government of India made organized and determined efforts to promote tourism by establishing regional tourist offices at its four major cities including Mumbai, Chennai, Kolkatta and Delhi. The Indian Tourism Development Corporation (ITDC) was set up as the apex tourism developmental and coordinating institution with its subsidiaries at the state level.

Indian philosophy and religious ideas always attracted foreigners and this element could not be lost sight of in view of the need to earn foreign exchange. Along with the places of scenic beauty, those with monuments and shrines were also given a facelift, particularly, after setting up of the ITDC and its state-level subsidiaries; this made them at least enough to draw a significant dependence on tourists, domestic as well as foreign. Over time, the requirements of pilgrims also showed a marked change. Now they started preferring those pilgrimage spots which possess better infrastructure for lodging and boarding. These places have thus become frequently visited centres of pilgrimage tourism.

## **1.2 Development of Tourism in Tamil Nadu**

Economic imbalance is managed through various cultural, heritage and pilgrimage tourism in India. Interior places, rural locations without any competence for other business process are persisting only because of religious tourism. The local population is getting employment through the activities supporting the tourism sector. Many instances can be stated to justify this stance. One such case is “Sulli Karadu”. It is a small dry rural location near Coimbatore city of Tamil Nadu. The main deity of the temple in this village is very powerful and it is worshipped by offering camphor in big scale which is manufactured and sold in nearby shops. Devotees used to stand in a long queue to do their offerings. This camphor business provides the livelihood of the total population. In this way, religious tourism even in a small scale contributes to the economic development of the locality in Tamil Nadu (Vijayanand, 2012). Also, a place “Thadi Kombu” is located near Madurai city is also a classic instance of religious tourism in Tamil Nadu. The main deity of the temple is very powerful “Shorna Bhairavar” which is believed to collect bad debts. There is a ritual in the temple; if the pilgrim visits the temple eight times on a specific day of the month, then the prayers will be answered. This ritual is providing employment opportunities for the transportation business. Likewise, popular pilgrimage places like Palani, Tiruchendur, Madurai, Thiruvanamalai, Rameswaram, Kumbakonam, Kanyakumari, etc. in Tamil Nadu are very well known and used to generate revenue through religious and pilgrimage tourism. These places create numerous opportunities for local people.

## **1.3 Problems and Challenges in Tamil Nadu Tourism**

Planning, promotion, and marketing activities should be familiarized at the beginning stage of heritage tourism development. Even though some heritage and archaeological sites were being renowned as a World Heritage Site by UNESCO, the public has a very limited idea of those attractions offered at these sites (Shiong & Abdullah, 2017). Those excavations and sites are usually seen as a place for investigation on the past and a place to be documented (Balme & Wilson, 2004; Ramos & Duganne, 2000). These studies further possess more challenges as the archaeological sites seem to lack features which are tempting to tourists. Virto, Lopez, and Madariaga (2011) advise that the characteristic of archaeological sites is one of the major aspects that can be used to appeal to the public.

Tourists visiting the cultural heritage and pilgrimage places are categorized into three groups. Tourists who lack the information and awareness about the significance of the place form a group. Tourists who are aware of the significance of the cultural heritage sites and differ from that culture form other groups. Tourists who are aware of the significance of the cultural heritage sites and belong to the same culture form one more group (Poria, Butler & Airey, 2003). Cultural heritage and pilgrimage places need to be developed to fulfil the needs and expectations of all three groups of tourists. Each group of tourists prefer different factors and it is very essential to study the integrated factors which are preferred by all the segments of tourists.

Specifically, this study intends to identify the cultural heritage and pilgrimage tourism places in the Southern Districts of Tamil Nadu with a high strike rate of tourists. Next, this study analyses the challenges faced by the tourism industry in attracting cultural heritage and pilgrimage tourists in the Southern Districts of Tamil Nadu. Lastly, this study offers suggestions for the development of cultural heritage and pilgrimage tourism in the Southern Districts of Tamil Nadu.

## **2 Literature Review**

### **2.1 Religious Tourism**

India is considered as a land of pilgrimage. Travelling for fulfilling religious purposes has been in practice right from the past ancient times. Several major and minor pilgrimage centres of all religions like Hinduism, Buddhism, Sikhs and Jainism are located in different parts of the country. Apart from these centres, there are also churches, mosques and religious centres of Sufism are visited in India for pilgrimage purpose. Domestic tourists in India consider pilgrimage purposes as the main motivating factor for their tour plan. Indian Pilgrimage centres are very significant as these spots are located along the banks of major rivers or over the hills. Sangam –the confluence of holy rivers attracts more tourists as they used to take a dip on these rivers as a part of their pilgrimage ritual (Vijayanand, 2012).

Four peeth centres established in the four corners of the country by Adi Shankaracharya forms major religious tourism among the Hindus in India. It includes Badrinath Temple in the northern side, Kanchipuram Temple in the southern side, Dwarkapuri temple in the western region and Puri Jagannath Temple in Eastern India. Sringerimutt located in the state of Karnataka is an additional mutt to be visited along with the other four peeth. Holy spaces across India are also termed as ‘Teerth’ which has the meaning of – to cross. This indicates that every person has given a chance to transcend themselves while visiting these divine places. Also, rivers are considered as the symbol of purity and they played a pivotal role in the life of humans. The Ganges is the most sacred among many other rivers and the river is worshipped as Mother Ganga. Sacred shrines like Gangotri, Gangasagar, Gaumukh, Devprayag, Kannauj, Hardwar, Allahabad, Garmukteshwar, Patna and Varanasi are located on the banks of Ganga. Millions of pilgrimages visit these shrines every year. River Yamuna is the most marvelous site to perform the chant of Gayathri Jap and worship Shiv or Sun.

### **2.2 Cultural Heritage Tourism**

A positive attitude from the local residents and community will hearten the level of satisfaction among the tourists and provide a word-of-mouth promotion. The success of any development plan in a tourist destination will definitely involve the participation of the host community. Ramli and Zahari (2015) discussed the identity formation of the nation and the determinants in building ethnic and cultural heritage for the country. Culture and Heritage include the traditional and local culinary delights

served across the country. Tourists used to have an intention to revisit the place only when they experience an overall satisfaction in which perceived food experience plays a vital role (Kivela & Crotts, 2006; Ryu & Jang, 2006). Fox (2007) state that, a unique and delightful culinary experience creates a valuable asset for any kind of successful tourist destination. This culinary experience influences the satisfaction level of the tourists and enables the revisiting possibility. Food managers are suggested to pay attention to the important variables such as food image and satisfaction towards the food attributes. These factors can enhance the tourist satisfaction and reinforce positive behavioural pattern among them (Karim et al., 2009).

Tourists visiting to explore the culture and heritage highly expect hospitality in hotels. What really matters while choosing hotels is the key factor to be studied (Yusoff, Abdullah & Alam, 2010). Services and facilities in the hotel industry need to be competitive and homogenous in nature. Thus, the variation in these services and facilities are considered as significant attributes by the travellers and they play a vital role in deciding the future purchase behaviour of the customers (Knutson, 1998). It was studied that the handicraft sector is having a lot of problems which is affecting sales in their respective specialization. During the research, one of the producers said in bitterness that the government can support the sales of handicrafts to encourage the tourism industry (Tijani et al., 2012).

### **2.3 Pilgrimage Tourism**

Pilgrimage Tourism may seem to be a new concept but certainly, it's not a new phenomenon as the pattern of tourism towards a spiritual journey is practised long way back (Timothy & Olsen, 2006). Based on the extensive literature review, all the authors agree that the tourists opt for pilgrimage tourism aids the tour operators in designing the tour packages as the marketers can identify the tourist's attitude and behaviour easily for designing offers and tourist packages (Josan, 2009).

Tamil Nadu has been surprisingly striking in the evolution of pilgrimage tourism (Vijayanand, 2012). It is gifted with a huge number of famous religious destinations. Pilgrimages visiting these destinations need to bring enormous economic development to local residents (Vijayanand, 2014). The number of persons visiting pilgrimage centres is almost equal to the population of Tamilnadu. Meanwhile, Viji and Shrinithi vihahshini (2017) discussed the varied cultural and ritual activities causing changes in nature and eco-system. Though few bathing rituals may cause loss of stability in the ecosystem, implementing regulatory measures can bring back the eco-system. They have paved the way for future researchers in the tourism industry on sustainable measures to be taken for these concerns. Elumalai and Rajendran (2013) conducted a study on the challenges of the pilgrimage tourism in Tamil Nadu. They have used secondary data for the study and made the results limited to the issues related to infrastructure.

### **3 Methodology**

#### **3.1 Research Design**

Quantitative research design provides the solution for a research problem through statistics which support the findings and led to the discussions of the (Bryman, 2012). This kind of quantitative research provides a detailed understanding of the behaviour and attitude of the respondents through data analysis. Results can also be generalised to the whole population (Sekaran, 2003). As the quantitative research design is structured and deals with the data configurations, it is chosen for this study. Different forms of data collection including interview scheduling, statistical survey, Polling and systematic observation can be used in the research study.

#### **3.2 Sample and Data**

##### *3.2.1 Population*

The targeted populations in this study are the travel and tour operators. Since the scope of the study is limited to selected southern districts of Tamil Nadu, Travel and Tour Operators from Sivagangai, Ramanathapuram and Pudukottai district are chosen for the study. Tourism service providers and Travel Agents registered under Tamil Nadu Tourism Development Corporation Ltd. are used for the research study. The finite population of 4700 travel agents is available for tour operations in these three districts of Tamil Nadu.

##### *3.2.2 Sample Size*

Based on Raosoft (2014) sample size calculation, the selected sample size for this research is 383 with a 5% significance level. Sample adequacy needs to be improved after the validity testing and thus additional samples are included to strengthen the study. The total sample size is thus raised to 620. Participation was voluntary and no incentives were offered. A total of 673 potential participants accessed the online survey and after removal of unusable responses, a sample of 620 participants was retained.

##### *3.2.3 Sampling*

Stratified random sampling is used for the study where the total population is divided into non-overlapping strata. Here the tourism service providers are grouped based on their service locations. Tourist operators in the different districts form the different strata, where random sampling is devised to carry out the research study.

### *3.2.4 Population*

A quantitative survey was designed in August 2019 consisting of 13 questions. It was divided into three sections: i) user demographics; ii) challenges faced by the tourists; iii) preference factors of the tourists in choosing a pilgrimage or cultural heritage site.

### *3.2.5 Data Collection*

The research instrument was initially piloted on a small group of travel agents registered under the Tamil Nadu Tourism Development Corporation Ltd. Proper testing on reliability and validity were conducted to prove the authenticity of the data collected. Few changes are made with some inclusions and deletions of the questions. Revised Survey instrument is distributed to the registered Travel and Tour Operators on the selected districts. Participation was voluntary, and no incentives were offered. A total of 673 potential participants accessed the survey and after removal of unusable responses, a sample of 620 participants was retained.

### *3.2.6 Data Analysis*

Survey Questionnaire is distributed through email and also through an online Survey Tool 'FourEyes'. Data collected from the survey are transferred to statistical tool SPSS for analysis and interpretation. All items will be measured using a 5-point Likert-type scale from "Highly Undescriptive" to "Highly Descriptive." Once the data is collected, Exploratory Factor Analysis (EFA) and Confirmation Factor Analysis (CFA) will be conducted to delineate the underlying factors.

## **4 Findings**

This study involves both primary and secondary data. Pilgrimage Centres with a high strike rate of tourists in Sivagangai, Pudukottai and Ramanathapuram districts are collected from the Tamilnadu Tourism Development Corporation in the respected districts. There are more than 50 cultural heritage and pilgrimage sites in these districts. Yet significant places are taken for the study based on the inflow of both domestic and international tourists. List of cultural heritage and pilgrimage sites in these districts were included in the following Table 1.

Table 1: List of cultural heritage and pilgrimage sites in TamilNadu

No	District	Places
1.	Sivagangai	Pattammangalam - Guru Temple, Madapurram - Kali Temple, Muthumariamman Temple - Thayamangalam, Kollangudi- Kali Temple, Nattarasankottai - Kannathal Temple, SornaKaleeswarar Temple - Kalaiyarkoil, Ariyakkudi - Perumal Temple, Pillayarpatti - KarpagaVinayagar Temple, Kundrakkudi - Murugan Temple, Chettiar Mansion
2.	Pudukottai	ThirumayamFort, KattubhavaPallivasal, Avur Church, Viralimalai, Thirugokarnam Temple, Kudimiyanmalai, Avudayarkoil, Chithannavasal, Narthamalai, Malaiyadipatty, KunnandarKoil, Kudumbaloor
3.	Ramanathapuram	Dhanushkodi, Devipattinam (Nava Bashanam), Pamban Bridge, Thiru Uthirakosamangai, Ramanathaswamy Temple

Source: TamilNadu Tourism Development Corporation

The major challenges faced by the tourists in the cultural heritage and pilgrimage sites are listed in the following chart.

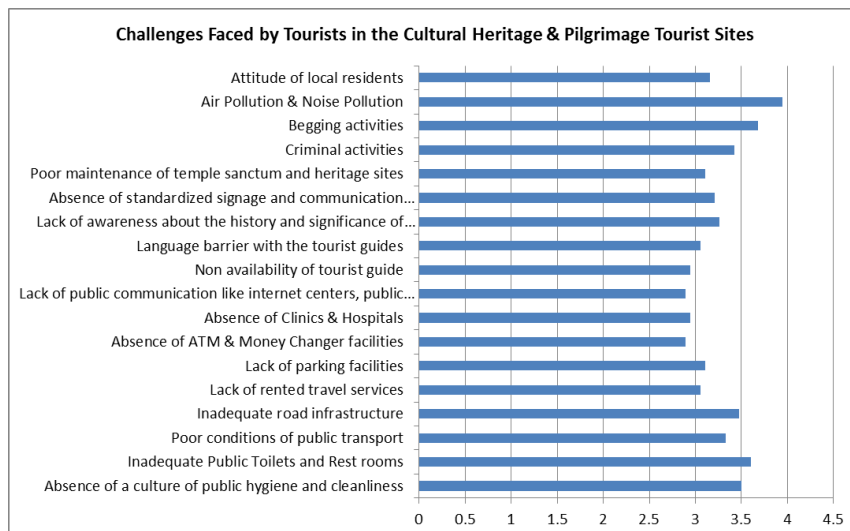


Figure 1: Challenges faced by the tourists in the cultural heritage and pilgrimage sites

Source: Computed Data



Factor analysis had given five-factor solutions to find out the most preferential factors of the cultural heritage and pilgrimage tourists. The results revealed that all the factors taken together had explained 91.42 percent of the total variations. Further, the results were reliable as the communality values were high. They are discussed below.

#### 4.1 Discussion

It is seen from the below Table 2 that the 'Soul Satisfying Factors', 'Adequacy in Infrastructure factors', 'Cordiality Factors', 'Government Support System Factors', 'Entertainment Factors' with their respective scores of 0.945, 0.918, 0.907, 0.903, and 0.898 were found to be having the highest loadings under Factors F1, F2, F3, F4 and F5.

Table 2: Variables with the highest factor loadings – Preferential factors of the tourists

Factor	Factor Loadings	Newly Extracted Factors (Preferential Factors)	Variables
F1	0.945	Soul-satisfying factors	The popularity of the deity in the Pilgrimage site Special dharsan and other rituals Proper queuing system and regulations Heritage value and authenticity of the site Fairs, Festivals and other accomplishments
F2	0.918	Adequacy in infrastructure factors	Hygienic Food Accommodation facilities Availability of Shopping centers Availability of Health centers Hygienic surroundings Public Transport Facilities
F3	0.907	Cordiality factors	Service Quality in Hospitality Support of local residents Art and cultural importance Historical Importance Easy and standardized formalities
F4	0.903	Government support system factors	Communication facilities for public usage Banks & ATM facilities Availability of Tourism promotional agencies Law and order of the place Personal Security
F5	0.898	Entertainment factors	Sources for Entertainment Photography services Climatic conditions Availability of Souvenirs

Source: Computed Data

Soul-satisfying factor consists of variables like the popularity of the deity in the pilgrimage site, special dharsan and other rituals, proper queuing system and regulations, heritage value and authenticity of the site, fairs, festivals and other accomplishments. Adequacy in infrastructure factors consists of variables like hygienic food, accommodation facilities, availability of shopping centers, availability of health centers, hygienic surroundings and public transport facilities. Cordiality factors consist of variables like service quality in hospitality, support of local residents, art and cultural importance, historical importance, easy and standardized formalities. Government support system factors consist of variables like communication facilities for public usage, banks & ATM facilities, availability of tourism promotional agencies, law and order of the place and personal security. Entertainment factors included variables like sources for entertainment, photography services, climatic conditions and availability of souvenirs. These are the identified five individual variables which are the preferential factors of the cultural heritage and pilgrimage tourists.

## **5 Conclusion**

The goal of the research paper is to offer suggestions for the development of cultural heritage and pilgrimage tourism in southern districts of Tamil Nadu. Through the secondary data collected from government agencies, significant sites are identified and listed down. Challenges faced by tourists are ranked and depicted in the chart diagram. The preferential factors of the tourists are grouped and factored to provide possible suggestions. Thus, the prime factors like soul-satisfying factors, adequacy in infrastructure factors, cordiality factors, government support system factors and entertainment factors are the principal area which needs constant improvement and maintenance to attract the tourist inflow in the cultural heritage and pilgrimage sites.

## **Acknowledgement**

The Authors thank the RUSA Phase 2.0 Grant (No: F.24-51/2014-U. Policy (TN. Multi-Gen). Department of Education, Government of India dated 9<sup>th</sup> October 2018) Scheme of MHRD, Government of India.

## **6 About the author**

Dr. V. Sivakumar is an accomplished marketing professor with a comprehensive blend of academic experience and research knowledge in the field of agricultural marketing. His field of expertise extends to a variety of interrelated areas such as marketing, consumer behaviour, tourism and hospitality research, logistics and supply chain management.

Ms. P.R. Saranya is the second author of this research article. She is currently working as the Research Assistant in the Department of Tourism and Hotel Management, Alagappa University

Dr. A. Iyappan is the third author of this research article. He is working as an Adjunct Faculty in Alagappa Institute of Management, Alagappa University.

Ms. S. Leelapriyadharsini is the fourth author of this research article. She is a full-time PhD research scholar doing her research under Dr. V. Sivakumar in the Department of Logistics Management, Alagappa University.

## References

- Al-Ababneh, M. (2013). Service Quality and its impact on Tourist Satisfaction. *Interdisciplinary Journal of Contemporary Research in Business*, 4(12), 164-177.
- Balme, J. & Wilson, M. (2004). Perceptions of Archaeology in Australia amongst educated young Australians. *Australian Archaeology*, 58, 19-24.
- Bryman, A. (2012). *Social Research Methods* (4th Edition). Oxford: Oxford University Press.
- Elumalai, K., & Rajendran, M. (2013). Pilgrimage tourism marketing issues and challenges with reference to Tamil Nadu. *Golden Research Thoughts*, 3(3), 2869-2869.
- Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedia-Social and Behavioral Sciences*, 105, 792-800.
- Hussin, R., & Kunjuran, V. (2014). Pelancongan mapanberasaskan komuniti (CBT) melalui program homestay di Sabah, Malaysia. *Geografia: Malaysian Journal of Society and Space*, 10(3), 160-174.
- Josan, I. (2009). *Residents perceptions of pilgrimage tourism*. In: *Sociology of Religion*. Vol. 63.No. 4. Oxford: Oxford University Press. p475-496.
- Karim, A., Shahrim, M., Chua, B. L., & Salleh, H. (2009). Malaysia as a culinary tourism destination: international tourists' perspective. *Journal of Tourism, Hospitality & Culinary Arts*, 1(3), 1-16.
- Kivela, J. and Crofts, J. C. (2006). Gastronomy Tourism a Meaningful Travel Market Segment. *Journal of Culinary Science and Technology*, 4(3), 39-55.
- Kunjuran, V., Hussin, R., & Ahmad, A. R. (2015). International Tourist Satisfaction towards Tourism Activities and Facilities: A Case Study in Mamutik Island, Kota Kinabalu, Sabah, East Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, 7(1), 76-92.
- Fox, R. (2007). Reinventing the Gastronomic Identity of Croatian Tourist destinations. *Hospitality Management*, 26(3), 546-559.
- Raosoft, I. (2004). *Sample size calculator*. Available from: [www.raosoft.com/samplesize](http://www.raosoft.com/samplesize).
- Romos, M. & Duganne, D. (2000, February). *Exploring public perception and attitude about archaeology*. Society for American Archaeology. Retrieved from <http://www.saa.org/portals/0/SAA/pubedu/nrptdraft4.pdf>
- Radzi, S. M., Bakhtiar, M. F. S., Mohi, Z., Zahari, M. S. M., Sumarjan, N., Chik, C. T., & Anuar, F. I. (Eds.). (2014). *Theory and Practice in Hospitality and Tourism Research*. CRC Press.
- Ryu, K. and Jang, S. C. (2006). Intention to Experience Local Cuisine in a Travel Destination: The Modified Theory of Reasoned Action. *Journal of Hospitality and Tourism Research*, 30(4), 507-516.
- Poria, Y., Butler, R., & Airey, D. (2003). The core of heritage tourism. *Annals of Tourism Research*, 30(1), 238-254.
- Sekaran, U. (2003). *Research Methods for Business: A Skills Building Approach*. New York: John Wiley & Sons.

- Shiong, P. K., & Abdullah, A. R. (2017). Factors influencing archaeological tourists' behavioral intentions: A conceptual framework. *Journal of Tourism, Hospitality and Culinary Arts*, 9(1), 1-10.
- Tijani, N. O., Ogundele, A., & Yina, O. D. (2012). Factors accounting for low patronage of handicrafts, among tourists in Osogbo, Osun State. *Journal of Tourism, Hospitality and Culinary Arts*, 4(1), 79-102.
- Timothy, D.J., & Olsen D.H., (Eds). (2006). *Encountering God: Personal Reflections on Geographer as Pilgrim*. Vol. 36. No. 3. Blackwell Publishing; p245-253.
- Vijay, S. (2016). *A study on pilgrimage tourism with special reference to Srirangam*. Unpublished thesis. Access at <http://ir.inflibnet.ac.in:8080/jspui/bitstream/10603/147826/2/saranya%20vijay%20thesis.pdf>
- Vijayanand, S. (2012). Pilgrimage tourism management issues and challenges with reference to Tamil Nadu. *Asian Journal of Multidimensional Research*, 1(2), 112-127.
- Vijayanand, S. (2012). Socio-economic impacts in pilgrimage tourism. *International Journal of Multidisciplinary Research*, 2(1), 329-343.
- Vijayanand, S. (2015). The Issues and Perspectives of Pilgrimage Tourism Development in Tanjur. *South Asian Journal of Tourism & Heritage*, 8(1), 150-176.
- Viji, R., & Shrinithiviahshini, N. D. (2017). An assessment of water quality parameters and survival of indicator in pilgrimage place of Velankanni, Tamil Nadu, India. *Ocean & Coastal Management*, 146, 36-42.
- Virto, N. R., Lopez, M. F. B., & Madariaga, J.G. (2011). Identifying motivations of archaeological sites visitors. *Cuadernos de Estudios Empresariales*, 21, 97-113.
- Yusoff, F. M., Abdullah, F. S. C., & Alam, S. (2010). What really matters when choosing a hotel? The case of Middle East tourists in Kuala Lumpur, Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, 2(3), 53-62.