

## Regular Article

## Promotion of tourism and available infrastructure facilities in Thanjavur district, Tamil nadu, India

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### Abstract

Thanjavur district has been chosen for the study. The district predominantly and an agricultural region lies in the eastern part of Cauvery delta. It is the Rice Bowl of Tamil Nadu. It has so many Pilgrimage and historical centre. The big Temple and the other famous temples in the district are known all over the world. Thanjavur was the cultural capital of the country in 1790, Thanjavur gained prominence during the period of Chola Kings, who made it as their capital. Thereafter, it was ruled by Nayaks and Maratta kings who natured art and culture. The cultural, the architectural and the scholarly pursuits of these rulers are reflected in the great monuments like Grand Anaicut, Big Temple and Sarafoji Mahal, library etc., in the district. In this study mainly for infrastructural facilities and other important tourist places are discussed in this study.

**Keywords:** Tourism, infrastructure facilities, domestic tourists, foreign tourists, Rank correlation, GIS, Thanjavur, Tamil Nadu

### Introduction

Tourism is the world's largest and rapidly growing Global Industry. It widens our horizon promote understanding stimulate trade fasters fellow ship and equitable development of the country. The Earth with all its beauty is for the people to enjoy and explore new things. Travel for the purpose of pleasure is fascinations to mankind from the prehistoric time. Leisure with guest for pleasure and recreation is the force for the development of tourist travel. The increasing material wealth as a result of industrialization and the development of various modes of the transport facilities and organization of travel paid holidays and leave travel benefits are the basic motives for the development of tourism in recent years. The basic resources for the development of tourism are the various natural and cultural endowments. The diversified and the unique characteristic make each country and exciting and fascinating destination for tourist attraction. The growth on the impact of tourism on national economy is becoming increasing important an attempt has been made to study the nature of tourism and infrastructural facilities for its development by selecting the world famous tourist and pilgrim centre, Thanjavur Dt of Tamilnadu state in India.

### Review of literature

Existing empirical researches in assessing the relative contribution of tourism promotion effort have been particularly scarce and have mainly been based on developed countries cases. An overwhelming amount of studies have focused on the general determinants of international tourism and only a few studies have been including tourism promotion efforts. It is noteworthy that these were based either on survey analysis or by the estimation of an international demand for tourism equation using time series data.

Among the pioneering works feature Gearing et al (1974) who offered one of the most comprehensive resource inventories in determining the attractiveness of a tourist destination by taking Turkey as a case study. They identified the following the list of attribute groups which were seen to be important namely natural factors, social factors, historical factors, recreational and shopping facilities, food and shelter. Subsequently Richtie and Zins (1978) and Ferrario (1979) among others also identified more or less the same factors which they found to contribute to the attractiveness of a tourism destination. These authors seemed to have identified the important factors for a successful tourism development but still promotion of these are judged to be equally important for the

tourist to be aware and fully informed of the destination's products and attractions.

Rodriguez, Rodrik(1992) Studied impact of trade liberation on growth could be positive or negative which depends on the grows due to trade liberalization and what short term and long term impact it has on the economy. Depends on what kind of good get a boost due to trade liberalization.

Rajan et. al.(2002) Studied opening of service sector in a premature environment could lead to several negative consequences. The effective regulation in the case of telecommunications sectors prefers to pro-cometative regulation while in financial sectors it refers to prudential regulation.

Banga&Goldar (2004) whose study concentrated on lower tariff and lower non-tariff barriers led to an increase in the usage of services in manufacturing.

Braithwaite et. al., (1998)also reported on research looking specifically at the factors responsible for ensuring success of tourism in 13 regional areas of Australia. Analysis of the survey results showed that attractions (natural, cultural and man made) were considered as the most pivotal factor in regional tourism. Equal second were what they termed 'infrastructure and marketing and promotion' followed by other factors. The second set of studies performed in the field of the determinants of tourism was based on the estimation of an international tourism demand equation.

Witt and Witt (1995) and Lim (1997) provided a comprehensive overview of the regression analysis, model specification, attributes and proxies. Among the most common independent variables used and reported to be important in the literature are income of origin country, cost of travel, relative prices exchange rate, tourism infrastructure and level of development in home country among others. It should be noted that marketing promotion was a relatively under-researched element. Indeed, one of the few study analysing tourism efforts was provided by Uysal and Crompton (1984). They considered promotional expenditure as a factor affecting international tourism flows to Turkey using an international tourism demand equation. The authors reported tourism promotion efforts to be significant on six of the 11 countries studied and that coefficients were low, less than 0.6 in each case (inelastic in all cases ranging from 0.022 for France to 0.596 for Spain). These findings suggest that investment in tourism promotion for Turkey as a tourist destination has had some benefits.

Barry and O'Hagan (1972) earlier and Papadopoulos and Witt (1985) with a coefficient of 0.175 (but not significant) later on confirmed the above. The review of literature by Witt and Witt (1995) summarized a median coefficient value of 0.1 for the case of tourism promotion.

Benga (2005) services as boost to economic growth. Services growth require a growing manufacturing sector for long term impact would depend whether service is labour intensive and are having diminishing or increasing returns to scale and labour. It would also require a sound financial sectors to channalise savings and capital acculation.

Another rare study in the African context was that of Naude and Saayman (2004) who studied the determinants of tourist in the case of African countries using panel data regression approach. Apart from the classical usual factors, the authors also identified political stability, personal safety, available infrastructure and tourism marketing efforts as important factors. The latter was proxied in the context by the number of internet users. Using cross section OLS and Least Absolute deviation (LAD) estimators the authors reported a positive effect of tourism promotion effort in

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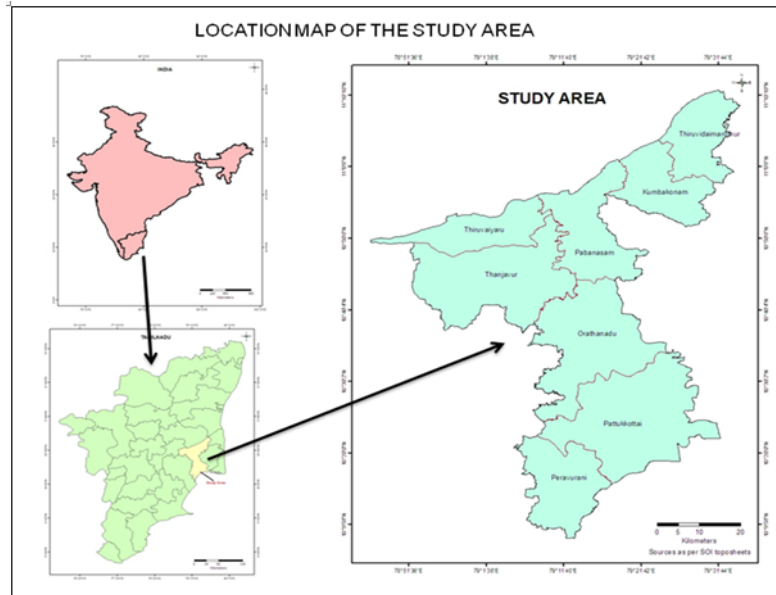
nearly all panel sets analysed namely the total tourist arrivals, arrivals from America, Europe and Africa respectively. However, when using static and dynamic (Generalised Methods of Moments) panel estimates, mixed results were found with respect mainly to the significance level of the tourism marketing promotion variable.

**Study area**

Thanjavur district lies as the East coast of Tamil Nadu. The area under investigation lies in between the Long. 78° 45' 50" E to 79°

35' 55" E and Lat. 10° 10' 0" N to 11° 10' 6" N. Thanjavur is a Rapid industrialization and urbanization and agriculture has resulted. The city is connected by land, and air transportation. Thanjavur district lies as the East coast of Tamil Nadu. It extends to an area of 3396.57 sq kms. The district is bounded on the north by the Cuddalore on which separate it from Perambalur district and on the East it is bounded by the Thiruvarur and Nagapattinam and on the south by the Palk Strait and west by Pudukkottai and Tiruchirappalli district. The district can be divided into 3 main divisions and 12 deltaic regions. The upland area is mainly for deltaic region. Location of study area is shown in (fig. 1)

Fig: 1. Location map of the study area



**Materials and Methodology**

Reference materials related to the present study the data have been collected on primary and secondary data. Tourist information collected from tourism development corporation limited. Lack of secondary data and Primary data also collected. The important tourism places are located by taluk level. The datas collected are processed and summarized by using suitable statistical techniques and to identify the natural character of the district has been analyzed by using suitable cartographic technique like simple graph, bar diagram and pie diagram etc. The data relating to the maps are prepared by using GIS techniques.

**Aims and objectives**

The present study is aimed towards the tourism development in Thanjavur, after assessing the present state of affairs of the tourism development and to evaluate its ability to give sustained growth. The study is intended to focus to different country tourists arrivals from Thanjavur. The promotion and the role of tourist attraction in and around the places and development of the same suitable for international tourism.

The main objectives of the study can be placed as follows:

1. To highlight the present status of tourism in Thanjavur district.
2. To give an account of the infrastructural facilities like transport, accommodation and other facilities in the district.
3. To identify the potential, for the development of tourism in study area.
4. To suggest the improvement of the present condition in Tourism facilities and remove inadequate the facilities as conveyed by tourists.
5. To explore the future development in the tourism of Thanjavur district.

**Important tourist places**

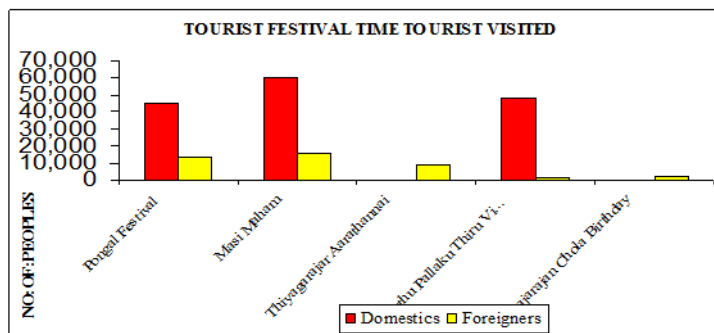
Important and attracted tourist places in many places in Thanjavur district. Example, The Big Temple, Raja Rajan Mani mandapam, Tholkappiya sathukam, Sivagangai Garden or (park) art Gallery, the palace, Saraswathy Mahal and Sangeetha Mahal is attracted by tourist places in Thanjavur taluk. Next to Thiruvaiyaru, Kumbakonam, Pattukottai attracted in many places of Poondy koi, Kallanai dam and Pattukottai Manora is the tourist attracted places in Thanjavur district.

Thanjavur district pilgrimage centre and other Tourist places (Table: 1)

S.No	Pilgrimage centers and others	Tourists Places
1.	Brahadeeswara Temple	Thanjavur
2.	The Palace	Thanjavur
3.	Art Gallery	Thanjavur
4.	Saraswathy Mahal	Thanjavur
5.	Siva Gangai garden	Thanjavur
6.	Tamil University	Thanjavur
7.	Raja Rajan Manimandapam	Thanjavur
8.	Tholkappiya sathukam	Thanjavur
9.	Punnainallur Mariyamman	Thanjavur
10.	Thiruvaiyaru Thiyagarajar koil	Thiruvaiyaru
11.	Thingalur Chanthran koil	Thingalur
12.	Poondy Matha koil	Poondy
13.	Music college	Thiruvaiyaru
14.	Kallanai dam	Trichy
15.	Palaivanatha samy Temple	Papanasam
16.	108 Sivalayam Temple	Papanasam
17.	Sri Adhikumbeswars samy Temple	Kumbakonam
18.	Sri Naganatha Samy Temple	Thirunageswaram
19.	Sarangabani & Sakrabany Temple	Thiruvaidaimaruthur
20.	Swamimalai Temple	Swamimalai
21.	Ayaravatheeswarar samy Temple	Thiruvaidaimaruthur
22.	Art College	Kumbakonam
23.	Kanjanur koil	Thiruvaidaimaruthur
24.	Suriyanar koil	Thiruvaidaimaruthur
25.	Mhalinga samy koil	Thiruvaidaimaruthur
26.	Thirubuvanam koil	Thiruvaidaimaruthur
27.	Siva Temple	Orathanadu
28.	Manora	Pattukkottai
29.	Neelamega Vinayager	Pattukkottai

Tourist festival time tourist visited to Thanjavur district (Table: 2)

S.No	Number of festivals	Domestics	Foreigners
1.	Pongal Festival	45,000	14,000
2.	Masi Maham	60,000	15,247
3.	Thiyagarajar Aarathannai	1,00,000	8,809
4.	Muthu Pallaku Thiru Vilaha	48,000	1,750
5.	Rajarajan Chola Birthday	1,18,000	2,500



**Purpose of visit**

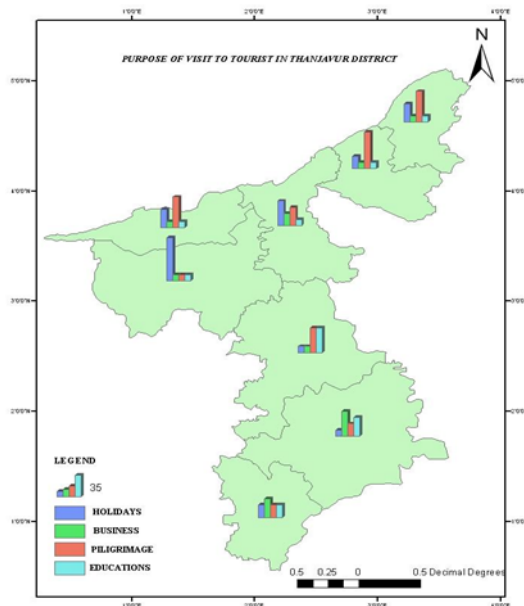
Thanjavur district is important tourist centre in Tamil Nadu. It has a large share of ancient temples, mosque, and churches and beautiful beach resorts and old ports in south India. Most of the people are visiting the places and surrounding areas for pilgrimage and for pleasure (Thanjavur, Thiruvaiyaru, Papanasam, Kumbakonam, Thiruvudaimarudur etc..) According to our primary data (Table 4.1 and figure 4.1 ) for Thanjavur district most of the people come in during their holidays 70% remaining places like Thanjavur and Thiruvaiyaru. Thanjavur moderate percentage of people is visiting

during their holidays. For Thiruvaiyaru, Kumbakonam, Thiruvudaimarudur most of the people are visiting for their Pilgrimage remaining sample places. Oratha Nadu and Pattukottai the percentage of people are during their business and educational purpose.

According to the samples collected by us from the eight tourist centers most of the tourist are visited this tourist centre for pilgrimage only the samples at collected by Thanjavur, Thiruvaiyaru, Kumbakonam, Thiruvudaimarudur almost 50 to 60% of them are visited this place both for pilgrimage and enjoyment.

Purpose of visit to Tourist in Thanjavur district (in percentage) Table: 3

S.No	Taluk	Holiday	Business	Pilgrimage	Educational
1.	Thanjavur	70	10	10	10
2.	Thiruvaiyaru	30	10	50	10
3.	Papanasam	40	20	30	10
4.	Kumbakonam	20	10	60	10
5.	Thiruvudaimarudur	30	10	50	10
6.	Orathanadu	10	10	40	40
7.	Pattukottai	10	40	20	30
8.	Peravurani	20	30	30	20



**Seasonal variation of tourist**

According to secondary data (table 4.5, Fig 4.5 a &b) explain most of the foreign tourist are visited the following places Thanjavur, Thiruvaiyaru, Kumbakonam, Papanasam, Pattukottai, during winter seasons. Because of the holidays, and the yearly ones,

few people also visiting about the places. From foreign countries all most the domestic tourist more in summer and winter season especially the month of September and October the inflow of domestic are more due to festivals during the months.

Seasonal variation of tourist in flow of district (Table: 4)

S.No	Month	2007		2008		2009	
		Domestic tourist %	Foreign tourist %	Domestic tourist %	Foreign tourist %	Domestic tourist %	Foreign tourist %
1.	January	9.2	13.9	7.9	11.6	8.36	13.4
2.	February	6.7	13.8	6.0	2.3	7.01	11.8
3.	March	7.14	9.8	6.6	7.12	7.88	8.3
4.	April	7.6	5.4	8.9	7.11	7.85	8.6
5.	May	10.7	6.6	12.8	13.3	9.67	6.9
6.	June	7.1	7.2	7.4	15.1	7.98	6.72
7.	July	6.7	8.0	6.5	9.71	11.8	7.25
8.	August	10.2	9.15	6.1	7.8	10.0	13.97
9.	September	18.3	9.0	6.2	9.4	8.5	10.64
10.	October	6.4	3.4	22.1	4.12	8.3	2.95
11.	November	28.3	7.7	11.9	10.6	6.63	8.06
12.	December	6.4	5.8	3.0	1.3	5.9	9.13

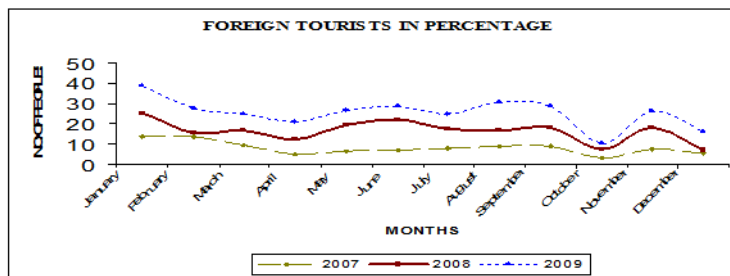
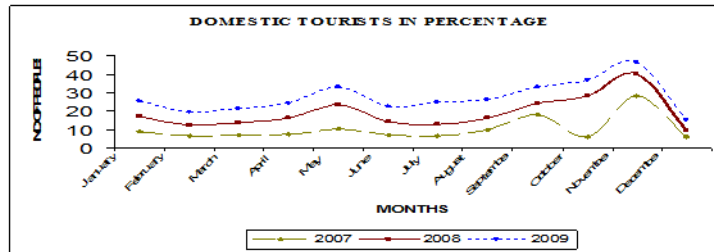
According to secondary data to explain the better seasonal variation of tourist in flow in the major tourist places (2007 – 2009) like

Thanjavur district. Here I prepared the rank correlation matrix. The formula is

Rank Correlation =  $1 - 6 \sum D^2 / N^3 - N$

According to secondary data for the year 2007 – 2009 as well as foreign tourist and for the all month the tourist is visiting this places. The year 2009 the tourist in flow were almost equally correlated. The seasonal variation is slightly more in the year of 2008 – 2009

except. The flow of tourist is more 0.16 and the year 2009. The correlation matrix explains the seasonal flow of tourist more correlated the places of Thanjavur and Kumbakonam. The remaining places the relationship is very less. A part from these annual variations show the positive correlation and flow of tourist only among the above mentioned tourist places.



Foreign Tourist 2007 – 2009 (Rank Correlation) Table: 3

Month	2007	R <sub>1</sub>	2009	R <sub>2</sub>	D= R <sub>1</sub> - R <sub>2</sub>	D <sup>2</sup>
January	13.9	1	13.4	2	-1	1
February	13.8	2	11.8	3	-1	1
March	9.8	3	8.3	7	-4	16
April	5.4	11	8.6	6	5	25
May	6.6	9	6.9	10	-5	25
June	7.2	8	6.72	11	-3	9
July	8.0	6	7.2	9	-3	9
August	9.1	4	13.97	1	3	9
September	9.0	5	10.64	4	1	1
October	3.4	12	2.9	12	0	0
November	7.7	7	8.06	8	-1	1
December	5.8	10	9.13	5	5	25
Total						122

Rank Correlation =  $1 - 6 \sum D^2 / N^3 - N$

$$= 1 - 6 \times 122 / 12^3 - 12$$

$$= 1 - 732 / 1716 = 1 - 0.42 = 0.54$$

According to the Rank Correlation process among the Foreign Tourist in the year between 2008 and 2009 the result is positive. Therefore 12 months in the year the flow details of tourist all most same.

**Infrastructure facilities available in Thanjavur district Transport and communications**

Thanjavur district has only well linked with road transport system good road communication and its linked with few important centers in the Railways the transportation facilities are essentially require to promote greater tourism development and social integration. The

nearest Airport is located at Tiruchirappalli. There is one important Railway junction in the district i.e. Thanjavur. The rail links directly with Chennai. Transport has a very significant role in the economic development of a state as well as in a district next to road transport; rail transport is another means of transport in the district. This district is connected with district roads and village roads. Provincial highways are passing through the district. All most of the tourist places are connected with surface roads.

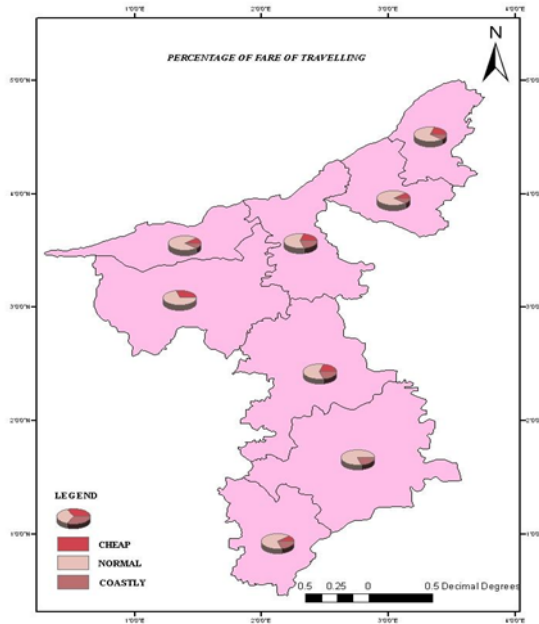
Thanjavur is only linked with broad gauge railway line. In this district there is one railway junction of Thanjavur junction the rail links directly with Chennai and other important places in the state. Tamil Nadu express service corporation of Thanjavur division directly links with other district of Tamil Nadu and other state head quarters like Chennai, Madurai, Trichy, Thirunelveli, Coimbatore, Salem, Bangalore, Thiruvananthapuram and Tirupathi etc, the transport corporation also operated town and other services all over the districts and also to some important in the neighboring district. The Thanjavur district is found in Air force but Airport is now developing in the stage.

There are 195 departmental and 679 extra departmental post offices and 6 Telegraph offices are functioning in this district. Further 92 telephone exchanges are also functioning in this telecom district. The communication facilities are well developed in this area. There are 215 telephone exchanges are functioning in the district. There are 8 telegraph offices at Thanjavur, Thiruvaiyaru, Papanasam, Kumbakonam, Thiruvidaimarudur, Orathanadu, Pattukottai, and Peravurani. There are 92,243 telephones are in use in this telecom district. It is also ascertained that 297 public call offices with STD /ISD facilities and 149 public call offices. Further 5087 letter boxes

are also available in the district. There are three T.V. transmitting stations in the district, Thanjavur, Kumbakonam and Pattukottai.

**Fare of travelling**

The table explains (primary data) the fare of travel among them tourist places. Thanjavur, Thiruvaiyaru, Papanasam, Kumbakonam, Thiruvidaimarudur, Orathanadu, Pattukottai, Peravurani. According to the sample collected by as except Thanjavur other places the travel fare is very cheap. At Kumbakonam and Pattukottai some samples show the travel cost are very costly may be due to private vehicles like auto or car used by the tourist.

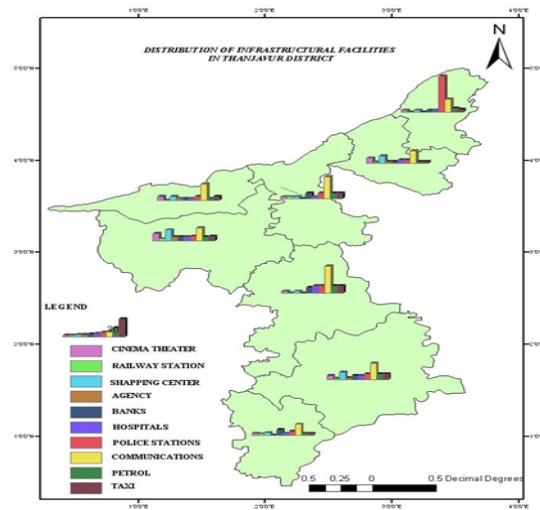


Percentage of fare of travelling & type of travel services in Thanjavur district (Table: 6)

S.No.	Taluk	Fare of travelling			Type of travel services	
		Cheap %	Normal %	Costly %	Government %	Private %
1.	Thanjavur	30	70	-	70	30
2.	Thiruvaiyaru	10	80	10	60	40
3.	Papanasam	20	60	20	60	40
4.	Kumbakonam	10	80	10	60	40
5.	Thiruvidaimaruthur	20	70	10	50	50
6.	Orathanadu	20	60	20	60	40
7.	Pattukottai	-	80	20	70	30
8.	Peravurani	10	70	20	60	40

Distribution of infrastructural facilities in Thanjavur district (Table: 7)

Taluk	Cinema Theatre	Bus stand	Railway station	Shopping center	Tourist agency	Bank	Hospita	Police station	Communication	Petrol Bank	Taxi center
Thanjavur	12	2	3	18	6	9	12	12	45	12	12
Thiruvaiyaru	6	2	-	6	3	6	6	7	21	6	7
Papanasam	3	2	2	3	-	3	3	6	27	3	6
Kumbakonam	9	2	3	12	3	9	6	9	36	9	9
Thiruvidaimaruthur	3	1	2	3	-	3	3	6	21	3	3
Orathanadu	3	1	-	3	-	3	3	6	21	6	4
Pattukottai	6	1	2	12	3	6	6	9	27	9	9
Peravurani	3	1	2	4	-	9	3	6	18	3	3



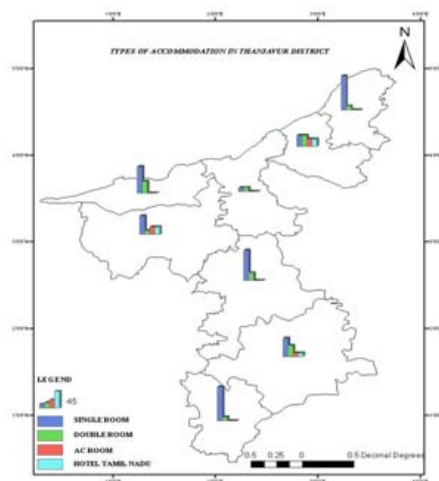
**Accommodation facilities**

Accommodation includes all facilities used for the stay of a tourist. Such as hotels, private restaurant, lodges, dormitories and choultries. Accommodation is one of the major contribution factors for successful tourism unless accommodations are available and are

satisfactory for the tourist in every tourism cannot be successful. Generally the average tourist requires a comfortable place to stay of a reasonable safe. Usually the tourist desire to spend most at their rustication. The provision of neat and clean accommodation and rendering of selfless services to tourist should be in any country.

Percentage and type of accommodation in Thanjavur district (Table: 8)

Taluk	Single Room %	Double Room %	Ac Room %	Hotel Tamil Nadu %
Thanjavur	50	10	20	20
Thiruvaiyaru	70	30	-	-
Papanasam	9	10	-	-
Kumbakonam	30	30	20	20
Thiruvidaimarudur	90	10	-	-
Orathanadu	80	20	-	-
Pattukottai	50	30	10	10
Peravurani	90	10	-	-



Major hotels of Thanjavur district (Table: 9)

S.No	Lodges	2009	
		Domestic	Foreign
1.	<b>Thanjavur</b>		
	Hotel Parisutham	85.0	15.0
	Hotel Tamilnadu	96.8	3.2
	Hotel temple tower	95.6	4.4
	Ganesh Lodge	99.0	3.0
	Hotel Valli	92.2	7.08
	Karthick Hotel	92.0	7.08
	Hotel Ganam	80.2	19.8
2.	<b>Kumbakonam</b>		
	Gowrisankar Hotel	84.0	16.0
	Hotel Rayas	92.0	8.0
	VPR Boarding & Lodging	90.0	10.0
	New Boarding & Lodging cells	85.6	14.4
3.	<b>Papanasam</b>		
	Barveen Hotel	100	-
4.	<b>Thiruvaidaimarudur</b>		
	Parisutham Hotel	100	-
	K.S.Hotel	100	-
5.	<b>Thiruvaiyaru</b>		
	Hotel Mani	98.6	1.4
	Hotel Silambu	97.1	2.9
6.	<b>Orathanadu</b>		
	1.Hanifa Lodge	92.5	7.6
	2. Dean Lodge	96.5	3.5
7.	<b>Pattukottai</b>		
	Hotel Santhosh	95.8	4.2
8.	<b>Peravurani</b>		
	Hotel Narayanam	100	-
9.	<b>Thiruvaiyaru</b>		
	Hotel Shanthei	100	-
10.	<b>Pattukottai</b>		
	Hotel Lakshmi Narayanan	100	-
11.	<b>Peravurani</b>		
	Hotel Saravana	99.8	0.2
12.	<b>Peravurani</b>		
	1.Sangam Hotel	100	-
13.	<b>Peravurani</b>		
	2. Raja Hotel	100	-

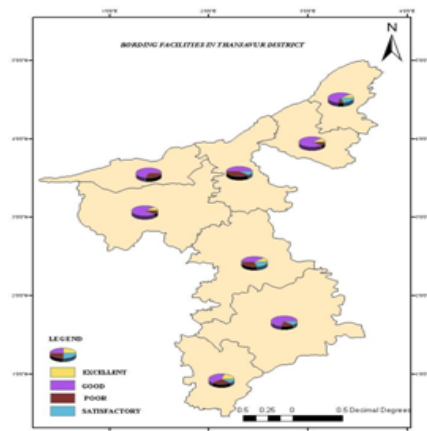
**Boarding facilities and cost of food**

According to primary data collected from the samples tourist centers, tourist mostly felt flat at Thanjavur, Pattukottai, Kumbakonam the boarding facilities are good then the other tourist place. Nearly 20 to 40% tourist felt that the boarding facilities at that sample places are satisfactory and poor. It may be is none of the growing tourist cost of food in these tourist places(Thanjavur, Kumbakonam, Pattukottai) all most normal and same places at Thanjavur (&0%), Kumbakonam

(70%) and Thiruvaiyaru (60%) Peravurani (80%). The food items cheap in the places of Thanjavur (20%) Thiruvaiyaru (30%) Kumbakonam and Pattukottai (20%) and the other places is (10%) of tourist felt that the cost of food is very costly. It shows that the tourist interest of having food available in the tourist centers.

Percentage of boarding facilities in Thanjavur district (Table: 10)

Taluk	Excellent	Good	Satisfactory	Poor
Thanjavur	10	80	10	-
Thiruvaiyaru	-	70	30	-
Papanasam	-	50	40	10
Kumbakonam	10	80	10	-
Thiruvaidaimarudur	10	60	10	20
Orathanadu	10	40	30	20
Pattukottai	-	70	20	10
Peravurani	20	40	30	10





Percentage of cost of food in Thanjavur district (Table: 11)

Taluk	Cheap	Normal	Costly
Thanjavur	20	70	10
Thiruvaiyaru	30	60	10
Papanasam	-	90	10
Kumbakonam	20	70	10
Thiruvidadimarudur	10	90	-
Orathanadu	10	90	-
Pattukottai	20	70	10
Peravurani	10	80	-

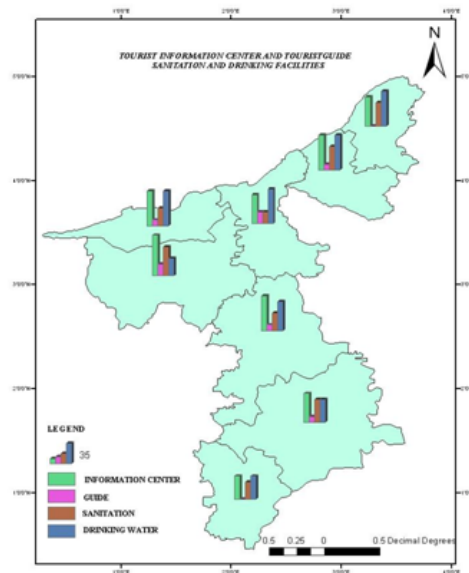
**Tourist information centres and tourist guide**

According to the primary data explains the tourist information centre available at the sample tourist places. Mostly 50-70% of the tourists are satisfied the tourist information available in these tourist places. And remaining 50 -30% of tourist are not satisfied the tourist

information available at the centre. According to the table the most of 80 -100% are visited these places without the help of tourist guides and very few tourism 10 to 20 sought the help of the tourist guide. It depicts most of the tourist visited these place are within state.

Percentage of tourist information centres and helps of tourist guide (Table: 12)

Name of the Taluk	Percentage of Tourist information centre		Percentage of Tourist guide	
	Yes	No	Yes	No
Thanjavur	70	30	10	90
Thiruvaiyaru	60	40	20	80
Papanasam	50	50	10	90
Kumbakonam	60	40	20	80
Thiruvidadimarudur	50	50	10	90
Orathanadu	60	40	-	100
Pattukottai	50	50	10	90
Peravurani	40	60	-	100



**Sanitation facilities & drinking water facilities**

The table explains according to primary data the sanitation facilities and drinking water facilities available the main tourist places. Most of the tourist visited these places are felt that (50-80%) the facilities are not good and remaining (10-50%) of tourist are satisfied the available sanitation facilities all these centers. It shows the tourist

awareness according sanitation. The drinking water facilities in the 5 sample tourist centres in that Thanjavur (70%), Kumbakonam (60%), Thiruvidadimaruthur (60%), are having good drinking water facilities, and not remaining places Orathanadu, Pattukottai and Peravurani are 40% of tourist not satisfied.

Percentage of sanitation facilities and drinking water facilities (Table: 13)

Name of the Taluk	Sanitation facilities		Drinking water facilities	
	Yes	No	Yes	No
Thanjavur	50	50	30	70
Thiruvaiyaru	30	70	60	40
Papanasam	20	80	60	40
Kumbakonam	40	60	60	40
Thiruvaidamarudur	40	60	60	40
Orathanadu	30	70	50	50
Pattukottai	40	60	40	60
Peravurani	30	70	40	60

The available drinking water facilities and remaining percentage of tourist from the above data they are satisfied available drinking facilities in these area may be at Pattukottai is the coastal area to they are not having more proper drinking water supply.

**Miscellaneous**

Other than the above-mentioned facilities some miscellaneous facilities like health facilities, banking facilities are available. Almost all places of important tourist centers in the Thanjavur district. The State Bank of India and other nationalize scheduled bank transact in foreign exchange, foreigners advice to get their currency form entrust by money exchange at the time of exchange the Indian currency.

**Conclusion**

The impact of tourism a national economy is becoming increasingly important due to its share in the earnings of foreign exchange. And generates employment opportunities by the way of promoting handy craft and small scale industries etc. The work has been initiated with the objective of giving suggestion to promote the tourism industries and infrastructural facilities in Thanjavur district. Sufficient data collection has been done from the department of tourism and other sites of tourism. In this district many tourist attraction places are recently developing stage. Finally there is large scope to develop the tourism in this district incasing the department of tourism and the local administration should come forward to improve and promote tourism and the local administration should come forward to improve and promote tourism in this district. So that our state can earn more foreign exchange and also it brings Thanjavur has a important tourist place in the world tourism market.

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