MARKETING AND INNOVATION STRATEGY OF HISTORICAL MONUMENTS WITH SPECIAL REFERENCE TO SELECTED PLACES IN TAMIL NADU

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ABSTRACT
Marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertakings, whether private or state owned, at local, regional, National, or International levels to achieve optimal satisfaction of the needs of identifiable consumer groups and in doing so achieve an appropriate return. Tourism is now a booming, fast-growing industry next to the oil and jewelry industries. In the next few decades, tourism will serve a potential role in different fields like human resources, advance economic growth of a country, and improve wealth and productivity. The impact of tourism has a great potentiality because each and every destination has unique culture, traditions, food habits, folklore, craft, languages, etc., all of which would be of great interest to National and International visitors. This paper deals with Historical Monuments in Tamil Nadu state of tourist people. Through a questionnaire, the basic situations, the attitude of tourists, the concerned issues, the understandings to Historical Monuments satisfaction were carefully calculated and analyzed. The results showed that various tips of developing Heritage Tourism in Tamil Nadu State of India. The paper also represents future developments in Historical Monuments that will influence the tourism industry.

KEYWORDS: Historical Monuments, Heritage Tourism, Marketing, Innovation Strategy.

1.0 INTRODUCTION
Marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertakings, whether private or state owned, at local, regional, national, or international levels to achieve optimal satisfaction of the needs of identifiable consumer groups and in doing so achieve an appropriate return. Tourism is now a booming, fast-growing industry next to the oil and jewelry industries. In the next few decades, tourism will serve a potential role in different fields like human resources, advance economic growth of a country, and improve wealth and productivity. The impact of tourism has a great potentiality because each and every destination has unique culture, traditions, food habits,
folklore, craft, languages, etc., all of which would be of great interest to National and International visitors. Tourism turns the largest industry worldwide in terms of employment and Gross Domestic Product. The tourism industry has been growing rapidly as well as changing at a fast pace. As more people are interested in spending their holidays in nature, ecotourism as well as rural tourism has become a growing segment of the tourism industry. This creates opportunities in areas characterized by natural attractions, wildlife and wilderness habitats, agriculture, farm stay, local craft, bird watching, local cuisines, etc. Local communities may benefit in economic terms as well as create employment opportunities and commitment to conservation and sustainable development. With the rapid growth in the tourism industry, the marketing is necessary, in particular, all communications related to marketing with an objective of reaching the target audience. Organizations and companies have to be market oriented and pay exact attention to customers’ needs in future (Walker et al., 2001). Marketing is a way of thinking about a situation that balances that needs of tourists with services or a variety of recreations available in the destinations. Various types of information should be available, including the general geographical, historical, and cultural background of the area, as well as the attractions, facilities, and series and their costs etc. that are available. Target customers (i.e. here tourists) are more likely to extend their stay in a rural area if they have sufficient information about the destination and various activities and attractions as well.

**Definition of cultural heritage**

For the purposes of the present bibliography, the definition used in the Council of Europe’s Framework Convention on the Value of Cultural Heritage for Society (Faro, 2006) has been applied: [Cultural] heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time.

**1.1 PURPOSE OF THE STUDY**

Tamil Nadu has many amazing historical monuments, which attract tourists from all over the World. Tamil Nadu has a vast ritual of olden times and traditions. In antique, early medieval and medieval period, a number of monarchs ruled over the Tamil land. Many of those sovereigns were very loving of sculpture and structural design and gave liberal support
to men of mails, sculptors, designers and performers. The major portion of Foreign Tourist Arrival is depends on our heritage, culture and historical monuments. Hence the purpose of the study is better understanding, value of monuments and provides suitable marketing and innovation strategy to attract the FTA and how to protect them for future generation to worldwide.

1.2 OBJECTIVES OF THE STUDY
1. To understand the basic concepts of tourism in historical monuments.
2. To know the satisfaction level of tourist to visit the historical places.
3. To study the problems faced by tourists in the study area.
4. To offer suggestions for improving tourism development at Historical monuments.

1.3 RESEARCH METHODOLOGY
The research study includes both the primary and secondary data. The primary data has also been collected at micro-level by selecting the historical monuments in Tamil Nadu as the study. The main sources of secondary data were reports of Tourism ministry, Govt. of India including the Dept. of tourism & culture, Govt. of Tamil Nadu and its related departments. To get the all sort of information’s regarding tourism, its impact on various phenomena and to know the tourist people perception behavior in detail, a structured questionnaire was prepared on the basis of random sampling method. 120 respondents have been interviewed by visiting personal survey of the town. All relevant and pertinent information’s have been collected of assembled to know the real facts of tourism and its related activities. Moreover, intensive literature related to the study area and its concerned resources have also been collected and consulted to understand the issues related to tourism and its further possible impacts from different perspectives. Lastly, all the data has been analyzed by applying various statistical methods and techniques.

2.0 REVIEW OF LITERATURE
Thomas P.C and Gracious J (2004) stated the necessity of marketing of tourism products as tourism plays a major role in the economies of the world. The nature and dimension of marketing tourist product is different. Marketing strategy for tourism should be based on consumer’s expectations, needs, attitudes, likes and dislikes. It covers the use of multimedia in tourism marketing, main applications of interest in tourism marketing such as in marketing
research, new advertising techniques in global marketing importance of relationship marketing for tourism industry role of MICE in solving seasonality problem of any destination, how the tourism products are developed by different countries in consistent with expectation of customers etc.

Anandan.D (2004) described about the tourism product, market and market research techniques in tourism and the function of marketing in tourism. A tourist product can be identified as a composite product which is a combination of attractions, transport, accommodation and entertainment. It can either be sold as a package or assembled by the tourist himself. Through market research, it is possible to identify the key market segments. The role of marketing is to create awareness about the product in the minds of existing as well as prospective customer in the overall market area. In all tourism promotional activities, an effective and meaningful communication with the consumer and trade intermediaries is essential. It is possible through advertising and public relations.

Hall and Zeppel (1990) supply definitions for cultural tourism and heritage tourism. The former is tied with visual attractions, performing arts, and festivals, whereas the latter involves visits to historical sites, buildings, and monuments. Heritage tourism is referred to as experiential tourism because visitors often wish to immerse themselves in the historical environment and experience. In her study of the connection between heritage and tourism, Peterson (1994) reveals three major reasons for visiting historic sites: to experience a different time or place, to learn to enjoy a cerebral experience, and to share with others or teach children the history of the site. Heritage tourism is also described as a segment of travelers who are highly motivated by performing and visual arts, cultural exhibitions, and other related attractions.

3.0 Study Region

History of Tamil Nadu is the land of the Tamil's and it has a history that dates back to several thousand years. It is a land where traditions and culture blend and continue to live in harmony. The state abounds in monuments and temples that are ancient and each has its own story of religious, artistic and cultural accomplishment and specialty waiting to be heard. We are sure you will form your own opinions and have your own perceptions as we welcome you to this enchanting and ancient Dravidian land, in the extreme south of peninsular India. Tamil Nadu has a long coastline that stretches nearly 1000 kms. The Coromandel Coast, along the Bay of Bengal, boasts of many ideal locations for sun and surf. Golden sands of the beach are
dotted with coconut palms. The sea washes ashore pebbles, shells and the gentle breeze sways the yachts and catamarans into the deeper waters of the sea and the waters form small dunes on the shore.

3.1 Tamil Nadu Monuments

Tamil Nadu has many amazing historical monuments, which attract tourists from all over the world. Tamil Nadu has a vast ritual of olden times and traditions. In antique, early medieval and medieval period, a number of monarchs ruled over the Tamil land. Many of those sovereigns were very loving of sculpture and structural design and gave liberal support to men of mails, sculptors, designers and performers. This saw the Tamil land becoming a center of many gorgeous and astonishing monuments, which magnetize visitors from all around the globe. These monuments speak volumes about the creative dexterities and superiority of the designers of that era. The shrines with their overlooking gopurams and the rock cut temples leave the enthusiasts unexplainable.

It can be categorized into two groups, chronological monuments and spiritual monuments. Several houses ruled over the region from the earliest era. Those rulers were the clients of sculpture and assembled lots of chronological testimonials. The early and medieval era monuments still exist in these prefectures and are good-looking and incredible. The Monuments of Tamil Nadu symbolize the distinction of sculptors of the ruling empire of that epoch. It is a ground of well-built spiritual credence that encompasses diverse sacred clusters. The major religious monuments constructed in the state from the ancient period were temples. The obscure sculptures of the temples, such as, the beautifully carved walls, amazing sanctum and the huge mandapa are the main features of the spiritual tombstones of Tamil Nadu.

3.2 Famous Monuments in Tamilnadu

- Arjuna's Penance Mahabalipuram
- Genji / Gingee Fort
Mahabalipuram has a strong historical background that dates back more than 2000 years. The group of monuments at Mahabalipuram includes temples and the great architectural buildings that were made by carving hard rocks. These structures are massive and beautiful. Mahabalipuram heritage site was once the seaport of the ancient Pallava Dynasty & today it has about forty monuments that include one of the largest open-air bas-relief in the world. The Mahabalipuram seaport traded with distant kingdoms of Asia.

Gingee Fort - Vellore Fort

Vellore Fort, a perfect specimen of military architecture is located in Vellore, 130-km away from Chennai and 10-km from Katpadi. Sinna Bomma Reddi a vessel chieftain under the Vijayanagar kings, Sada Sriranga Maharaja, built this historical fort in the 16th century. This fortress is the mute witness of many historic sieges and battles. The fort is situated on the Palor riverbank. The outer length of the fort is about 2,500 feet and 1,500 feet in breadth. The height of the outer wall is about 30 feet and the breadth is about 25 feet.
Rock Fort Temple, Trichy

The Rockfort temple in Tiruchirappalli is a collection of three temples, the Manikka Vinayagar temple and Uchhi Pillayar Kovil at the top of the hill and the Taayumaanava Kovil (Shivastalam) on the hill. This Shivastalam is a rock cut temple on a hill in the most prominent landmark in Trichy; reached by a flight of steps on the way to the famous Ucchi Pillayar temple. There is a rock cut Pallava temple - Lalitankura Pallaveswaram in this hill temple, with several inscriptions here attributed to Mahendravarma Pallavan.

The earliest extant religious vestiges in Tamil Nadu are the famous Jain caves scattered throughout the region, which were once the dwelling places of several Jaina monks. Found in some of the hills in Tirunelveli, Madurai, Pudukottai, Periyar, Trichy, South Arcot and North Arcot districts, these caverns are set amidst picturesque surroundings and provided ideal conditions for the monks to spend their lives in splendid isolation, so that they could engage in contemplation and religious pursuits.

The Caves in Tamil Nadu are considered important because they are among the earliest lithic monuments in these regions. They contain the earliest epigraphic records in Brahmi script, assigned to a period from 2nd century BC to 3rd or 4th century AD and above all, they provide authentic evidence of the early spread of Jainism in Tamil Nadu. These monuments
Caves contain engravings of the names of the monks who lived here and the men who carved them.

The natural caverns were made suitable for habitation by cutting stone beds in them. The beds were chiseled smooth with one side raised a little to serve as headrest. The upper portions of the caves were cut in such a way as to prevent rainwater from flowing into the cave shelters. Sometimes, the caves had some structural additions built in front of them, in the form of thatched roofs supported by wooden poles. These caves were mostly located near springs of water so that the basic needs of the ascetics were well-met. Most of the caves at Tamil Nadu are located in and around Madurai. There are about twenty-six caves in places like Anaimalai, Alagarmalai, Arittapatti, Tiruparankundram, Muttpatti, Vikramangalam, Karungalakkudi, Kilavalau, Kongarpuliyanakulam, Mankulam, Tiruvatavur and Varichiyyur. Trichy district has caves at Pugalur, Sivayam and Trichy Rock Fort. South Arcot too has three caves at Jambai, Parayanpattu and Tirunatharkunru.

3.3 TOURISM MARKETING STRATEGIES

Integrated in the marketing strategy of the travel agency, the product strategy historical monuments establishes a series of objectives specific to this area as: the superior valuation of the tourist potential, attracting a larger number of local and foreign tourists, preventing season effects, consolidation of the position held on certain intern and extern markets, launching new tourist products, maintenance of sculptures obtaining an increased competitively of the tourist product through an optimum balance between quality and price.

3.3.1 Tourism product renewal strategy

The increase of the activity of some travel arrangement for the present travel consumers without operating deep changes (for instance, offering supplementary services, installing pools or fitness centers within the accommodation unit). Making some important modifications in the product structure though without its nature (for instance, the increase of the classification of a hotel product). One notices the fact that in tourism the structure of a product can be changed much easier than in other domains. The modular character of the tourist product allows some modifications of the transport, accommodation, public supply or divertissement services offered to the consumer or of the tourist tour configuration. The diversification strategy implies the simultaneous development of new or improved tourist products and of the new markets (for instance, a tour operator specialized in the soft tourism
can vary his mix of products offering also tourist tours with cultural character or treatment vacations in balnear resorts).

On the tourist market there is a tendency of vertical integration of accommodation, transport, trip planning and distribution activities, therefore have appeared many companies that are able to ensure all of these services under the form of a package. The main objectives that they had in mind were the improvement of the control over the tourist product, to beneficiate of smaller distribution prices, and use immediately the amount cashed from clients even before they began their trip. The advertising in tourism stands under the imperative sign of highlighting certain tangible elements, to help the tourists understand and evaluate the provided services. Hereby, it should be taken into consideration the physical characteristics of the provided service or some relevant objects that symbolize the service itself.

An underlying assumption of new-product development process models is that new-product ideas can be dropped at any stage of the process if they do not satisfy the criteria for success at the particular stage. The process can be divided into to sections: front end planning and implementation. The front end determines what service concepts will be developed. The organization is assumed to have an overall strategic vision and mission, which determine the new-product strategies of the organisation. (Zeithaml & Bitner 1996, 197-200) The different strategic options for new-product strategies are presented in figure.

<table>
<thead>
<tr>
<th>Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offerings</td>
</tr>
<tr>
<td>Existing Products</td>
</tr>
<tr>
<td>New Products</td>
</tr>
</tbody>
</table>

3.3.2 Successful tourism innovation applications

Though global tourism numbers in arrivals and receipts is increasing at a constant annual rate since 1950’s, it is obvious that all tourism establishments competing in the industry cannot get the same market share from this increase. It seems that some companies are gaining more, are more protectable and / or more efficient and the reason behind their success in general seems to depend on their differentiation and innovative approaches. Thus, global and local tourism competition became very severe nowadays and the ones which apply creative and effective innovative management and marketing strategies seem to have a chance even in times of crisis with negative growth rates. That is why the study tires to briefly examine some
examples of successful tourism innovations and gather the common denominators and success criteria.

4.0 ANALYSIS AND INTERPRETATION

4.1 Demographic Analysis

Table 1 shows that the demographic and tourism characteristics of visitors. According to gender, respondents are slightly higher percentages in favor of the male population (70.83%). The largest proportion of respondents originates from the countries of UK (30%), followed by the rest of Asian countries with 15.83 percent, the United States with 19.17 percent, European countries with 11.67 percent, and the rest of the world others with 15.83 percent. 56.67 percent visitors were frequently visit in study region. After that followed respondents whose nature of visit is Entertainment (32.50%), 17.50 percent of respondents make family visiting, and only 5 percent are on a medical purpose.

Table 1 Demographic and tourism characteristics of the respondents

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Single</th>
<th>55.83%</th>
<th>Married</th>
<th>44.17%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>70.83%</td>
<td>Female</td>
<td>29.17%</td>
</tr>
<tr>
<td>Age</td>
<td>Below 25</td>
<td>11.67%</td>
<td>25 to 35</td>
<td>15.83%</td>
</tr>
<tr>
<td></td>
<td>35 to 45</td>
<td>19.17%</td>
<td>45 to 55</td>
<td>30.00%</td>
</tr>
<tr>
<td></td>
<td>Above 55</td>
<td>23.33%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FTA</td>
<td>European Countries</td>
<td>11.67%</td>
<td>Asian Countries</td>
<td>15.83%</td>
</tr>
<tr>
<td></td>
<td>USA</td>
<td>19.17%</td>
<td>UK</td>
<td>30.00%</td>
</tr>
<tr>
<td></td>
<td>Gulf Countries</td>
<td>23.33%</td>
<td>Others</td>
<td>15.83%</td>
</tr>
</tbody>
</table>

4.2 Correlation Analysis

Table: 2 Correlation Test between places of sightseeing and accommodation for tourist place

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Sight seeing</th>
<th>Accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Dissatisfied</td>
<td>X</td>
<td>Y</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Moderate</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>Satisfied</td>
<td>23</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>29</td>
<td>33</td>
</tr>
</tbody>
</table>
Highly Satisfied 42 39
Total 120 120

**Interpretation:**
According to Correlation if the calculated coefficient value is (-1) then it is negatively correlated, if it is (+1) then the attributes are positively correlated and if the value is equal to zero then there is no relation between the attributes. From the analysis the co-efficient of correlation (r) was 0.96 (i.e.) it shows both the variables are positively correlated. Hence the relationship between the places of sightseeing and accommodation for tourist place is good.

**Table 3 Correlation Test between historical places and maintenance**

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Historical place</th>
<th>Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>X</td>
<td>Y</td>
</tr>
<tr>
<td>Highly Dissatisfied</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>Moderate</td>
<td>15</td>
<td>26</td>
</tr>
<tr>
<td>Satisfied</td>
<td>23</td>
<td>27</td>
</tr>
<tr>
<td>Highly Satisfied</td>
<td>68</td>
<td>49</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

**Interpretation:**
According to Correlation if the calculated coefficient value is (-1) then it is negatively correlated, if it is (+1) then the attributes are positively correlated and if the value is equal to zero then there is no relation between the attributes. From the analysis the co-efficient of correlation (r) was 0.945 (i.e.) it shows both the variables are positively correlated. Hence the relationship between the Historical place and Maintenance is good and some more importance to maintaining the historical places.

**4.3 Chi-Square Analysis**

**4.3.1 Null Hypothesis (H0):** There is no association between Gender and Overall Satisfaction towards tourism in historical monuments

**Alternative Hypothesis (H1):** There is association between Gender and Overall Satisfaction towards historical monuments
### Table 4 Chi-Square Tests between the Gender and Overall Satisfaction towards International & Domestic Tourist

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated X2 value</th>
<th>Table value</th>
<th>Degrees of Freedom</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender and their satisfaction level of International &amp; Domestic Tourist</td>
<td>3.669</td>
<td>14.860</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

**Interpretation:**

The calculated value of chi-square test is 3.669 and the table value in degree of freedom 4 at 5% level of significance is 14.860, since the calculated value is lesser than the tabulated value, the Null Hypothesis (H0) is accepted and the Alternative Hypothesis (H1) is rejected. Hence, it has been inferred that there is an no association between the Gender and Overall Satisfaction towards heritage tourism.

**4.3.2 Null Hypothesis (H0):** There is no association between Age and Overall Satisfaction towards historical monuments

**Alternative Hypothesis (H1):** There is association between Age and Overall Satisfaction towards historical monuments.

### Table 5 Chi-Square Tests between the Age and Overall Satisfaction towards International & Domestic Tourist

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated value</th>
<th>X2</th>
<th>Table value</th>
<th>Degrees of Freedom</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age and their satisfaction level of International &amp; Domestic Tourist</td>
<td>25.757</td>
<td></td>
<td>34.267</td>
<td>16</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

**Interpretation:**

The calculated value of chi-square test is 25.757 and the table value in degree of freedom 16 at 5% level of significance is 34.267, since the calculated value is lesser than the tabulated value, the Null Hypothesis (H0) is accepted and the Alternative Hypothesis (H1) is rejected. Hence, it has been inferred that there is an no association between the Age and Overall Satisfaction towards heritage tourism.
5.0 CONCLUSION AND RECOMMENDATIONS

As a result it may be concluded that successful tourism innovation examples seem to bring together important new or updated tourism products, service qualities and issues of trends in tourism industry in an integrated model. When the application models of successful tourism innovation examples are examined, it becomes obvious that most do have common characteristics and they share some or all of issues like sustainability, quality management, cost reduction, e-tourism, internet usage and/or mobile applications, consumer friendly approaches, CRM, ecology friendly implications, having heritage and culture dimensions, using updated marketing strategies. It is also seen that networks/clusters positively impact in the capacity of tourism operators to innovate within their production or marketing processes.

Some of the suggestions for being innovative in tourism, thus the strategies for application derived from successful examples may be summarized as following up the industry and consumer trends closely. Collecting suggestions, complaints and information from all the available sources (covering all the possible; from the staff to the guests) provides a wide pool of innovative ideas that a company may choose to apply from.

Applying innovative managerial strategies for differential advantage seems a good start to become an innovative company. Applying creative, updated and innovative marketing approaches using all the aspects of internet and social media, Faster and more efficient certification of the technology, management systems, human resources, etc. Continuous training and periodical updates of tourism staff appealing to different segments like niche groups, travelers, green travelers etc.

Having stories related to the tourism product or destination to provide unique experiences for the guests. Following up the technological enhancements of the visitor experiences through Virtual and augmented reality having the social media marketing (usage of Facebook, twitter) and social commerce as an integral part of the company’s online marketing mix Awareness for the development of sustainable and innovative products and services for success. Serving totally new tourism products and/or services to the market served. Marketing different products, different services, offering excitement, offering an adventure, are having a story beyond the product for sale, looking for and applying differential advantage in any way possible. Historical Monuments are our valuable assets. Even today foreigners impressed about our temples, sculptures, fort, caves and its architecture. We proud to say that we are having good heritage based tourism spots. We shall take an oath, to protect our historical places.
Acknowledgement

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Reference

14. Web resources.