IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 6, November 2026
Impact Factor: 8.2

A Study of Touriester Preference and Prospers Tourist Place A Special Reference to Trichy District of Tamil Nadu

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Abstract : *Tourism can be defined as the temporary movement of individuals from their place of residence to other destinations for a variety of purposes, including rest, religious pursuits, education, business, and recreational activities. Over the past few decades, tourism has evolved into one of the most significant and influential sectors of the global economy. It makes a substantial contribution to economic advancement by creating diverse employment opportunities, supporting and nurturing local businesses, and stimulating the development of essential infrastructure such as roads, healthcare facilities, transportation networks, and communication systems. India is extensively known for its rich artistic heritage, literal monuments, religious centers, and natural beauty. Due to this diversity, the country attracts a large number of domestic as well as transnational excursionists every time. Numerous metropolises in India have come important sightseeing destinations because of their literal significance, religious significance, and artistic lodestones. Tiruchirappalli, popularly known as Trichy, is a similar important megacity located in the state of Tamil Nadu. The megacity has a long literal background and is notorious for its religious and artistic significance. Several popular sightseeing are located in and around Trichy, which attract thousands of callers every time .This study attempts to examine, at the micro level, various aspects of touriester preferance and prospers touriest place a special reference to Trichy district of Tamil Nadu.*

Keywords: Tourists, Tourism, Monuments, Eco-tourism

I. INTRODUCTION

Tourism can be defined as the temporary movement of individuals from their place of residence to other destinations for a variety of purposes, including rest, religious pursuits, education, business, and recreational activities. Over the past few decades, tourism has evolved into one of the most significant and influential sectors of the global economy. It makes a substantial contribution to economic advancement by creating diverse employment opportunities, supporting and nurturing local businesses, and stimulating the development of essential infrastructure such as roads, healthcare facilities, transportation networks, and communication systems.

Piecemeal from its profitable benefits, tourism also promotes artistic exchange and understanding among people from different regions and countries. Excursionists get the occasion to witness different traditions, cultures, and artistic practices. This commerce helps save artistic heritage and strengthens indigenous identity.

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www.ijarsct.co.in
DOI: 10.48175/IJARSCT-41148

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Tiruchirappalli, popularly known as Trichy, is a similar important megacity located in the state of Tamil Nadu. The megacity has a long literal background and is notorious for its religious and artistic significance. Several popular sightseeing are located in and around Trichy, which attract thousands of callers every time.

Numerous excursionists visit Trichy substantially for religious purposes, while others come for sightseeing, education, and rest conditioning. The development oftourism in the megacity largely depends on the vacuity and quality of installations similar as transportation, accommodation, food services, safety, cleanliness, and sightseer guidance.

Understanding the preferences and opinions of excursionists is veritably important for perfecting tourism services and planning unborn development. thus, This study focuses on analysing the preferences of excursionists visiting Trichy and assessing their satisfaction with

The tourism installations available in the megacity. The results of this study will help identify the strengths and sins of tourism in Trichy and give suggestions for perfecting tourism development in the region.

SCOPE OF THE STUDY

The travel and tourism sector is broad and continuously changing. It includes a variety of activities, services, and destinations that meet the various needs and desires of travellers. From recreational travel and adventure journeys to corporate trips and educational travel, the sector provides options for all. It encompasses transport service like airlines, trains, and cruises, along with lodging choices such as hotels, resorts, and vacation rentals. Tourist attractions and entertainment sites, including museums, amusement parks and historical locations are also part of this field. Furthermore, travel agencies, tour operators, and online booking services significantly enhance the industry's vast influence, particularly with globalization. As connectivity increases and new trends like sustainability are adopted, the scope of the travel and tourism industry continues to grow.

OBJECTIVES OF THE STUDY

1. To know the Socio-Economic condition of tourists in Trichy district.
2. To understand the satisfaction level of tourist's places in Trichy district.
3. To identify the problem faced by the tourists in Trichy district.

SAMPLE DESIGN AND SAMPLE SIZE

The methodology used for the study of Tiruchirappalli Tourism in Trichy District, Tiruchirappalli town is classified and presented in a tabular form and also presented in a graphical form. 50 sample are used for the study of Tiruchirappalli tourism in Trichy, Tiruchirappalli town. Convenient sampling method is used to select the respondents of the study.

METHODS OF THE DATA COLLECTION

Data gathered for the first time originally by the researcher specifically for the purpose of research is called primary data. The primary data for this study has been collected from 50 respondents.The data obtained from published or unpublished sources are called secondary data sources used in this research include magazines, textbook, journals.

II. REVIEW OF LITERATURE

Liu Xuemei, etal.. (2025), studied the grasp the research landscape and emerging themes within literary tourism, it is essential to examine the progression of research trajectories, pinpoint innovative topics, and offer direction for upcoming investigation. Utilizing Cite space software, we conducted a literature analysis on literary tourism within the Web of Science database from 2003 to 2022. The findings indicate that the field's research is expanding and becoming more varied, concentrating mainly on tourist destinations, visitor satisfaction, and aspects of marketing and management.Muhammad Asraf Fauzi (2025), examined the connection between sustainable tourism and the Sustainable Development Goals (SDGs). The study highlighted that since the adoption of the SDGs in 2015, the management of sustainable tourism has become more structured due to the availability of a well-defined set of

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objectivesDinesh babu. M, Kannan. R (2020), examined the contribution of budget hotels to the tourism sector is noteworthy. These hotels cater to both domestic and international Travelers, providing high-quality services during their stays, many hotels in Tamil Nadu offer very low and flexible rate to helps recover from the challenges posed by the COVID-19 pandemic. The industry faced significant difficulties during the 2020-21 period. Both Central and State government have implemented generous policies to support tourism growth by providing various tax exemptions and other incentives.

Purpose of your visit to Trichy of respondents

S.NO	Purpose of your visit to Trichy	No. of Respondents	Percentage
1	Religious tourism	20	40
2	Historical / Heritage tourism	9	18
3	Leisure / vacation	11	22
4	Business / work	10	20
	Total	50	100

Source: Analyzed with Primary Data

Above the table, purpose behind the respondents' visits to Trichy. The data indicates that religious tourism attracts the largest share of visitors, accounting for 40% of the respondents. Historical and heritage tourism follows with 22%, while 20% of the respondents visit for other purposes. Leisure and vacation visits constitute 18% of the sample, and business or work-related visits account for the remaining 10%. It is evident that religious tourism is the predominant motivation for visiting Trichy among the majority of respondents.

Distribution of Respondents the Hospitality of local people in Trichy

S.NO	The Hospitality of local people in Trichy	No. of Respondents	Percentage
1	Very good	5	10
2	Good	36	72
3	Average	8	16
4	Poor	1	2
	Total	50	100

Source: Analyzed with Primary Data

Above the table, respondents' perception of the hospitality extended by the local people of Trichy. The data indicates that the majority of respondents (72%) rate the hospitality as good, reflecting a strongly positive impression of the local residents. Around 16% of the respondents consider the hospitality to be average, while 10% rate it as very good. Only a negligible proportion of 2% of the respondents felt that the hospitality was poor. Overall, the findings suggest that the warmth and friendliness of the local population significantly contribute to a pleasant tourist experience in Trichy. The majority of the respondents 72% are good facilities of Hospitality in Trichy.

Respondents of satisfaction with tourism facilities in Trichy

S.NO	Satisfaction with tourism facilities in Trichy	No. of Respondents	Percentage
1	Highly satisfied	6	12
2	Satisfied	30	60
3	Neutral	11	22
4	Dissatisfied	3	6
	Total	50	100

Source: Analyzed with Primary Data

Above the table,the overall satisfaction level of respondents regarding tourism facilities in Trichy. The data indicates that the majority of respondents (60%) are satisfied with the tourism facilities available in the city, reflecting a generally positive tourist experience. Around 22% of the respondents maintain a neutral stance towards the facilities, while 12% expressed a high level of satisfaction. Only a minimal proportion of 6% of the respondents are dissatisfied

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with the tourism facilities in Trichy. Overall, the findings suggest that the tourism infrastructure and facilities in Trichy are well appreciated by the majority of visitors, indicating a favorable and encouraging outlook for the continued development of tourism in the city.Many of the respondents 60% are satisfied in satisfaction with tourism facilities in Trichy.

Findings of the Study

• The study shows that male and female respondents participated equally, indicating balanced representation in the survey.

• It found that 36% of the respondents belong to the age group of 41 to 50 years, forming the majority of the respondents.

• The study reveals that 48% of the respondents have completed their degree, indicating that most tourists are well educated.

• It is observed that 44% of the respondents belong to other occupational categories, showing that tourists come from diverse job backgrounds.

• The analysis indicates that 46% of the respondents earn a monthly income between □10,000 and □25,000, representing the majority income group.

• The study shows that 74% of the respondents are from other districts of Tamil Nadu, indicating that most tourists visiting Tiruchirappalli district come from within the state.

• It is found that 42% of the respondents visit Trichy occasionally, which represents the majority travel frequency among tourists.

• The study reveals that 36% of the respondents visit Trichy for other reasons, apart from the commonly stated reasons like pilgrimage or leisure.

• The analysis shows that 66% of the respondents visit Trichy for devotional purposes, highlighting the religious importance of tourist places like Sri Ranganathaswamy Temple.

• It is observed that 44% of the respondents prefer visiting during festival seasons, as many religious festivals attract large numbers of tourists.

• The study indicates that 58% of the respondents consider the cleanliness of tourist sites in Trichy to be good.

• It is found that 60% of the respondents feel safe while traveling in Trichy, indicating a positive perception of safety among tourists.

• The analysis reveals that 64% of the respondents are satisfied with the roads andtransportation facilities in Trichy.

• It is observed that 72% of the respondents consider hospitality facilities in Trichy to be good, reflecting positive service experiences.

• The study shows that 52% of the respondents rate food and restaurant facilities in Trichy as good.

• It is found that 68% of the respondents are satisfied with the tourist guidance boards and signboards available in Trichy.

• The analysis indicates that 50% of the respondents consider the parking facilities in Trichy to be good.

• The study reveals that 66% of the respondents agree that Trichy is suitable for family tourism.

• It is observed that 62% of the respondents prefer temple visits as the main tourism activity in Trichy, highlighting the district's potential for religious tourism.

• The study shows that 54% of the respondents agree that transportation networks should be improved in Trichy.

• It is found that 46% of the respondents strongly support the development of new tourist spots in Trichy.

• The analysis indicates that 48% of the respondents support the development of eco-tourism activities in the district.

• The study reveals that 40% of the respondents believe that tourist places in Trichy are well maintained.

• It is observed that 48% of the respondents support the development of digital tourism services.

• The analysis shows that 38% of the respondents have heard about government tourism schemes but are not clearly aware of them.

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• It is found that 54% of the respondents feel that government support for tourism development in Trichy is good.The study reveals that 44% of the respondents are aware of the activities of the Tamil Nadu Tourism Development Corporation.
• It is observed that 66% of the respondents rated tourism facilities in Trichy as good.
• The analysis shows that 60% of the respondents are satisfied with the overall tourism facilities in Trichy.
• It is found that 62% of the respondents are willing to recommend Trichy as a tourist destination to others.
• Finally, 70% of the respondents rated Trichy as a good tourist destination, indicating a positive overall perception of tourism in the district.

III. SUGGESTIONS

1. Proper maintenance is required cleanliness; facilities make a big difference. Security's a must be increased for ensuring people safety. Awareness about keeping the place clean world definitely help.
2. There is a road maintenance – Some roads need repair and proper drainage system to avoid water stagnation during rainy season. Cleanliness and waste management – More dustbins and regular cleaning will help to keep the city neat.
3. Tourist facility development – Improve facilities near place like Rock Fort Temple and Srirangam Temple for visitors.
4. Sanitation and public parking in Temple can be improved.
5. The government should take initiative to promote Tiruchirappalli tourism such as digital media, pamphlets, and issue magazine.
6. The government should appoint more tourist guide and increased tourist agencies.
7. The government should encourage the local shops and products to exhibits the tourist places.

IV. CONCLUSTION

The present study was conducted to understand the preferences and satisfaction level of tourists visiting Tiruchirappalli district. Tourism is an important sector that contributes to economic development by generating employment opportunities, supporting local businesses, and promoting cultural heritage. Tiruchirappalli has developed as an important tourist destination in Tamil Nadu because of its religious importance, historical places, and cultural attractions.

The study was carried out using a survey among 50 respondents. The result show that many tourists visit Trichy mainly for religious purposes, especially temple visits. The study also indicates that festival seasons attract more visitors to the city. Most of the respondents visit Trichy occasionally, while some of them visit frequently for various purposes such as leisure, sightseeing, and business.The findings reveal that the majority of tourism facilities available in Trichy. Respondent related aspects such as cleanliness of tourist places, transportation facilities, hospitality of local people, and the availability of food and restaurants as good. These factors help create a positive travel experience for visitors. However, the study also shows that certain improvements are required. Some respondents suggested that the transportation network should be improved and tourist spots should be better maintained. In addition, awareness about government tourism schemes should be increased so that tourists and local communities can benefit form them.In conclusion, Tiruchirappalli has strong potential for further tourism development. With better infrastructure, improved maintenance of tourist attractions, and effective promotion of tourism activities, the city can attract more visitors in the future. This will help strengthen the tourism sector and contribute to the economic and social development of the region.

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