



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON PROMOTION OF TOURISM IN MADURAI DISTRICT

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Abstract

Tourism plays a significant role in the economic and cultural development of a region. The present study focuses on the promotion of tourism in Madurai District, which is one of the most important historical and cultural destinations in Tamil Nadu. Madurai is widely known for its ancient temples, rich heritage, vibrant culture, and traditional festivals that attract a large number of domestic and international tourists every year. The study aims to analyze the existing tourism resources, promotional strategies, and the role of government and private sectors in developing tourism in the district. This research examines the various tourist attractions such as historical monuments, religious centres, cultural events, and local traditions that contribute to the tourism potential of Madurai. It also highlights the

importance of marketing strategies, digital promotion, infrastructure development, and hospitality services in attracting more visitors. The study further identifies the challenges faced in tourism promotion, including lack of awareness, inadequate facilities, and limited promotional activities. The findings of the study suggest that effective promotional strategies, improved infrastructure, better transportation facilities, and active participation of local communities can significantly enhance tourism development in Madurai District. The study concludes that proper planning, sustainable tourism practices, and modern promotional techniques such as digital marketing and social media promotion can help increase tourist inflow and contribute to the overall economic growth of the district.



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Keywords: Marketing, Media, Tourism, Digital, Services, Strategies.

Introduction

The prospective of the tourism sector to accelerate economic and social development thereby transforming economies has been internationally accredited. Tourism has been placed on a precedence platform in India with the Governments at the center and the states making concerted efforts to exploit the tourism resources existing at the national and local level. However, in exploring avenues for consolidating the tourism strengths of the country, it would be vital that India be sensitive to global developments and demands, responsive to changing international trends and tourist perceptions. Tourism being developing sector in India has started growing with substantial pace. India is a fabulous nation offering almost all the tourism products available under a single roof (destination). From amazing beaches to hills, from oldest culture to the youngest paradigm shift, from still existing barter system to highly urban digital system market, all are available in India the business of tourism offers a very bright future to the citizens of India. There is historical, heritage, nature based, medicine based, religion based, and culture-based products of tourism in India. This could be developed to their fullest extent.

Statement of the Problem

India is one of the prevalent tourist destinations in Asia confined by the Himalayan ranges in the North and surrounded, on three sides by water, India offers a wide collection of places to see and things to do. It is a country with different customs. It has a traditional heritage with a mixture of many religions, languages and races. India is a country with all types of cultural and spiritual places visited by domestic tourists and foreigners. This is a major source of revenue for our country. The charming backwaters, hill stations and landscapes mark India a lovely country. They fascinate tourists from all over the world. Tourism is one of the growing industries of the world. It is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. It indicates a vibrant role in the economic development of a country in terms of employment, creation and generation of foreign revenue. It plays a major role in the creation of jobs, development of enterprises, growth of infrastructures and main source of revenue to the Government.

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Objectives

- To analyze the current tourism infrastructure and facilities in Madurai.
- To understand the perception of tourists and stakeholders about tourism in the district.
- To identify challenges faced in promoting tourism.
- To assess the role of cultural and heritage sites in attracting tourists to Madurai.

Methodology

Research methodology includes data collection, mode of data collection, sampling technique and tools of analysis tested in the study.

Data Analysis

- Charts
- Tables

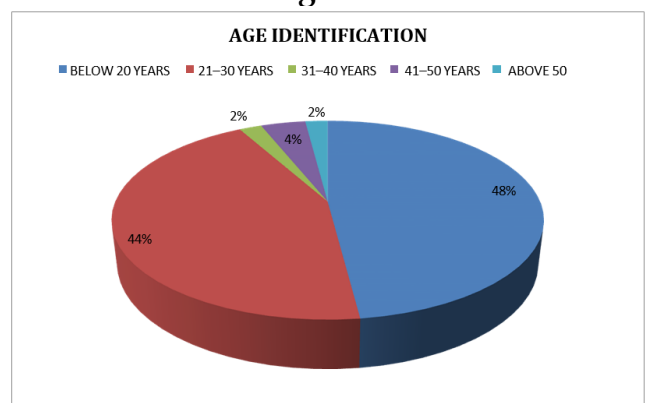
Tourism is one of the fastest growing sectors in the global economy, playing a vital role in cultural exchange, economic development, and regional identity. In India, tourism has long been recognized as a major source of revenue and employment, with different regions offering unique experiences to both domestic and international travelers. Tamil Nadu, in particular, is renowned for its rich heritage, diverse culture, religious traditions, and architectural marvels. Within

Tamil Nadu, Madurai District stands out as one of the oldest and most historically significant cities in the country, often referred to as the —Athens of the East. It is a city that harmoniously blends spirituality, history, culture, and commerce, making it a prime destination for tourism.

Table: 1
Showing age of the respondents

Age class	No. of Respondent	Percentage
Below 20 years	24	48
21-30 years	22	44
31-40 years	1	2
41-50 years	2	4
Above 50 years	1	2
TOTAL	50	100

Diagram: 1





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Interpretation

The age distribution of respondents shows that the majority are young. Nearly half of the participants (48.1%) are below 20 years old, followed by 43.3% who fall within the 21–30 years age group. Only a small proportion of respondents are in the older age brackets: 1.7% is aged 31–40 years, 5.9% are aged 41–50 years, and 1 respondent (about 1%) is above 50 years. This indicates that the sample is predominantly composed of younger individuals, with relatively few older respondents.

Findings

- Majority (48.1%) of respondents are below 20 years old
- Majority 80% of respondents are very familiar with the subject

Conclusion

Tourism could generate local employment, both directly from the tourism sector and from various support and resource management sectors. It could stimulate local industry, that is hotel, restaurants, transport systems, shopping centers, souvenirs and guide services. It generates foreign exchange. It diversifies the local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient.

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