A Study on the Attractiveness Factors Influencing Heritage Tourism: Tourist Perceptions and Destination Appeal in Pondicherry

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Abstract- *This study describes and finds out to the Tourist Perceptions and Destination Appeal in Pondicherry Heritage Tourism Attractiveness. Here Heritage Tourism Attractiveness factors are Cultural and Historical Value, Infrastructure and Accessibility, Preservation and Maintenance, Tourist Experience and Engagement, Marketing and Information Availability, Local Community Involvement and Safety and Security. In the study to finds out through the Path Regression Analysis, which factors are most impact to Pondicherry Heritage Tourism?. The convenience sampling technique is applied to this study to measure tourists' perceptions and opinions about the Heritage Tourism.*

Keywords: Heritage Tourism, Pondicherry Tourism Cultural and Historical

I.   INTRODUCTION

Travelling to experience and appreciate a place's natural, historical, and cultural history is known as heritage tourism. In order to learn about the past and become involved with local customs, it involves visiting historical sites, monuments, museums, and other locations of cultural significance. Both material and intangible goods are part of heritage. It consists of the following: Historic structures, monuments, and the locations of significant historical occurrences, such as battles, traditional landscapes, indigenous wildlife, language, literature, music, and art, as well as traditional lifestyles that include sports, food, and drink. Preserving the area's cultural legacy becomes essential if tourism is to become a socially acceptable activity without fostering bias, discrimination, and animosity. Additionally, heritage tourism describes travel to locations that represent the past or have something to do with representations of intangible heritage, such archaeological sites. Managing locations for public visits in order to provide the best possible tourist experience is a well-liked cultural tourism activity.

II.   REVIEW OF RELATED LITERATURE

Heritage is created in a place based on itineraries that include handicraft trails, temples, architecture, and so on, claims Iniyan, E. (2015).To raise awareness of the importance of cultural heritage, heritage site centres must be established in all locations of historical and cultural significance. Tourists might have access to information centres, and district officials could have offices set up to get technical assistance. Information centres can also provide special tools for historic preservation and provide local authorities and residents with relevant advice about the sites. Travellers may be persuaded to visit a certain location by appropriate marketing, electronic media promotion, and advertising of cultural or heritage assets.

Seven elements were recognised by the writers of Kim, J.H. et al. (2012) as being crucial in determining tourists' experiences and personal memorability: information, local culture, novelty, engagement, refreshment, hedonism, and meaningfulness. Recognizing and fostering tourists' positive recollections is thought to provide competitive advantages in the contemporary tourism sector. Additionally, there are studies that measure visitors' experiences in relation to a specific destination.

Commission for Europe (2002) Festivals, events, banquets, music, theatre, performances, village and rural life (such as farms and Sunday markets), gastronomy, visiting and tasting local products, general sightseeing, village buildings and

"atmosphere," visiting historic and religious monuments or local vernacular buildings and ruins, and well-known locals are all examples of typical European culture tourism.

III. RESEARCH DESIGN AND SAMPLE

In the present study descriptive research design was used. Descriptive research studies are those studies which are concerned with describing the perception and opinion of a particular individual, or a group. Here the study describing the Attractiveness Factors Influencing Heritage Tourism in Pondicherry. Descriptive research is a widely accepted method in fact-finding, and the study includes adequate and accurate interpretation of results. The convenience sampling technique is applied to this study to measure tourists' perceptions and opinions about the Heritage Tourism. 120 sample data is collected from potential tourist to understand specific opinions about Heritage Tourism.

IV. ANALYSIS AND INTERPRETATION

The study takes Path Regression Analysis of Heritage Tourism Attractiveness in Pondicherry

Model	R	R-Square	Adjusted R-Square	Std.Error of the Estimate
Heritage Tourism	0.958	0.917	0.916	.26349

a. Predictors: (Constant), Cultural and Historical Value, Infrastructure and Accessibility, Preservation and Maintenance, Tourist Experience and Engagement, Marketing and Information Availability, Local Community Involvement and Safety and Security

Model reveals that R- (Multiple Correlation Coefficients) value is 0.958. It is measuring the degree of relationship between the Heritage Tourism Attractiveness in Pondicherry and the predicted values like Cultural and Historical Value, Infrastructure and Accessibility, Preservation and Maintenance, Tourist Experience and Engagement, Marketing and Information Availability, Local Community Involvement and Safety and Security.

R-Square (Coefficient of Determination) value is 0.917. It is more than about 91% of the variation of Heritage Tourism Attractiveness in Pondicherry is explained by the variation in the independent variables. Adjusted R- squared value is 0.916. It adjusts the statistic based on the number of independent variables in the model. That is the desired property of goodness-of- fit statistic.
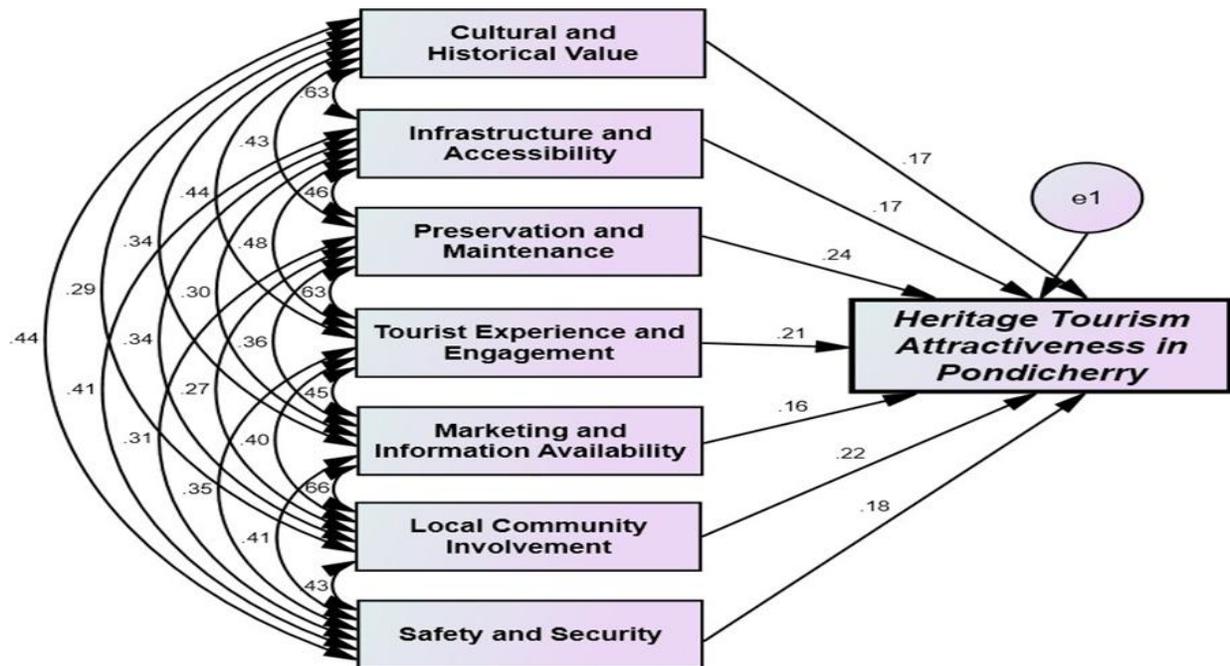
Table-1: Model Fit Summary

Fig-1: Path Regression Analysis of Attractiveness Factors Influencing Heritage Tourism in Pondicherry

Table-2: Regression Weights for Attractiveness Factors Influencing Heritage Tourism in Pondicherry

Regression Weights	Std. Estimate	S.E.	C.R.	P
Heritage Tourism Attractiveness<---Cultural and Historical Value	0.169	0.011	11.628	0.000
Heritage Tourism Attractiveness<---Infrastructure and Accessibility	0.167	0.011	11.293	0.000
Heritage Tourism Attractiveness<---Preservation and Maintenance	0.241	0.011	16.911	0.000
Heritage Tourism Attractiveness<---Tourist Experience and Engagement	0.212	0.011	14.171	0.000
Heritage Tourism Attractiveness<---Marketing and Information Availability	0.158	0.011	10.445	0.000
Heritage Tourism Attractiveness<---Local Community Involvement	0.223	0.011	15.020	0.000
Heritage Tourism Attractiveness<---Safety and Security	0.178	0.010	13.807	0.000

Note:.000is1%α-significantlevel

V. FINDINGS

Here Path Regression analysis employed on all seven variables; among them, all variables are highly significant at 1% α -significant level. The significant variables are comparing with estimated values, the resulted that the first influenced Heritage Tourism Attractiveness in Pondicherry is Preservation and Maintenance and the estimate value is 0.241. The second influenced variable is Local Community Involvement and the estimate value is 0.223. The third influenced variable is Tourist Experience and Engagement and the estimate value is 0.212. Fourth influenced variable is Safety and Security, fifth influenced variable is Cultural and Historical Value then Infrastructure and Accessibility, final influenced variable is Marketing and Information Availability.

VI. CONCLUSION

The study concludes the factor of Heritage Tourism Attractiveness in Pondicherry is Preservation and Maintenance, Local Community Involvement then Tourist Experience and Engagement; that means the Pondicherry tourist highly attractive factor is Condition and conservation of heritage sites, Government and community involvement in preservation and Cleanliness and upkeep, furthermore they feel good like Participation of local people in tourism activities, Cultural performances &local crafts and Attitude of local residents toward tourists

VII. SUGGESTIONS

According to the study findings give some suggestion to the Pondicherry tourism like all factors are good; from the tourist perception and opinion they are expiations slightly improvement of Marketing and Information Availability like, Online visibility and promotion, Availability of brochures, maps, and historical content finally Social media influence and digital reach.

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