39. The Role of social media On Marketing Heritage Tourism Destination in The City of Kancheepuram

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ABSTRACT:

Kanchipuram city, which has a wide scope in attracting more number of tourists to visit the heritage destinations and increase revenue to the tourism industry through foreign exchange income. Kanchipuram is the most ancient city in South India and has numerous cultural and historical heritage sites. Nearly there are one thousand five hundred plus temples in the Kanchipuram city but it is underrated which is why very few destinations have been known and visited by tourists. The paper objective is to bring out the significant role of travel blogs and vlogs which has a very effective impact on making the readers and viewers into customers through one of the most used digital marketing platforms in India such as Instagram, to market the cultural heritage products. This 2024 years theme for tourism day has already set to remind us on the importance of preserving our rich cultural heritage sites. Through the findings a case study also has been done for better understanding of the role of digital marketing on Tourism destination.

KEYWORDS:

Kancheepuram, Heritage, Tourism, Marketing, Influencers, Social Media.

Methodology:

The type of research used in this paper is descriptive qualitative research, where the data have been gathered from various research papers, articles, journals, government official websites, online travel agencies portals, and reports of the tourism government organization.

After studying and analysing, the data needed is brought into the paper for discussions to arrive at the conclusions.

Introduction to Tourism:

The word "tour" is derived from the Latin word 'TOURNE' and the Greek word TORNOS', meaning a lethe or circle, the monument around a central point or axis. (1) The history of Tourism dates back to an even more early age when the word 'TOURIST' was coined at the end of the 18th century. According to the Western tradition, travel was arranged in a more organized way with supporting infrastructure facilities, Sightseeing, and various destination and Experience can all be found in ancient Rome and Greece, which has been a main claim for the origin of ' HERITAGE TOURISM' which actually amines to the appreciation & to celebrate the historical importance of the sites due to recognize their cultural importance (2)

Heritage Tourism:

The word 'HERITAGE' 'inheritance' generally means transferring something from generation to generation, it plays a role in carrying historical Values from the past it is also viewed as a part of the Cultural Tradition of a society. Heritage tourism is people traveling to landscaped, historical sites, buildings, or old monuments and experiencing diverse cultural forms with the travel based on nostalgic values and traditions cultural heritage tourism not only engages tourism with the monument forms but in more intangible ways with various contemporary behavior and prediction (3)

The government Tourism department and Private tourism agencies have contributed more to the heritage protection property, conservation, and renovation, these have a huge impact on the tourism potential. (4) It's also said that more international tourist visiting our state due to their interest in our diversified cultural b/ Heritage destination, and it seems to have increased recently and is also expected to increase in future years (5)

A nation that has no cultural heritage is like an orphan who has nothing to feed upon. India has a diverse culture, rich in heritage and deep roots dating back to the ancient period. Heritage has been a significant reason for the financial growth of the tourism industry thus it is important to be listed among the UNESCO sites as it creates international cooperation which would eventually create funds for the protection and conservation of historical sites.8 The state itself is the most religious diversified nation as it plays a vital role in many visitors' motivation to travel to our nation.9

Introduction to Kanchipuram:

Nagareshu Kanchi, it's one of the seven Mukti kshetras to be best known as south India's city of the past. There is earlier literature on Tamil that has references and inscriptions of the city's names as Kanchipuram, Kanchipedu, Kanchi, Kanchinagara and Kanchipuram. The name Kachi is the oldest name of all the other names termed. The word Kanchi means a tree, this tree was abounded in a forest of this area and thus it was termed as such. Ka stands for Brahma and anchi means to worship, so in this place, Brahma worshiped lord Shiva. This city has been home to various pilgrim travelers for various religious movements. It laid first with the foundation of South India's ancient art and architecture.

The very first structural stone temple was built during the early Pallava period. (11) It is a city of nearly 1000 temples, and it is also named the golden city of temples.

"கச்சி மாநகர் ஓர் தட்டுங் கடவுளர் உலகோர் தட்டும் வைச்சு முன் அயனார் தூக்க மற்றது மீது செல்ல நிச்சயம் முறுகித் தாழ்ந்து நிலமிசை விழும் இவ்வூரை இச்சகதூர்களோடும் எண்ணுதல் மடமை பாற்றே"

This is translated as even out of ignorance no one can compare the city of Kanchi with any other city not even to balance Brahma with Kanchi because the greatness of this city overweighs on one side compared to the other cities put together on the other side. (12)

All Streets leads to Temples:

Kanchipuram is known as the town of temples. The city has been a great seat of culture. Xuanzang a Chinese monk traveler in his book has specified that he had visited kanchi in the middle of the 7th century and has praised the city as a prosperous urban center surrounded with paddy fields and filled with sacred buildings. He was impressed with many temples in and around the city but surprisingly he had visited centuries back before even the construction of the temple city had begun. The rulers and the residents of the city have dwelled during these formative centuries and have sponsored the construction of more stone temples that stand still under preservation even today. Kanchi temples attracted a wide network of merchants and devotional communities which was a main motivating factor for one to travel to the city. This city also has another name Siva Vishnu kanchi, because both Saivism and Vaishnavism have been given equal importance. No visitor would take an opportunity to not visit the temples as it has beautiful shrines, manifested architectural monuments, etc. (14) The Pallavas were the early dynasty rulers who had been the reason behind the heritage temples, and then followed the Chola period rulers who were no less in constructing temples during their period. Then during the Vijayanagara period, they focused on the addition and reconstruction of the previously built temples. (13)

Role of Instagram:

In India, Instagram is the most used social media platform in 2023 with 74.70% of the internet users enrolled. There are 516.92 million active Instagram users in India. This has been a major platform for all industry people to connect with individuals worldwide. The Instagram was launched globally on 2010, and racked by 25000 users in one day. In India the usage of this application accelerated by 2015 with more than 10 million users in the country. Instagram has created a major impact when it comes to Tourism Industry. As tourism is an Intangible product where one person can experience and create memory only after they reach the destination as it cannot be touched beforehand. Thus, through instagram there are lots of pages which is exclusively used for marketing tourism destinations which posts pictures and videos of their visit to unexplored places in and around India. Kanchipuram in particular has 1500+ temples which are not known by everyone as few are not marketed well. Through Instagram we can make the readers and viewers into customers as they get to see attractive pictures and full detail on various elements of Travel.

Why chose Kanchipuram is because it is one of the most ancient historical cities which has numerous heritage sites which is a major reason for international tourist to visit India. As our nation is rich by its culture and heritage which is being a motivational factor for a greater number of tourists to travel to our nation.

Summary of in a World of social media: A Case Study Analysis of Instagram:

The findings of the research study and its conclusion suggests that Instagram has become one of the most essential social media marketing tool for all industry. Instagram has been better platform for individuals to share and connect ideas with foreign worlds, increase humankinds' knowledge and increase diversity. The growth of instagram has evolved rapidly as it started simply as mobile photo sharing application to an advertising platform worldwide. The process of reaching out to the products and services are available instantly and effortlessly. Also, the study concluded with the minor issues of the usage of using instagram by the businesspeople is the copyright issues which is detrimental to one's brand. To the younger generation on the Issues with Iphone and in android application alone it works and only one account user. To the old generation on the news, sports and events are not covered. Thus, the study suggests Instagram could increase the survival rate of various new social media platforms and provide better understanding of the application as a significant strategic tool for businesspeople.

Conclusion:

Keeping the objectives of the study chosen for the paper, the study were focused on the data concerning to the role of instagram in marketing the heritage monuments through travel blogs and vlogs. The platform has made it easier than ever for people to share photos and videos of their travel experiences, which has inspired others to explore new places and most convincing form for people to get attracted and motivated in order to explore new destinations. Only when more new places be explored and visited by worldwide tourists the historical heritage monuments gets to be sustained for future generations to use and experience the ancient assets. Instagram has a significant role as it has revolutionized the people posting their experience from departure to arrival every step and stages during their travel which eventually enables new travelers to travel without any hesitation, exchange tips and plan their itinerary accordingly from the blogs and vlogs reading their shared experience prior to their travel which stops from being a travel barrier.

The detailed discussions in the paper based on the excerpts of the previous study and finding, chosen for study, clearly indicate two conclusions which are answers to the objectives of this paper:

Social media has changed the way people started making travel choices. People wants to have better knowledge on the places to be visited and information's related to accessibility, amenties, accomodation, attraction, and activities before they travel to a destination.

With the implementation of the suggested points of attention, it is understood that for tourism marketing social media is a massive base which covers broad international and domestic audience. Especially instagram can create more marketing tools to promote various tourism heritage destinations.

This has also created travel enthusiasts to create and build community. From past depending on travel agents, tour operators, guidebooks and brochures to currently people have started reading and viewing various blogs and vlogs in Instagram before travel.

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