

Cultural Heritage and Tourism in Tamil Nadu: A Catalyst for Societal Development

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Abstract

This paper explores the multidimensional role of cultural heritage tourism in Tamil Nadu with contributions to interfacing the past and the present, economic and social development, and ensuring anti-challenges from overcrowding to commercialization and environmental degradation. It points to the importance of sustainability, technological development, and community involvement in long-term viability. Cultural heritage tourism does not only empower local communities but also give room for interaction by travelers with the living traditions, however, there are risks in heritage sites when over-commercialized or overcrowded. This sector can turn into a transformational force if it incorporates smart technologies, including virtual and augmented reality, along with community-driven initiatives, thus celebrating diversity, and enabling the future generations to experience heritage in meaningful ways. The literature review covers tourist motivations, barriers facing heritage tourism, and the use of technology for enriching visitor experiences. The study uses AI-driven tools to analyze visitor demographics, motivations, and challenges in Tamil Nadu, with recommendations on multilingual resources, digital engagement, and sustainable tourism practices. Findings indicate the importance of cultural authenticity, the gap in the adoption of digital tools, and the potential for sustainable practices to drive growth without compromising preservation. Ultimately, this paper provides actionable insights for balancing economic growth and cultural preservation.

Keywords: Cultural heritage tourism, Tamil Nadu, sustainability, technology integration, community involvement, virtual reality, overcrowding, economic development

Biographies

Dr. Mareena Abraham is an Asst. Professor and has a keen interest in entrepreneurship area. She has been teaching since 8 years.

Dr. Veena Tewari has 22 years of experience and at present she is affiliated to the UTAS (Ibri) branch. Her areas of expertise are IT in management, services marketing and entrepreneurship.