

Why Chennai is preferred within South-India for Destination Wedding? An analysis using public opinion

Shyam Gautham S.

Catering Sales Coordinator, The Leela Palace, Chennai
Email – shyamgautham10@gmail.com

Abstract: *Wedding is a religious culture which is being followed from 2350 B.C. uniting one gender with another gender. Wedding is a traditional way which belongs to the group of religious and private event organised across India. In India, around 30,000 wedding are organised per day on average which is almost 9 lakh per month and 10 million per year. Each wedding are with an average of INR 5-10 lakh to organize a wedding in India. Destination wedding are a vogue in the present trend of tourism sector which the family, bride & groom will have an experience of getting married in their desired destination not usual as other. Destination wedding is travelling from their destination and getting married at their dedicated destination. Chennai as a wedding destination is preferred due to the culture and confluence of diverse culture. Chennai also replicates the cultural heritage in the cuisines, arts and structure of building. Chennai has included the magnificent infrastructure such as five-star hotels, boutique hotels, resorts and villas with modern amenities & dedicated wedding planners, photographers according to your budget. The aim of the study is to witness that Chennai as a wedding destination has the essential infrastructure to accommodate destination wedding with affordable cost. Qualitative Data has been complied through face-to-face interview and questionnaire with family and event planners.*

Key Words: *Destination Wedding, Wedding Planners, Chennai, Infra-structure, Culture.*

1. INTRODUCTION:

Wedding an important life event celebration which is also a deeply connected and personal way where the people, place and preparation speaks about the wedding event. Wedding tourism is a purpose of travel in which the bride, groom, family, friends & colleagues travel from one country to another country or a destination to another destination [1]. Wedding across country globe is a process of ceremony bound with heritage, history, symbolism [2]. The first marriage was recorded around 2350 B.C (Mesopotamia) which unites the bride and groom by organising their family & friends for the occasion [3]. Weddings are moreover a religious or private event of the family. Destination wedding is hosted by the couple and family far away from their hometown. Wedding is an occasion which is organised by the couple and family at their interested romantic destination. Destination wedding is more than a causal wedding event organised for the relatives, friends & colleagues [4]. Destination wedding is still in its development phase comparing to the heritage tourism sector. Traditional wedding or Destination wedding involves decorative in details and accommodations for the friends, families & attendees. These organised destination wedding expresses of the tradition and ritual value to the social relation [5]. Around world these wedding ceremonies are organised with minimum costing budget of 15 – 20 lakh ranging from as per the attendees. Destination weddings are largest and growing segments in the current travel markets and wedding industry [6]. India has an excellent opportunity to top wedding tourism or destination wedding in the global map. In India, both NRI and foreigner are organising their wedding with a touch of tradition and culture of the destination. The industry generates Rs.50,000/- crore per annum with 25% of growth rate per year associated with leading star hotels, travel agents and event planner [7].

2. CHENNAI:

After independence Madras City was renamed as Chennai which is also the capital of Tamilnadu. Chennai also has a major key port and commercial hub in the southern part of India. Chennai is the fourth largest city of India also includes second largest beach in the world called Marina beach. Chennai has also the culture and attraction towards the travellers such as temples, fort, churches, beaches, Mosques, parks all around the city and which is also in an affordable cost. Chennai has also ranked the best city in India in 2014 [8]. It is also has the largest urban population in India [9]. Chennai is also known as “Gateway of South India” and well connected by road, rail, air or sea. It has also an International airport. Mamallapuram (Mahabalipuram), a historic town is just 60 km drive away from Chennai which is an ancient and popular tourist destination which attracts the travellers. Chennai has both humid wet and dry climate. During December and January the city has the coolest temperature. Festivals such as Arubathimooval, Chitirai, Kanthri, Kavadi, Thayagaraja, vellankani, pongal are the prominent festivals celebrated with a large gathering in Chennai. Tourist place such as Chennai Museum, Valluvar kottam (Stone Chariot), Bharathiar Illam, Vivekananda House, Fort St. George, Dr. MGR Memorial, Avvaiyar Statue, Kamarajar statue and etc are the antique & historical places in Chennai.

3. HOTELS & RESORTS WHICH CAN FACILITATE DESTINATION WEDDING IN CHENNAI:

- **ITC Grand Chola, Chennai** - A Luxury Collection Hotel which has a replication of Chola dynasty situated in the centre of the business hub of Chennai. The hotel is a tribute to the extraordinary vision of an era and state - Tamilnadu. The hotel is 7km driveway to the International airport and 12km from the marina beach. The hotel contains 506 spacious rooms with a preliminary category Executive club, Eva room, The tower, ITC One around 409 – 600 Sq.ft. Chola Suite and ITC Grand Chola Residences with almost a size of 1194 Sq.ft. The ITC Grand Chola has famous Suites such as Karikalan - The Presidential Suite of 2873 Sq.ft and Raja Raja Chola - The Grand Presidential Suite of 4380 Sq.ft. It also consist of restaurants such Royal Vega (Signature Vegetarian), Ottimo Cucina Italiana (Italian Cuisine), Peshawri (North West Frontier), Pan Asian (Asian Cuisine), Avartana (Southern Indian Cuisine), Madras Pavilion (Multicuisine), Cafe Mercara Express (24-Hour Coffee Shop), Tranquebar, The Cheroot - Malt & Cigar Lounge, Fabelle (Cake Shop). The hotel has Kaya Kalp - The Royal Spa, Salon Di Wills (Salon), Health & Fitness & Swimming Pool. ITC has Rajendra banquet venue of 26,533 Sq.ft with a capacity of accommodating 2245 covers in reception style, 2000 covers in theatre style, 970 covers with a sit-down style and 900 covers in cluster style. The Rajendra banquet venue can also be partitioned into four parts, Rajendra (I+II+III) with a size of 8,492 Sq.ft can accommodate 675 covers in reception style, 630 covers in theatre style, 390 covers with a sit-down style, and 300 covers in cluster style; Rajendra (IV+V+VI) with a size of 8,169 Sq.ft can accommodate 750 covers in reception style, 630 covers in theatre style, 360 covers with a sit-down style, and 270 covers in cluster style; Rajendra (VII+VIII) with a size of 9,870 Sq.ft can accommodate 820 covers in reception style, 740 covers in theatre style, 350 covers with a sit-down style, and 300 covers in cluster style; Rajendra (VIII) with a size of 5,112 Sq.ft can accommodate 400 covers in reception style, 380 covers in theatre style, 180 covers with a sit-down style and 170 covers in cluster style.
- **The Leela Palace Chennai** - confluence the Bay of Bengal and Adyar River. It is the first seafront and sea-facing hotel in city spread across 4.8 acres of land. The hotel was inspired by the architecture of Chettinad dynasty. The Leela Palace - Chennai expresses the majestic and luxurious with a large base-category room in the city. The Leela Palace, Chennai has also been awarded as “Best New Hotel” of the country in Travel + Leisure India & South Asia’s India’s Best Awards 2013. The Hotel also offers facilities such as hot tub and fitness centre to help you relaxing day after an action-packed day. It also has restaurant such as Spectra - All day dining (Multi-cuisine restaurant), Jamavar (Indian Speciality Restaurant), China XO (Chinese Speciality Restaurant), The Cake Shop (Handcrafted Cakes and Pastries), The Lobby Lounge (Hi-tea at the Lobby Lounge) & Library Blu (The Bar). The hotel also consists of 326 rooms with various category such as 287 no. of Deluxe City View room & Deluxe Sea View rooms of 538 Sq.ft, 8 no. of Premier Sea View rooms, 8 no. of Executive Suite, 13 no. of Junior Suite, 2 no. of Luxury Suite, 1 no. of Grande Suite, 2 no. of Royal Luxury Suite, 2 no. of Royal Grand Suite, 1 no. of Royal Suite, 1 no. of Chairman Suite and 1 no. of Presidential Suite. The Leela Palace Chennai consist of Banquet venue titled Grand Ballroom with a size of 12,300 Sq.ft & pre-function area of 3,800 Sq.ft accommodating 1,200 covers in reception style, 1000 covers in theatre style, 500 covers with a sit-down style, and 400 covers in cluster style; Royal Ballroom with a size of 6,500 Sq.ft & pre-function area of 2,400 Sq.ft accommodating 600 covers in reception style, 480 covers in theatre style, 200 covers with a sit-down style, and 160 covers in cluster style; Meeting Room (I & II) with a size of 1,092 Sq.ft & pre-function area accommodating 75 covers in reception style, 70 covers in theatre style, 50 covers with a sit-down style, and 40 covers in cluster style.
- **Taj Coromandel** is known for its landmarks, South Indian design and Classic Elegance of the hotel. Well-known Political such as President Jimmy Carter, His Royal Highness Prince Andrew, Emperor and Empress of Japan and President Bill Clinton have utilized the hotel for stay. It is located in Nugambakkam which has an easy access to the business district, US Consulate & shopping mall. The hotel is 17.8km driveaway to the International Airport. Taj Coromandel also has restaurant such as Southern Spice (South-Indian Cuisine), Anise (Multi-Cuisine), Golden Dragon (Chinese Cuisine), Prego (Italian), Tea Lounge which can be utilized for a finger food & Chipstead (The Bar). The hotel contains 212 rooms which can be categorised such as Luxury Suite & Grand Luxury size of 322 Sq.ft, Taj Club room size of 333 Sq.ft, Junior Suite size of 484 Sq.ft, Executive Suite & Luxury Suite size of 635 Sq.ft, Grand Luxury Suite size of 957 Sq.ft, TATA Suite size of 1,603 Sq.ft and Coromandel Suite size of 2,400 Sq.ft. Taj Coromandel has banquet venue such as Grand Ballroom with a size of 8998 Sq.ft accommodating 2,000 covers in reception style, 1000 covers in theatre style, and 400 covers in cluster style; Clive Dupleix with a size of 2,798 Sq.ft accommodating 200 covers in reception style, 150 covers in theatre style, and 96 covers in cluster style; Clive with a size of 1,496 Sq.ft accommodating 80 covers in reception style, 75 covers in theatre style, and 40 covers in cluster style; Dupleix with a size of 1,496 Sq.ft accommodating 80 covers in reception style, 75 covers in theatre style, and 40 covers in cluster

style; Willingdon with a size of 936 Sq.ft accommodating 40 covers in reception style, 40 covers in theatre style, and 32 covers in cluster style.

- **Hyatt Regency Chennai** – Is located in the business hub quintessential area called Anna Salai. The hotel is 15.1 km driveaway from the International Airport and 4.9 km from the Marina Beach. The hotel also has a 24-hour business centre, outdoor pool and Siddh spa treatments comforting body massage and facials. Hyatt Regency Chennai also has restaurant such as Spice Haat (Indian Cuisine), Focaccia (Italian cuisine), Stix (Chinese Cuisine), Biscotti (Cake Shop), Yakiniku (Japanese Cuisine) & 365 A.S. (The Bar). The hotel contains 325 Luxury rooms King Bed size of 430 Sq.ft, King Bed High Floor size of 495 Sq.ft, Regency Suite King size of 645 Sq.ft, Regency Executive Suite size of 780 Sq.ft, Diplomat Suite size of 1,173 Sq.ft and Presidential Suite size of 2,475 Sq.ft. Hyatt Regency Chennai has banquet venue such as Regency Ballroom with a size of 4,670 Sq.ft & pre-function area with a size of 4,208 Sq.ft accommodating 800 covers in reception style, 500 covers in theatre style, and 320 covers in cluster style; Abbotsbury + studio I + studio II + studio + studio terrace with a size of 10,881 Sq.ft accommodating 800 covers in reception style.
- **The Westin Chennai, Velachery** – which is 10.8 km driveaway from the International Airport and 11.8 km from the Marina Beach offers luxurious room is situated at the centre of city. It also includes Heavenly Spa by Westin & Westinworkout@ Fitness Studio. The Westin Chennai also consist restaurant such as Seasonal Tastes (Multiple Cuisines), Sunset Grill (The Bar), Daily Treats (Deli), Willows (Pub) & MKC - Madras Kitchen Company (Indian Cuisine). The hotel consist of Deluxe room, Club Access & Park or Pool View size of 420 Sq.ft, Studio Suite size of 560 Sq.ft, Business Suite size of 839 Sq.ft and Presidential Suite size of 1,259 Sq.ft. It has banquet venue such as Evolve with a size of 2,354 Sq.ft with pre-function area 1,424 Sq.ft accommodating 220 covers in banquet style, 84 covers in reception style, 70 covers in theatre style, and 36 covers in cluster style; Inspire with a size of 4,104 Sq.ft with pre-function area 2,071 Sq.ft accommodating 200 covers in banquet style, 135 covers in reception style, 120 covers in theatre style, and 63 covers in cluster style; and also Aqua area size of 2,071 Sq.ft.
- **Hilton Chennai** – Is a luxurious hotel which is 8.6 km driveaway from the International Airport and 12km from the Marina Beach features with a 24-Hour fitness centre and rooftop swimming pool situated in the business hub of Chennai. The Hilton Chennai also consists of restaurant such as Ayna (Pan-Indian Cuisine), EST (24 Hours Café), Q Bar (The Bar), Vasco's (Multi-cuisine) & Vintage Bank. The hotel consist of King Hilton Deluxe Room, King Hilton Guestroom, Twin Hilton Guestroom size of 300 Sq.ft (approx.), King Hilton Executive Suite & King Hilton Junior Suite size of 689 Sq.ft. The Hilton Chennai consist banquet venue such as Hilton Grand Ballroom with a size of 4,757 Sq.ft with pre-function area 4,144 Sq.ft accommodating 750 covers in reception style, 475 covers in theatre style, and 300 covers in cluster style; Hilton Meetings Room – I with a size of 906 Sq.ft accommodating 60 covers in reception style, 50 covers in theatre style, and 40 covers in cluster style; Hilton Meetings Room – II with a size of 966 Sq.ft accommodating 75 covers in reception style, 50 covers in theatre style, and 40 covers in cluster style.
- **The Park Chennai** – Located on the historic locations of the former Gemini Film Studio and the business bud of Chennai. It is a 16.4 km driveaway from the International Airport and 5.2 km from the Marina Beach. The Park Chennai also consists of Six 'O' One (Indian cuisine), Pasha (The Pub), Aqua (Poolside bar and Lounge), Lotus (Thai Cuisine), The Leather Bar (The Bar) & A2 (World cuisine). The Park Chennai includes room such as Deluxe Room size of 285 Sq.ft, Luxury Room size of 337 Sq.ft, Luxury Superior size of 450 Sq.ft, Luxury City Facing size of 350 Sq.ft, Residence Room size of 300 Sq.ft, Studio Suite size of 450 Sq.ft, Deluxe Suite size of 785 Sq.ft, Premier Suite size of 1,100 Sq.ft, Presidential Suite size of 1,500 Sq.ft. The Park Chennai consists banquet venue such as Sansara with a size of 2,000 Sq.ft (Approx.) accommodating 500 covers in reception style, 180 covers in theatre style, and 80 covers in cluster style; Chandra with a size of 1,000 Sq.ft (Approx.) accommodating 70 covers in reception style, 50 covers in theatre style, and 25 covers in cluster style; Surya with a size of 1,000 Sq.ft (Approx.) accommodating 70 covers in reception style, 50 covers in theatre style, and 25 covers in cluster style.
- **Feathers A Radha Hotel** – Located nearby DLF and Chennai Trade Centre which 8 km driveaway from the International Airport and 14.6 km from the Marina Beach. Feathers Chennai includes restaurant such as Tamak (Cocktail Bar), Skyloft – Roof top Dining (Multi-cuisine), Waterside (All-Day dining), Vapor (Lounge Bar), Barefoot (Pool Bar) & Truffles (Tea Lounge). Feathers A Radha Hotel consist of rooms such as Executive and Premium room size of 300 Sq.ft (Approx.), Junior Suite size of 421 Sq.ft, Metropolitan Suite size of 866 Sq.ft & Presidential Suite size of 1,576 Sq.ft. Feathers A Radha Hotel includes banquet venue such as Carnation with a size of 9,250 Sq.ft with pre-function area 5,600 Sq.ft accommodating 2000 covers in reception style, 700 covers in theatre style, and 500 covers in sit-down; Tulip with a size of 4,000 Sq.ft (Approx.) accommodating 350 covers in theatre style.

- **The Raintree Hotel Anna Salai** – Located in the hub of corporate activity with 14.6 km driveaway from the International Airport and 5.2 km from the Marina Beach. Business hotel which offers attentive service, luxury accommodation, first-class facilities & amenities for the stay. The Raintree Hotel Anna Salai includes restaurant such as The Kitchen (Multi-cuisine), Madras (South-Indian Cuisine), Madera (Lounge Bar), Up North (Authentic Punjabi cuisine), & High (Sky lounge by the pool). The Raintree Hotel Anna Salai consist of room category such as Deluxe room & Club room size of 230 Sq.ft (Approx), Studio room size of 400 Sq.ft, Executive Suite size of 600 Sq.ft (Approx.) and Presidential Suite size of 895 Sq.ft. The Raintree Hotel Anna Salai includes banquet venue such as The Mauve-Lilac Room with a size of 3,400 Sq.ft accommodating 400 covers in reception style, 252 covers in theatre style, and 112 covers in cluster style; The Purple Room with a size of 3,400 Sq.ft accommodating 400 covers in reception style, 276 covers in theatre style, and 120 covers in cluster style; The Mauve Room with a size of 1,917 Sq.ft accommodating 300 covers in reception style, 108 covers in theatre style, and 64 covers in cluster style; The Lilac Room with a size of 1,479 Sq.ft accommodating 150 covers in reception style, 72 covers in theatre style, and 36 covers in cluster style.
- **Crowne Plaza Chennai Adyar Park** – Is a business hotel which is 12 km driveaway from the International Airport and 4.8 km from the Marina Beach. Crowne Plaza Chennai Adyar Park includes restaurant such as The Residency (Multi-cuisine), Dakshin (South-Indian Cuisine), On The Rocks (International), Cappuccino (24*7 – Multi-Cuisine), The Westminster (The Bar) & Gatsby 2000 (The Pub). Crowne Plaza Chennai Adyar Park has 287 rooms in the Park Wing & Modern Aesthetics naming Club room, Deluxe room, Superior room, Club Suite, Junior Suite with an average size of 400 Sq.ft. Crowne Plaza Chennai Adyar Park includes banquet venue such as Mowbrays with a size of 3,648 Sq.ft accommodating 150 covers in reception style, 275 covers in theatre style, and 120 covers in cluster style; Chamiers with a size of 2,120 Sq.ft accommodating 60 covers in reception style, 60 covers in theatre style, and 120 covers in cluster style; Arcot with a size of 2,949 Sq.ft accommodating 60 covers in reception style, 100 covers in theatre style, and 60 covers in cluster style; Greenways with a size of 2,712 Sq.ft accommodating 90 covers in reception style, 180 covers in theatre style, and 100 covers in cluster style; Elliots 1 & 2, Lloyds 1 & 2, Wallace with a size of 800 Sq.ft (Approx.) accommodating 16 covers in reception style, 35 covers in theatre style, and 20 covers in cluster style.
- **Taj Fisherman's Cove Resort & Spa, Chennai** – Is a beach resort in Chennai side of Bay of Bengal and a drive away of 37.5km from the International Airport. Taj Fisherman's Cove Resort & Spa consists restaurant such as Seagull (Multi-cuisine), Bay View (Sea Food Speciality), Upper Deck (Continental), and Sun Burst Bar (Bar or Cocktails). It consist of rooms such as Superior room size of 270 Sq.ft, Deluxe Room Garden View size of 462 Sq.ft, Deluxe Room Sea View size of 290 Sq.ft, Premium Cottage Garden View & Premium Cottage Sea View size of 365 Sq.ft, Premium Villa Sea View size of 419 Sq.ft, Luxury Sea View Suite size of 570 Sq.ft, Premium Cottage Partial Sea View size of 365 Sq.ft & Grand Villa Sea View King Bed size of 1,235 Sq.ft. It also consist award winning Jiva Spa chargeable basis and fitness centre on complimentary basis. Taj Fisherman's Cove Resort & Spa, Chennai consist banquet venue as Taj Fisherman's Cove Resort & Spa, Chennai-Casuarina with a size of 4,004 Sq.ft can accommodate 300 covers in reception style, 250 covers in theatre style, 120 covers in circular style; Taj Fisherman's Cove Resort & Spa, Chennai-Casuarina-grove-outdoor with a size of 7,997 Sq.ft can accommodate 300 covers in reception style; Taj Fisherman's Cove Resort & Spa, Chennai-Strategy And Analysis with a size of 893 Sq.ft; Taj Fisherman's Cove Resort & Spa, Chennai-Machaan-outdoor with a size of 1,001 Sq.ft; Taj Fisherman's Cove Resort & Spa, Chennai-New Beach Outdoor with a size of 19,999 Sq.ft can accommodate 2000 covers in reception style; Taj Fisherman's Cove Resort & Spa, Chennai-Tango(ground-floor) with a size of 2,658 Sq.ft can accommodate 200 covers in reception style, 200 covers in theatre style, 75 covers in circular style.
- **InterContinental Chennai Mahabalipuram Resort** – Is located within close proximity to UNESCO Heritage site Mahabalipuram and a drive away 45.8km from the International Airport. InterContinental Chennai Mahabalipuram Resort also consist restaurant such as The Melting Pot (Multi-Cuisine), Tao of Peng (Chinese Cuisine) & The Gatsby Lounge. It also consist of rooms such as Standard room size of 250 Sq.ft (Approx), Executive Suite size of (350 Sq.ft) and Suites size of 699 Sq.ft (Approx). InterContinental Chennai Mahabalipuram Resort consist banquet venue such as Beach Lawn with a size of 5,000 Sq.ft (Approx) can accommodate 500 covers in reception style, 400 covers in theatre style; Sama 1 with a size of 3,000 Sq.ft (Approx) can accommodate 300 covers in reception style, 250 covers in theatre style; Samaya with a size of 4,000 Sq.ft (Approx) can accommodate 350 covers in reception style, 200 covers in theatre style; Sama 2 with a size of 2,000 Sq.ft (Approx) can accommodate 80 covers in reception style, 50 covers in theatre style.
- **Sheraton Grand Chennai Resort & Spa** – Is located near Mahabalipuram nearby Bay of Bengal. It is 40.8km drive away from the International Airport. Sheraton Grand Chennai Resort & Spa also consist restaurant such as The Reef (International), Pelican Deck (Bar-B-Q), Pintail Lounge (Pub), & C Salt (Seafood). Sheraton Grand Chennai Resort & Spa consist rooms such as deluxe room, Crocodile Park View, Sea View, Sea View with

Garden size of 463 Sq.ft, Executive Suite with a size of 721 Sq.ft, Bay View Suite with a size of 872 Sq.ft & Presidential Suite size of 2,690 Sq.ft. Sheraton Grand Chennai Resort & Spa consist banquet venue such as Amara Ballroom - 6,997Sq.ft with pre-function area of 3,000 Sq.ft accommodating 1000 covers in reception style, 840 covers in theatre style, and 315 covers in cluster style; Party Lawn with a size of 25,080 Sq.ft accommodating 2000 covers in reception style, and 850 covers in cluster style; Amara 1 with a size of 49,945 Sq.ft accommodating 600 covers in reception style, 480 covers in cluster style, 210 covers in cluster style; Amara 2 with a size of 24,972 Sq.ft accommodating 400 covers in reception style, 330 covers in theatre style, 105 covers in cluster style.

- **Radisson BLU Resort Temple Bay Mamallapuram** – Is located near Mamallapuram with a view of Bay of Bengal. Radisson BLU Resort Temple Bay Mamallapuram is a 56km drive away from the International Airport and 55km drive away from the Central Railway Station. The hotel also offers adrenaline-pumping ATV rides, boat adventures, scuba diving, archery, indoor games, and canoeing. Radisson BLU Resort Temple Bay Mamallapuram consist restaurant such as Water Edge Café (International Cuisine), Wharf 2.0 (Seafood), Maritime Tales (The Bar), and Sindbad (The Lounge). Radisson BLU Resort Temple Bay Mamallapuram consist rooms such as Standard Chalet size of 147 Sq.ft, Chalet - Pool View size of 128 Sq.ft, Chalet - Sea View size of 150 Sq.ft, Studio Suite size of 250 Sq.ft (approx.), Villa - Sea View size of 262 Sq.ft, Pool Villa size of 328 Sq.ft, Two Bedroom Bay Villa size of 1,300 Sq.ft (approx.), and Three Bedroom Bay Bungalow size of 1,500 Sq.ft. Radisson BLU Resort Temple Bay Mamallapuram consist banquet venue such as Grand ballroom a size of 10,500 Sq.ft accommodating 1000 covers in reception style, 420 covers in theatre style, 800 covers in cluster style; Port Hall a size of 2,432 Sq.ft accommodating 200 covers in reception style, 80 covers in cluster style, 140 covers in theatre style.
- **Four Points by Sheraton Mahabalipuram Resort & Convention Centre** – Is conveniently located in Mamallapuram which is utilized by both leisure and business travellers also. Four Points by Sheraton Mahabalipuram Resort & Convention Centre is 58km drive away from the International Airport and 70km from the Central Railway station. Four Points by Sheraton Mahabalipuram Resort & Convention Centre consists restaurant such as Nectar - The Lounge Bar (International), and Petals (Multi-Cuisines). Four Points by Sheraton Mahabalipuram Resort & Convention Centre consists Guest room size of 312 Sq.ft, One Bedroom Villa size and Suite of 538 Sq.ft.). Four Points by Sheraton Mahabalipuram Resort & Convention Centre consists banquet venue such as Confluence Hall a size of 21,797 Sq.ft accommodating 5000 covers in reception style, 602 covers in cluster style, 2500 covers in theatre style; Summit a size of 1,830 Sq.ft accommodating 150 covers in reception style, 48 covers in cluster style, 120 covers in theatre style; and Grand lawn a size of 42,141 Sq.ft accommodating 1260 covers in reception style.

5. OBJECTIVES: The aim of the study is to create awareness about the infrastructure, observe benefit and affordability for recommending Chennai for a destination wedding to the families, event organiser or planners and wedding planner.

6. MATERIAL AND METHODS:

Quantitative and detailed data was surveyed between January 2020 – February 2020 between families, event planners, event organizers, Director of Sales of resort properties and star hotels in Chennai and across India to observe their feedback on the destination by three researchers. Questionnaire and survey were conducted among families, event planners, event organizers & wedding planners with nearly 249 members. The quantitative data consisted of age, gender, city, families & couples preference on Hotel or Resorts property which was the objective of the total study. Almost 249 persons were registered for the questionnaire and face-to-face interview. The survey consisted with a response level scale of “Strongly disagree” (=0) to “Strongly agree” (=5). Face-to-face interview were conducted among the event and wedding planners concentrating on the feedback, cost-effective, facilities and intra-structure to host a destination wedding in Chennai. The case study information has been formulated according to the percentage on the below.

7. RESULTS:

The study was surveyed with 249 people including family, event organiser & wedding planner in Chennai and part of India. The survey involved nearly 72% of male and 28% of female. 69% ranged from 21-30 years (Male & Female), 21% ranged from 31-40 years (Male & Female), 10% ranged from 41 and Above (Male & Female). 24% of the respondents are based out of Chennai and 76% are from other cities such Agra, Ahmedabad, Bangalore, China, Gujarat, Hyderabad, Madhya Pradesh, Rajasthan, Mumbai and etc.

Table 1: General Profile of respondent

General Profile	Percentage (%)
Sex n (%)	

Male	72
Female	28
Age n (%)	
Male & Female (21 - 30 years)	69
Male & Female (31 - 40 years)	21
Male & Female (41 and Above)	10
Residing City	
Chennai	24
Others	76

From the study we have observed that almost 56% of the respondent guest has attended destination wedding in various part of the country and 44% of the respondent have not attended destination wedding.

Table 2: Number of Respondent participated in Destination Wedding

Participated in Destination Wedding	
Particular	Percentage (%)
Yes	56
No	44

We also found that 47% of the respondents are attractive with beach location, 24% of the respondents are attractive with Centre of the City, 18% of the respondents are attractive with Island and 11% of the respondents are attractive with Lake Side for the Destination Wedding. 47% of the respondents are attractive for Chennai, 26% of the respondents are attractive for Bangalore, 14% of the respondents are attractive for Hyderabad, and 11% of the respondents are attractive for Kovalam in South-Indian destination for weddings.

Table 3: Attractive location for Destination Wedding & Attractive Destination in South-India

Attractive location for Destination Wedding	
Particular	Percentage (%)
Beach Side	47
Centre of the City	24
Island	18
Lake Side	11
Attractive Destination in South-India	
Particular	Percentage (%)
Chennai	47
Bangalore	26
Hyderabad	15
Kovalam	12

20% of the responded have strongly agreed, 40% of the responded have agreed, 26% of the responded neutral, 5% have responded disagree and 9% have strongly disagreed that Chennai has proper infrastructure to accommodate destination wedding.

Table 4: Chennai has proper infrastructure for Destination Wedding

Chennai has proper infrastructure for Destination Wedding	
Particular	Percentage (%)
Strongly Agree	20
Agree	40
Neutral	26
Disagree	5
Strongly Disagree	9

25% of respondent has strongly agreed, 42% of respondent has agreed, 22% of the respondents are neutral, 3% of the respondent have disagreed and 8% of the respondent has strongly disagreed that Chennai is not affordable for a destination wedding comparing to other states

Table 5: Is Chennai affordable for a Destination Wedding

Is Chennai affordable for a destination Wedding	
Particular	Percentage (%)
Strongly Agree	25
Agree	42
Neutral	22
Disagree	3
Strongly Disagree	8

28% of respondent has strongly agreed, 34% of respondent has agreed, 14% of respondents are neutral, 12% of respondent has disagreed and 11% of the respondent has strongly disagreed that Chennai Cuisine has standard quality and taste.

Table 6: Is Chennai Cuisine up to mark of your expectation

Chennai Cuisine – Up to mark	
Particular	Percentage (%)
Strongly Agree	29
Agree	34
Neutral	14
Disagree	12
Strongly Disagree	11

32% of respondent has strongly agreed, 37% of respondent has agreed, 14% of respondents are neutral, 12% of respondents have disagreed, and 2% of respondent has strongly disagreed that Chennai has enough connecting flights from each destinations.

Table 7: Does Chennai has enough connecting flights from all destination

Chennai has enough connecting flights	
Particular	Percentage (%)
Strongly Agree	29
Agree	34
Neutral	14
Disagree	12
Strongly Disagree	11

23% of respondents have strongly agreed, 37% of respondents have agreed, 28% of respondents are neutral, 11% of the respondents have disagreed and 1% of the respondent has strongly disagreed that Chennai has varieties of event organiser or planners for wedding.

Table 8: Chennai has choice of event planners or organiser

Chennai has choice of event planners or organiser	
Particular	Percentage (%)
Strongly Agree	23
Agree	37
Neutral	28
Disagree	11
Strongly Disagree	1

34% of respondents have strongly agreed, 40% of respondents have agreed, 23% of respondents are neutral, 2% of respondents have disagreed and 1% of respondent has strongly disagreed that families and couples prefer resorts property more than luxurious property.

Table 9: Chennai has choice of event planners or organiser

Chennai has choice of event planners or organiser	
Particular	Percentage (%)
Strongly Agree	34
Agree	40
Neutral	23
Disagree	2
Strongly Disagree	1

8. DISCUSSION:

Chennai which is also known as Madras located off the Bay of Bengal consist varieties of cultural in the South-India. Chennai has a large number of heritage places and luxurious property hotels and resorts. Chennai has a large number of infrastructures to accommodate a huge crowd of destination wedding with culture oriented cuisine. Chennai has wedding planner and organiser for the family to host a tension free wedding. Chennai has adequate connecting flights and culture oriented cuisine which creates a positive feedback to host and the travellers about the event. Chennai is also cost-effective and has a variety of Luxurious Hotels and resorts to accommodate a destination wedding.

9. CONCLUSION:

The aim of the study is to create awareness about the infrastructure, cost-effective, flexibility and heritage places for travellers in Chennai for a destination wedding among families, event organizer, event planner, wedding organizer or planners. Nevertheless, Chennai has the infrastructure and culture oriented hotels where the travellers will experience about the state and the city. Chennai as a destination wedding would benefit the host with variations of properties with affordable price point and culture oriented cuisines and infrastructure which the travellers would prefer to stay. Chennai has connecting flights from all over the world which makes the travellers to save time and money also. Chennai has also large number and varieties of event organiser or wedding planner with affordable cost and host an event at a particular destination as per the bride and groom theme beautification to the venue. However, Chennai as a destination wedding would be preferred as it is cost-effective, varieties of luxurious hotels and resorts, and large number of event planners or wedding organizer.

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