

## CONCLUSION

In the preceding chapters an attempt has been made to identify as to what constitutes Cultural Tourism in Tamil Nadu. Among the various aspects of tourism attraction in Tamil Nadu, its cultural superiority and splendour occupy the prominent place. The monuments, temples and sculptures, architecture and places of worship, dance, music, folklore and tradition are some of the few captivating attractions. Around the year 2007 nearly 17.53 lakhs of foreign tourists and 506.47 domestic tourists visited Tamil Nadu.

Tamil Nadu comprises of varied types of tourism prospects such as pleasure or leisure, religious, educational, health, wild life, resort tourism etc. The widespread culture-centres of Tamil Nadu captivate the attention of foreign as well as domestic tourists. The excellent services rendered by the Tamil Nadu Tourism Development Corporation serve as a catalyst in attractive tourists with varied interests. The peaceful condition which vests in Tamil Nadu, the flora and fauna, the salubrious climatic conditions, the extension of warm welcome to the guests by Tamils are other features of Tamil Nadu. Historical, and archaeological monuments, the life style of the Tamils, religious pursuits and diversified elements of regional variations too offer greater attraction to the tourists.

The visit of more than 3.5 lakhs of tourists to the *Vattakkottai*, Kanniyakumari, will highlight the value of Tourism in Tamil Nadu. The forts at Padmanabhapuram, Udaiyagiri, Senji, Vellore, Dindigul, Thanjavur, Namakkal, Tirumeyyam, the palaces at Thanjavur, Ramanathapuram, Madurai, the rock-cut monoliths at Mahabalipuram, Kalugumalai, the temples and towers at Kanchipuram, Chidambaram, Thanjavur, Srirangam, Madurai, Srivilliputtur, the rock-cut cave temples at Kunrakkudi, Namakkal, Saluvankuppam, Tirupparankunram, Malayadi Kurichi, the Arjuna's penance otherwise called the descendance of Ganges, the bas relief structures found at Mahabalipuram, the Sittannavasal painting, the Paleolithic site at Adhichchanallur and the Thanjavur Saraswathi Mahal are a few significant centres of tourist attraction in Tamil Nadu and they are visited by tourists of specific tastes and interest. The wonderful towers of the temples such as SriRenganatha of SriRangam, the Atmanatha temple of Avudayarkoil, the Meenakshi Amman temple of Madurai, the towers at the Nataraja temple at Chidambaram, the Andal temple of Srivilliputhur, the Nellaiyappar temple at Tirunelveli, the Kothanda Ramasamy temple at Rameswaram, the Siva temple at Kalayarkoil, the Kapalishwara temple at Madras having a lot of stucco works depicting the mythological stories and other religious measures are other features. The golden temple at Vellore is of recent origin. The Tiruvanaikkaval Sivan temple, the Murugan temples at different parts of Tamil Nadu, the Poysaleeswara temple at Kannanur Kuppam which is a standing monument of the Hoysala art and Architecture too serve as venues of

tourist value. The falls at Courtallam, Suruli, Papanasam, Kodaikanal too are a few other unforgettable tourist centres of Tamil Nadu. All the above places are not only centres of the cultural heritage of the Tamils but also the famous centres of tourist attraction. They comprise of both religious as well as secular monuments.

Tamil Nadu from time immemorial and is known for its religious pursuits. This significant state, located in the south eastern part of the peninsular India, is a prominent area of pilgrim centres. The belief/faith oriented Indians make regular visits to the various pilgrim centres such as Rameswaram, Kumbakonam, Chidambaram, Kanchipuram etc. The conduct of festivals such as *Tiruvathirai*, *Maha maham*, *Chitra Pournami*, *Vaikunda Ekadasi*, *Margali Nonbu*, *Taipusam*, and *Vaikasi Visakam* at specific religious centres of Tamil Nadu had encouraged pilgrim tourism in Tamil Nadu. Swami Thoppu, Mandaikkadu, Srivaikundam and Tiruchendur as also the six military camps (*Padaividu*) associated with the Tamil deity Murugan are few centres of pilgrim tourism. Sankara Nayanar Koil, Susindram and Namakkal are also popular centres. The figures of huge size Anjaneya erected at Namakkal, Nanganallur and Susindram are not missed by tourists. The places such as Thiruvannamalai, Pillaiyarpatty and Thiruvathavur are Hindu religious pilgrim centres. The Ervadi *dhargha*, the Kattubhava pallivasal, Pittalpudur *Dhargha* and Nagore are associated with the Islamic devotees. The Christians too are captivated by the churches at

Velankanni, Santhome and Uvari. The centres such as Melmaruvathur and Samayapuram are centres of Mariamman cult.

Tamil Nadu is also an abode of rich varieties of secular monuments. The Gandhi Mandapam, Thiruvalluvar statue and Vivekananda Rock Memorial located at Cape Comerin (Kanniyakumari) are a few such secular monuments. The monuments at Panchalamkurichi, Ettayapuram, Gandhi Museum at Madurai, the Thanjavur Saraswathi Mahal Art Gallery, the National Art Gallery and Government Museum at Madras, the Fort Museum within the Vellore Fort, Fort St. George, Fort St. David at Madras and Cuddalore respectively, the Manora at Sethubaba Chathiram constitute some of the non-religious secular centres of Tourism attraction.

Pageantry and revelry are, in a sense, part of ancient Tamil tradition. Tamil Nadu is known for its fairs and festivals also. Since the Tamils are known for their religious sentiments through the ages they are much captivated by various kinds of rituals and festivals. While the former are executed regularly without any interruption every day the Tamils are accustomed to the conduct of festivals during the specific asterisms and auspicious days. Such festivals are commonly celebrated by the Saivites and Vaishnavites. The Christians and Muslims also do not lag behind in the conduct of regular festivals of their respective religious faiths.

As Tamil Nadu is a land of temples and other places of worship, no wonder, that it has the opportunity to celebrate various festivals. People professing different faiths celebrate their festivals in an unique way. The Hindus adhere to the celebrations of indigenous and national festivals. Generally the festivals bring unity and amity, which enable all to be happy and joyous. For all the major as well as minor deities they have their own festivals. In addition to the above religious festivals, the summer festival conducted during May-June at hill stations, such as, Ooty, Kodaikanal, Yercaud, Elagiri, Kolli hills, Valparai, attract not only the public but also the tourists. The *Saral* festival of Courtallam marking water flow is another attractive feature. The cape festival at Cape Comerin, Chettinad heritage festival, National pilgrim festival and Rameswaram, Natyanjali festival at Chidambaram, Mango festival, Tea and Tourism festival, *Thiyagarajar Arathanai* festivals which are conducted regularly at appropriate places in an apt way captivate the tourists. The indigenous nature of such festivals captivate foreign tourists also. They depict the Indian customary practices and traditional values to the native and foreign tourists. The foreign tourists with all awe and admiration are captivated by participation in such festivals.

Tourism, being an ever growing industry, warrants the adoption of regular promotional efforts. Various techniques are employed due to the recommendations of committees such as the Sergeant Committee (1945). The Tourist Traffic Branch plays an important role in this regard. The India Tourism Development Corporation Limited is making

sincere efforts in marketing tourism. The Tourism Development Policy of respective states too play their role. The Ministry of Tourism in Tamil Nadu too contribute to the development of Tourism in Tamil Nadu. The Tamil Nadu Tourism Development's role in this regard cannot be underrated or under estimated. The Tourism Department too serves a lot in promoting tourism by engaging in various practical services. The government has made various needed facilities at Tourist centres. Regular financial allotments too promote tourism in Tamil Nadu. The tourist fairs and festivals also encourage the tourists.

The flow of domestic and international tourists into India had encouraged the tourism industry to be always on the move. The statistical data reveals the fact that tourism is a growing industry not only in India but in Tamil Nadu too. Since this industry offers more scope in gaining foreign exchange and augment employment potential, it is high-time, that consistent efforts are made to highlight and showcase the glorious heritage of Tamil Nadu. Of late, the Cultural Tourism in Tamil Nadu draws more and more domestic and international tourists, as it preserves its pristine tradition amidst the changing needs of modernity.

### **Suggestions**

Based on the investigation, the following suggestions are presented for effectively promoting cultural tourism in Tamil Nadu:

1. Regionalisation of cultural importance of Tamil Nadu to promote cultural tourism.

2. Enhancement of performing arts in every cultural foray to attract tourists exclusively for cultural tourism.
3. Introduction of participating programme in the cultural travel circuit.
4. Introduction of crash/short education programme to project the cultural uniqueness of the Tamil Nadu to the tourists.
5. Establishment of cultural museums to showcase the beauty of every region and its culture.
6. Synchronising (making year round) the fairs and festivals of every region in Tamil Nadu so that a tour programme can be prepared during such festival season.
7. Developing facilities within the country and create awareness on the uniqueness of the state with regard to its culture among other states.
8. Developing a native centres' programme on tourism so that the local people are economically benefited.
9. Promoting the traditional delicacies as tourism attraction.
10. Selecting and promoting specific village life for tourism attraction.

11. Creating a secular destination using the religious harmony of the state for the promotion of tourism. For Example : Tiruvarur - Nagore - Velankanni circuit.
12. Introducing religious awareness programme for tourists so that a mutual respect / acceptance is inculcated among tourists.
13. Developing the tour circuits involving historical destination to cover the monumental wonders of Tamil Nadu.
14. Developing zones of culture within Tamil Nadu and conducting promotional programme at regular intervals among them without clash of dates. For making a tourist experience of all cultural zones of Tamil Nadu. Viz; North Arcot, Vellore, Kudiatham - Mudaman zone, Trichy, Thanjavur, Boombuhar, Chola zone, Kongu zone, Madurai Pandia zones and Nanjil zones.
15. Conducting annual cultural competition and announcing those competition periods as tourism promotion weeks.
16. Extending the current practice of Sangamam event to all regions of Tamil Nadu.
17. Introducing tourist transport from and to Tamil Nadu for making the accessibility to cultural destination easier.

18. Developing the basic amenities without spoiling the traditional values of states, thereby providing an opportunity for craftsmen of Tamil Nadu.
19. Instituting a regular maintenance pattern for protecting and maintenance of Archaeological and Historical monuments.
20. Providing appropriate trained human power for every cultural destination.
21. Developing a co-ordination programme with NGO's for the purpose of promoting cultural tourism.
22. Developing a map of cultural destination of Tamil Nadu.
23. Introducing cultural tourism awareness at the school level.
24. Compulsory tour arrangements may be made in the educational institutions and government institutions especially among school and college students.
25. To promote the cultural tourism awareness among government staff they may be encouraged to avail Leave Travel Concession compulsorily in Tamil Nadu.
26. During summer period, advertisements may be given through media towards cultural tourism.

27. To create separate institution for performing arts, and folklore, dance and music.
28. To create separate police force for the protection of the tourists and regulate the traffic in the tourist centres.
29. To create information centres in the major town areas.
30. To introduce special trains in between the tourist circuits.