

CULTURAL TOURISM IN TAMIL NADU (1947-2007) - A STUDY (Synopsis)

Tourism, the significant activity existed long before it was actually identified. But, its present form was recognized only in the 20th Century, that too only after the World War I. It is not simply an economic activity beneficial to human beings. It is an activity which assists to link this vast and varied nation as an integrated one. It helps to dissolve the barriers of race, caste, creed, religion, language and regional chauvinism, hence, an important instrument of national integration. Tourism stands for international understanding and to promote peace among the nations. Infact, World Tourism Conference (WTC) held in Manila in 1980 stressed the influence of Tourism in the mind of man and his understanding for a better world i.e., "a world of peace and prosperity".

Meaning and Definition of Tourism

Tourism means many things to many people. For the tourist, it is a travel, relaxation, recreation and exposure to other cultures and traditions.

Basically, it contains, three aspects: (i) travel by non-residents; (ii) for stay a temporary nature; and (iii) without professional or commercial purposes and it is these basics which govern measurement in planning for tourism. In this connection the concept of recreation is an activity of free choice (dissociated with work or social or personal tasks), carried out in leisure time and generally outdoors. Mobility is an essential element of tourism, the others being the object of travel and the length of stay. It may be advisable to recognize the basic difference between three closely associated terms - tourism, recreation and travel.

On the basis of the purpose tourism can be classified as follows:

Religious Tourism

From ancient time to till date, religion has been a motivating force for tourism. Every religion has cast upon its followers some

duties that involve travel and tourism. The Hindus want to visit Kasi (Benaras), Rameswaram, Kanniyakumar, Badrinath etc. The Muslims visit Mecca and Madhina as Haj visits, which is considered as Holy. The Christian pay visit to Jerusalem and Vatican once in their life time, which is considered to be auspicious. In India, the domestic tourism is almost a religious tourism.

Pleasure or Leisure Tourism

Pleasure and leisure are basic pulls of tourism people want to escape from their some daily routine job. This makes them to look for leisure activities and travel as escape from the pressures and strains they are subject to. One finds pleasure in travelling from the fact of constantly changing places and surroundings.

Educational Tourism

Educational pursuits make them to travel. In pursuit of knowledge, people travel far and wide. In ancient times, scholars and pandits kept on travelling. Travel makes a person wiser. Hence, it is said that travel itself is educative. With the growing awareness of the value of education, educational tourism is assuming importance.

Health Tourism

People undertake travel for health and health care facilities are available only in few places or some health centre are unique in their nature. Health conscious enable people to move to these places. The development of spas during the Roman Empire and the establishment of many sanatoria in Switzerland were the result of peoples desire to seek good health. Many people travel to spas and clinics for curative baths and medical treatment. In Russia, along the Black Sea Coast and in the foothills of the Carcasus, there are many world renowned sanatoria where, millions of Russian citizens and international tourists every year go and avail of facilities. In India also from Kashmir to Kanniyakumari, there are several herbal centres which are visited by tourists.

Business Tourism

It is a fast growing tourism segment. Business people travel intensively as well as extensively for effective business deals. In fact, most of the luxury hotels are patronised by business tourists. Nowadays, attending conventions and conferences relating to the profession, industry or commerce had become popular. Many countries have established grand convention complexes to attract these tourists. In India also, there is a separate Convention Bureau to look after conventions and conferences in India.

Adventure Tourism

Now, many activities are encouraged under adventure tourism. There are variety of activities such as mountaineering, trekking, skiing, wind surfing, hand gliding, etc. Every bit of nature, the hills, rivers, seas, etc provide scope for adventures.

Sport Tourism

Nowadays, people give much importance to sporting activities. International and national sport meets, cricket and other matches are of great attraction to the people. It is worth to note that more than half a dozen five star hotels were constructed in Delhi on the eve of Asian Games held during 1982 in India. Sports tourism results by the movement of both participants and sport admirers to places where sports events are held.

Wild Life Tourism

Young and old are interested in wild life tourism largely. Several tourist centres have excellent and unusual zoos, where visitors can see wild animals including some rare and endangered species. Vandalur Zoo at Chennai, Trivandrum Zoo in Kerala the Jianmakata zoo at Bangaluru are some famous Zoos, where large number of people visit daily. At present many tours are built around different sanctuaries and national parks.

Resort Tourism

Beach resorts and hill resorts attract more tourists. Tourism practiced by visits to these resort is called resort tourism. In India, potentials for resort tourism are shown as given below.

Winter Tourism

In most of the European Countries, this type of tourism is undertaken place in the month of December to March. Winter tourism have two aspects - the search for snow and search for sunshine.

Summer Tourism

Tourism practiced during summer holidays is known as summer tourism. The main incentives for this type of tourism are sunshine and sun bathing, preferably in the sea.

Circumstantial Tourism

It is localised tourism as it is attracted by traditions, festivals of religions, artistic, sportive, folklores, nature etc.

On the basis of sociological aspects tourism can be classified as under.

Cultural Tourism

There are cultural diversities among nations and within a nation. This arouse curiosity in people to visit other countries and other parts of their own country. The cultural heritage expressed in arts, customs, theatre, festival, ceremonies, music, dance, folklore, etc. vary from place to place. Tourism undertaken to witness the culture of others is known as cultural tourism. India being a vast subcontinent of diverse cultures, cultural tourism is its mainstay.

Ethnic Tourism

Ethnic tourism results when people visit their homeland or hometown or friends and relatives. The place visited had some historical connections with the tourists. A large number of Americans visit European countries in order to see their families or feel that

they are visiting their homeland. Every year, thousands of Indians who settled in abroad visit India for ethnic reasons.

Social Tourism

It is a type of tourism undertaken by low - income groups of people, particularly manual workers and others who cannot afford to pay for travel and accommodation. So social tourism is subsidised by the states, local authorities, employers, trade union, clubs or other associations to which the workers belong.

Mass Tourism

Mass tourism is primarily a quantitative notion and refers to the participation of large number of people in tourism activities. It is an agent of profound economic and cultural changes. The concept of mass tourism emerged with the introduction of paid holidays, development of transportation, communication and information technology.

Package Tourism

It is a type of tourism, in which the itineraries, transport, accommodation and other facilities are standardised and offered as package at a fixed price to intending tourists. They include transport and accommodation and other inclusive packages. Package tours are convenient for both single tourists and group tourists. They are designed and operated by professional tour operators and travel agents.

Youth Tourism

Youth tourism is given importance since 1980's youth must be involved in tourism not only as tourists but also as preservers of national heritage and overall as resourceful personalities needed by the tourism industry and the country. Therefore, youth hostels are established at important tourist centres in India for the benefit of youth tourist. Youth Hostels Association of India, in association with the government and voluntary agencies promotes youth tourism. Such facts insist on the analysis of cultural tourism.

TAMIL NADU - A unique Tourist Destination

Tamil Nadu has a broad enough base of tourist attraction for retaining and perpetuating the interest of tourists for several days. The most significant of all tourism attraction of Tamil Nadu is her cultural tapestry. Cultural tourism includes visits to historic building and sites, historical monuments, museums, art galleries, contemporary paintings, sculpture and the performing arts. Each and every centre of tourist's attraction in Tamil Nadu is associated directly or indirectly with Indian mythology, history and literature.

Monuments

The monuments in sites like Mahabalipuram, Thanjavur, Madurai and other places in Tamil Nadu are of great importance and delight to the tourists. They present, besides the entire of history, civilization, socio-economic, political history of the contemporary society. The survey of tourist too points out that Indian historic monuments, paintings and sculpture attract visitors in large numbers.

Architecture

Tourist centers such as Mamallapuram, Kanchipuram, Thanjavur, Chidamparam, Madurai, Tirunelvely, Srivilliputhur and Rameswaram are rich in architectural and historical treasures along with temple architecture.

Temples

The Nataraja temple at Chidambaram, Brahadeeswar temple in Thanjavur, Meenakshi temple in Madurai, Ramanathaswamy in Rameswaram, Sri Ranganatha temple in Srirangam, the six abodes of Lord Muruga, the Nagore Durgah, Velankanni church and the like are big attraction to the pilgrim tourists and they break the barriers of nation, religion, language, culture, sex, etc.

Mementos

Handicrafts, paintings, sculpture, icons and like bear testimony to the diverse arts and skills of Tamil, both of the ancient and the present. The World famous 'Kanchi' silk saris, Thanjavur art plates,

bronze icons, wood works are the attractions of the tourists to take back home as mementos of the visit to Tamil Nadu.

Dance and Music

Dance and music, festivals and customs, folk rites and religious rituals constitute are important components of the Tamil traditions. Music, dance concerts, car festivals, harvest festivals, *pongal* festivals and other festivals are main attractions of the tourist. Sound and light show and diverse folk arts capture the interests of the visiting tourists. These unique entertainments in Tamil culture are major attractions to the tourists.

Sun, Sand and Surf

Tamil Nadu lies on the Southern Peninsular India. It has a long stretch of beach running over 900 kms. The Coramandal Coast, abutting Bay of Bengal is a rich treasure house of tourism with many ideal locations for Sun and Surf. Golden sand is dotted with palm and casuarinas groves. Seas wash ashore pebbles and other sea products. Gentle breeze sways the yachts on the sea and forms small dunes on the beach. Pulicat, Chennai, Covelong, Mamallapuram, Pitchavaram, Poompuhar, Tharangambadi (Tranquebar), Nagoore, Velankanni, Kodiakarai, Rameswaram, Mandapam, Kurusadai Islands, Tuticorin, Tiruchendur, Kanniyakumari, Muttam are a few ideal tourist locations.

Flora and Fauna

There are five national parks and 17 wildlife sanctuaries in Tamil Nadu. It has a unique distinction of having Nilgris Biosphere and Gulf of Mannar "Marine Biosphere". A tropical land with ever green forests deciduous trees and shrubs in the following hill stations in Tamil Nadu offer suitable sylvan surroundings for those tourists interested as trekking. Ooty, Anamalai Hills, Kodaikanal, Elagiri hills, Kolli hills, Kalakkadu Mundanthurai and Yercaud are richly available in Flora and Fauna.

With all these diverse attractions, Tamil Nadu is a fast growing tourist destination in recent times. Added to this things there are the

people of Tamil Nadu known for their hospitality and general tranquility of the state.

Scope of the Study

1.The study focuses on aspects relating to the potentiality of cultural tourism which had produced an increase in both foreign and domestic tourist arrivals since 1950. As a result of this, there was a substantial increase in the revenue of the state. That in turn will led to a corresponding development in the service sector, the feeder of tourism.

2.The study, by identifying and throwing light on lesser known cultural sites, would assist to develop the horizon of tourist potential in Tamil Nadu. This will create a new interest in developing cultural tourism in the state.

3.In this study an endeavour is made to highlight the culture of Tamil Nadu by focusing on its importance to improve the cultural tourism. It will inculcate cultural consciousness among the tourist traffic as well.

4.Suggestions and recommendations have been made for the development of cultural tourism in Tamil Nadu based on personal observations, field survey, and critical examination of available literature. This would support the authorities involved in promotional activities to achieve their ends in an effective way.

5.The economic impact of tourism on the regional and national economies had caused a far-reaching significance. In a developing economy like that of India, the transfer of resources (from the rich to the poor nations and from the affluent to the weaker sections of the society) had a powerful potential to influence development and expand employment opportunities. The tourism industry contributes to the state revenue which enhances the national income.

6.The tourist expenditure includes salaries, allowances and other labour charges for persons employed and the profit for management engaged in tourist agencies, hotels, restaurants, cafes, transport companies and shopping centres who are the direct beneficiaries. Persons engaged in recreation activities and handicrafts too receive a due share of tourist expenditure. It leads to the expansion in demand

for the products required by the tourist servicing sectors. Thus, the study of the tourist expenditure too will assist the outcome of a full-fledged study.

Hypotheses

a) It is the cultural heritage of Tamil Nadu which attracts tourists from different parts of the country and the world. By a random survey, it is noticed that more number of foreign and domestic tourists visit the cultural heritage sites in Tamil Nadu.

b) The Government of India by forming the Tourism Department under the Ministry of Transport in 1958 and a separate Department of Aviation and Tourism in 1967 has been responsible for the growth of tourism at the national level as well as in the states. The efforts and effects will have a far reaching impact.

c) The Tamil Nadu Tourism Development Corporation, has made efforts in preserving the cultural heritage sites. An attempt has to be made to find out the adequacy or inadequacy of the effort to promote such measures by the Tamil Nadu Tourism Development Corporation. In the process, an attempt has been made to quantify the tourist traffic who visit the cultural heritage sites in Tamil Nadu.

Review of Literature

B.S. Badan's *Tourism in India* (New Delhi: 1998) traces the cultural heritage of nine states, one union territory and the famous city of Agra in Uttar Pradesh and their tourist significance. He has pointed out the need to exploit the possibility of cultural tourism in India. As far as Tamil Nadu is concerned he calls it the "Land of Temples" and has pointed out their history and heritage. He has described in brief most of the popular sites in Tamil Nadu which include both Natural Heritage sites as well as historically significant places with encouraging tips for the prospectus traveller.

Pushpinder S. Gill's edited work *Perspectives on Indian Tourism* (New Delhi: 1997) is a comprehensive study outlining India's rich cultural and natural heritage. He argues how India is an exotic tourist paradise from a traveller's point of view and is the ideal tourist

destination for the globetrotter. He had detailed the India's wild life, for whose conservation he contends, and the enchantment of South India. He makes suggestion for the promotion of tourism in South India. He has valuable data put in convenient tables and information for tourists on key tourist destinations.

Perey K.Singh in his *Fifty Years of Indian Tourism* (New Delhi: 1998) on the one hand highlight the tourist potential of India and on the other hand, is critical of the vast resources being partially unexploited even after fifty years of independence. This, according to him, is due to the inefficiency of the tourism administration. Discussing tourism development in the 21st century he had also dealt with the development of hill tourism, especially in the Himalayan region associated with it. The author pinpoints both natural and artificial centres of South India and suggests strategies to promote tourism in South India. Recommending the expansion of wildlife tourism, the author stresses the importance of conservation and preservation of wild life.

Shalini Singh's *Profiles of Indian Tourism* (New Delhi:1996) in thematic coverage includes the contributions on Himalayan Tourism. Tourism Planning and Policy aspects. She suggests methods for sustainable use of tourism resources in the critical environments. This book contains research profiles of some Indian states and some tourist spots but South India is totally neglected.

Yashodhara Jain, in her *Tourism Development Problems and Prospects* (New Delhi: 1998) presents an empirical study expressing regret that Lucknow had not tapped appropriately the full tourist potentials. It satisfactorily reveals the Lucknow's rich cultural contacts and international understanding. Though the main area of study is Lucknow, the reader gets an overall idea about the impact of tourism on the economy of a given destination and the need for planning and development in the tourist industry.

Ratardeep Singh in his work, *Dynamic of the Historical Cultural and Heritage Tourism* (New Delhi: 2000), traces the historical growth of tourism and high lights the significant aspects of travel in ancient India. The emphasis is made on tourist attraction in North India with very little information but the author has given sufficient importance of Tamil Nadu cultural historical and pilgrimage attraction.

Ratandeeep Singh in his work, *Infrastructure of Tourism in India* (New Delhi: 1996) analyses the role of the Indian government in developing tourism and as a source book of tourist information for students and lay people alike. The articles have been gleaned from international and national sources and they profile Indian tourism objectively. He had pointed out that, though India had netted many tourists in the past its world level reward is abysmally low. Highlighting the need to promote India as a tourist destination, he has given details of the variety of tourisms available in India.

Romila Chawla in her book *Heritage Tourism and Development* (New Delhi: 2004) define heritage tourism and explains why heritage tourism has captured so much attraction in the past. Describing India's cultural, religious, and creative heritage, she highlights the contribution of tourism to the Indian economy. She had stated that tourism has the potential to create a lot of jobs and also the capacity to garner precious foreign exchange. The rate race among the developed and developing nations tends to damage the host countries ecologically and culturally. She assess that development must end not only in prosperity but also in happiness. Tourism must promote national integration and cultural harmony. If tourism contributes to arts, crafts and culture, there will be a world order with prosperity, health and peace, the author, while mentioning India as a Great Tourism Destination, gives exhaustive details of wise basis including the cuisines of India.

Lavkush Mishrah in his book *Cultural Tourism in India* (New Delhi: 1999) had focused to the growth and development of tourism in

the country. The author has given more details regarding religious and cultural attractions of India and also covering festivals of India, cultural destination, cultural policy of Government of India, economical impact dance and music paintings arts and architecture. The author has given importance to cultural tourism which is tourism potentials/sources of India.

Aparna Raj in his edited work on *Tourist Behaviour - A Psychological Perspective* (New Delhi: 2004) is a compilation of papers covering themes ranging from tourist's culture, motivation, satisfaction, attitudes, expectations and so on. The author had given main importance to cultural tourism.

Shaloo Sharma in her book, *Indian Tourism Today - Policies and Programmes* (Jaipur: 2002) has given a wide perspective of the potentialities of tourism in India. After describing the ancient civilization of India and its rich heritage she had portrayed India as a perennial source of attraction for the tourists of the world. The potential tourist destinations are also described in India. The Draft National Tourism Policy has also been given. The author could have given some more details on the natural heritage tourism destinations in India.

V.P.Sati in his book *Tourism Development in India* (Jaipur: 2001), after giving a lucid introduction to tourism, describes the past and present scenario of tourism in India. The author apart from describing the socio-cultural heritage, has adequately unfolded the national wealth of India, which could be utilised for the expansion of tourism. Finally the author has portrayed the tourist potential of Madhya Pradesh.

Conventional Tourism, aimed at satisfying the social, culture, educational, religious or business motives of the people and Modern Tourism, includes pilgrimage Tourism and Cultural Tourism. The tourism industry cannot function in isolation as it depends on other

allied industries to cater to the needs of the tourists like accommodation, transports, food and others.

Scholars have carried out studies extensively on the history and growth of tourism through the decades, identifying and highlighting the destinations a tourist could visit. These destinations are related to the cultural, spiritual aspects of the history of the region. Heritage as well as pilgrimage destinations give more importance of this research work. They also highlight the need for production and preservation of monuments for the future. Policies of the Government both central and state, towards production are also highlighted.

Period and Universe of Study

In spite of economic drain policy adopted by the British Government in India, they owe a lot to us in the field of tourism. In 1945, two years before Indian Independence, the colonial government constituted a committee under the chairmanship of Sir John Sargent to explore the possibilities of promoting tourism in India.

After Independence, some of the policy issues taken up by the Indian Government were largely influenced by the recommendations of Sargent committee. Since 1947, due to the efforts of both the Union and the Government of Tamil Nadu, there has been recorded the steady increase in the tourist traffic in India in general and Tamil Nadu in particular. By 2007, there was a record increase of 17.53 lakhs of foreign tourists and 506.47 lakhs of domestic tourists who visited Tamil Nadu. Hence, the study period covered from law to light achieved in tourist traffic i.e. from 1947 to 2007.

Objectives of the Study

1. To trace briefly the history of the Development of Tourism in India and in Tamil Nadu in particular.

2. To highlight the cultural heritage of a region which is an important factor for the development of tourism and to describe the tourist potential of cultural heritage sites in Tamil Nadu.

3.To identify places in Tamil Nadu where tourists prospects have developed because of its cultural heritage.

4.To highlight and to bring out the attractiveness of Tamil Nadu's cultural heritage.

5.To identify and project the potential of the lesser known cultural heritage sites/destinations in Tamil Nadu and give them due recognition by placing them on the tourist map of Tamil Nadu.

6.To notice the new tourist spots in Tamil Nadu, which have the potential of cultural heritage or religious heritage destinations along with some efforts of the Governments of Tamil Nadu and the Government of India, it can be transformed into a popular tourist destination.

Methodology and Source Materials

For the analysis of facts various literary works which are published have been utilised and the research work was commenced in 2000 as part-time and it took four years to collect the material from the Tamil Nadu Archives in Madras, Connemara Library in Madras, Madras University Library, Chennai, Madurai Kamaraj University Library, Madurai, Fort St. George Library, Chennai, various centres associated with Tourism such as Department of Tourism in Tamil Nadu, Department of Tourism in India, Department of statistics and planning, Department of statistics and planning, important tourism centres like Mahabalipuram, Thanjavur, Vellore, Kanchipuram, and Kanyakumari have also been visited and materials needed had been collected.

By way of historical research methodology various facts collected from different sources have been critically analysed and utilised in a cogent manner. The facts narrated are documented and substantiated by way of genuine footnotes. Both the Primary and Secondary Sources employed have been detailed. The facts about the development and growth are given then and there in the form of Tables. A bibliography containing all the sources utilised have been given at the end. The photocopies depicting the style of architecture also find their place in the appendices included at the end. Further

various maps appended and incorporated, appropriately suggest the development of cultural tourism at different stages and they are beneficial for having a study of the development in various centres. This will have its own historical significance due to the exposition of the different facts about the cultural tourism in Tamil Nadu.

With regard to the sources both primary and secondary are consulted. Fort St. George record series, *Administrative Reports of the Madras Presidency, Madras State Administrative Report (1960 to 1990), Madras Information Report (1948 to 1963), Archaeological Report on Epigraphy, Pudukkottai State Inscriptions, Census of India Reports, Census of the Town of Madras, Five Year Plans, Tourism Policy Notes, Madras Legislature Assembly Debates, Madras Legislative Council Debates, Annual Report on Tamil Nadu Tourism Development Corporation, Annual Report on Indian Tourism Development Corporation*, Various Government Orders relating to various departments such as Education, Information, Tourism and Tamil Culture Department, Transport Department, Public Works Department, Revenue Department, Public Department, Handlooms, Handicrafts, Textiles and Khadhi Department and Tourism Statistical Hand Books are also referred.

The web site of Government of Tamil Nadu, Tamil Nadu Tourism Development Corporation and e-books have been also used. Field trips to the places already identified as tourist spots and also the lesser known places have been undertaken by the scholar. Oral tradition and folk history have been collected by way of interacting with the inhabitants of the area. This goes a long way in highlighting the tourist relevance against a historical backdrop.

In addition to the above various primary sources, a number of published works have been consulted for this study

Chapterisation

The entire study of the **Cultural Tourism in Tamil Nadu** is covered in five chapters excluding the introduction and conclusion.

The introduction chapter deals with introduction to tourism and survey of the meanings and definitions of Tourism as given by scholars and practitioners. The evolution, growth and development of tourism in the world, tourism in India, through the ages and tourism in Tamil Nadu in its historical perspective have been dealt with elaborately. The types of tourism has been brought out. The study is focused on Tamil Nadu and hence the location and geographical features of Tamil Nadu are given. The introduction also presents the problems to be investigated, the scope and significance of the study, the objectives of the study, review of available literature, the hypotheses of the study, its likely contribution to knowledge, methodology, source materials and finally the aspects of chapterisation.

The first chapter entitled, **Tourism and Cultural Heritage Sites** includes a description of the popular heritage sites, cities, historical and archaeological monuments, forts, palaces and museums which give scope for stimulating the culture of the heritage sites mainly to keep up the attraction of the tourist. Importance is also assigned to the arrival of domestic and foreign tourists from various cultural destinations.

The second chapter entitled, **Monuments: Places of Religious Importance** deals with the various aspects of religious significance. This chapter narrates the development of pilgrim tourism in India, motives of the pilgrims, important pilgrim centres in India. and Tamil Nadu in particular. Further it deals with the importance of pilgrim tourist centres based on tourist's purview.

Secular Monuments of Tourism Importance is the third chapter. It highlights the significance and importance of secular monuments such as tombs, memorial houses of political leaders, Freedom fighters and others in Tamil Nadu. Suggestions will be offered as regarding their contribution to the promotion and development of tourism.

Fourth chapter **Fairs and Festivals in Tamil Nadu** covers the major components of the study. The fairs and festivals mostly attract the people including foreign tourist. So the researcher gives the importance to temple and central festivals of Tamil Nadu.

Fifth chapter, **Promotion and Development of Tourism in Tamil Nadu** deals about the facilities made or available to tourist and government's contributes to promoting tourism and infrastructure facilities in Tamil Nadu.

Sixth chapter, **Tourist Arrivals** deals about foreign exchange, employment, income to the government, growth and significance of tourism.

In the **Conclusion** the findings and suggestions have been given. They would go a long way in serving those who are involved in estimating and promoting cultural tourism in Tamil Nadu.