

# CULTURAL INGREDIENTS OF TOURIST CURIOSITY IN TAMILNADU: AN EMPIRICAL STUDY

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Social travelers become the residents of the world who perceive the need to ensure the landmarks and locales that comprise the world's legacy. These vacationers return home with another viewpoint on the person and meaning of their own human progress and a superior comprehension of the ability and responsibility needed for its actual preservation and its show and understanding to inhabitant and guest populaces. Mainstream interest in social character, ethnic roots, social history and exceptional nearby customs has additionally encouraged the insurance of memorable destinations, landmarks and spots. The development has fanned a restoration of the workmanship - dance, music and artworks that perform nearby history and ethnography. As ahead of schedule as British guideline, India had set up open strategy, lawful and monetary instruments for the protection and proceeded with utilization of notable and imaginative patrimonies. The developing consciousness of the worth of social assets was supported by enactment by the improvement of a unit of safeguarding experts openly and private organizations. Social the travel industry can fulfill the necessities of financial advancement without forfeiting natural and social quality. These paper only arrangements with the social perspective places of interest of Tamilnadu which is a record of some significant places of interest in Tamilnadu. An endeavor has been made to characterize the explorer communities and various celebrations commended here.

## **Social Treasures of Tamilnadu**

Tamilnadu is one among the choicest traveler enjoyments and objective in India with an unconventional admixture of vacation spots, for example, slope resorts, sea shore resorts, untamed life and bird safe-havens, sandy shoreline resorts, enamoring repositories, cascades and innumerable explorer places like Thanjavur, Chidambaram, Tirunelveli, Rameswaram, Palani, Tiruchendur, Tenkasi, Srirangam and Madurai. Sanctuaries in Tamilnadu, one of a kind in their style of engineering fill in as standing examples of the past greatness archives of antiquated folklore and treasuries of culture and expressive arts, when prospered under the imperial support. There are superb assortments of Tourist potential in Tamil Nadu to serve the traveler of any interest of pizazz. The painstaking work, celebrations, fables, artworks, outfits, people sports, services and so on, of Tamilnadu have a captivating and overwhelming appeal to the diligent travelers.<sup>1</sup> Cultural travel circuit of Tamilnadu takes the accompanying it in Chidambaram, Poompuhar workmanship display, Kumbaakonam, Darasuram Thiruvaiyaru, Thanjavur, Tiruchirappalli, Srirangam, Thiruvanaikkaval, Azagarkoil, Thiruparankundram and Madurai.

### **Chidambaram**

Chidambaram welcomes the travelers with a lovely sanctuary devoted to Lord Nataraja, God Siva as an enormous artist. The Nataraja sanctuary is situated in the focal point of the town covers a space of 40 sections of land. It is one of the old sanctuaries of Tamilnadu. The top of the Sanctum Sanctorum is covered with gold plates. The 108 Bharanatyam stances can be seen on the Eastern pinnacle just as on the Western pinnacle. The significant celebrations celebrated here are Natyanjali Festival (February and March) the Markazhi Thiruvathirai Festival (December/January), Adi Thirumanjanam Festival (June) and a multi day Panguni Uthiram celebration.<sup>2</sup>

### **Poompuhar**

Poompuhar once the greatest port on the east west was at its top under the Pallava Kings. The Cauvey, converging with the roaring ocean, was known as Puhar; however because of the flawless excellence of the port town it came to be called '*Poompuhar*'. The significance of the city is brought out in Sangam literature, Manimegalai and furthermore Silapathikaram. To evoke the brightening decorative picturesque magnificence Poompuhar the entire Art Gallery is made to introduce the climate and air of the second century A.D by the formation of the Ilanji Manram, Pavai Manram, the Buddhist School, Arugan Kottam, Tirumal Kottam and Muruga Kottam and so forth. A fine sea shore and quiet water offer great washing. The Chittirai full moon celebration is a significant celebration of this spot.<sup>3</sup>

### **Thanjavur - The Chola Legacy**

Thanjavur region with its green stretches of developed grounds is genuinely called "*the storage facility of the South*". When the superb capital of the Chola rulers, this town today remains as the brilliant tradition of the chola greatness with in excess of 74 sanctums in its area among which the prestigious sanctuary of Lord Brihadeeswara. Thanjavur is novel with its unmatched wonders in figure and design. The pinnacle of the huge sanctuary is a declaration to the designing expertise of the Chola planners. This huge sanctuary worked by the best Chola head Raja Raja Chola I is that administration's incredible commitment to Indian sanctuary engineering. The royal residence worked by the Nayak Kings and revamped by the Marathas traces all the way back to the 1550s and houses a craftsmanship exhibition, a library and a corridor of music.<sup>4</sup>

### **Thiruviyaru**

Thiruvaiyaur is arranged on the banks of the stream Kaveri. However Pilgrims run to this spot consistently, Thiruvaiyar is more eminent for its relationship with Saint Thyagaraja who alongside Mutuswami Dikshitar and Shyama Sastri contains the Trinity of carnatic music. Close to the Siva sanctuary is the one lives house where Thyaga Raja made some out of his most noteworthy works. On the banks of the waterway is the Samadhi of the Saint and it's here that the best performance in the nation happens every year. The Thyagaraja Aradhana celebrations will be held in January when a large portion of the main types of carnatic music come to perform and are watched by a great many passionate

enthusiasts of old style music. An enormous complex is constructed now at this site to oblige the groups that show up for the show in eve, expanding number each year.<sup>5</sup>

### **Darasuram**

The Airavateeswara or Darasuram Temple worked by Raja Chola II is a great illustration of the twelfth century Chola design and is very much safeguarded right up 'til the present time. The front facing coloums of the sanctuary have novel little figures. The sanctuary has been reestablished by the Archeological review of India.

### **Kumbakonam**

Kumbakonam is a consecrated town known for its four huge sanctuaries committed to Sarangapani Kumbeswaran, Barana and Nageswarar. The vital Mahamagam celebration happens at the Mahamagam tank once in 12 years, when it is accepted that the water of 9 consecrated streams stream into the tank. During this time lakhs of individuals from everywhere the state amass to wash here to wash away their transgressions. This town is additionally well known for silk sarees. Mahamagam celebration at Kumbakonam is commended in February or March once in 12 years. It last held in 1992.

### **Thiruvarur**

Thiruvarur is one of the old capitals of the cholas. There is a significant siva sanctuary here, committed to Lord Thyagaraja. The Thyagarajaswami sanctuary here has some significant engravings. The legend of Manunedi Chola's judgment of delivering capital punishment on his lone child for driving his chariot over a calf to death is formed in this sanctuary is an intriguing component. The sanctuary has the greatest vehicle and the vehicle celebration draws in an enormous number of aficionados from all pieces of the state. It is the origin of Saint Thyagaraja one of the melodic trinity.

### **Gangaikondacholapuram**

The sanctuary at Gangakonda Cholapuram was built by the Chola King Rajendra I (1012 A.D - 1040 AD) after his triumph over the Kingdoms lining the River Ganga. Aside from the monumental pinnacle and the mammoth Nandhi, there are some delightful models including a moving Ganesa. This sanctuary is one of the fine commitments to Dravidian Temple Architectures.<sup>6</sup>

### **Nagore**

Famous Muslim Pilgrim place, the dargah of Hazrat Meeras Sultan Syed Shahabdul Hammed known as Hazrat Mian. Only 4 kms toward the north of Ngapattinam, the burial chamber is right around 500 years of age and is topped by a brilliant dome flanked by fine minarates. The tank is called Peerkulam and is accepted to have corrective forces. The dargah is visited by individuals of all strict confidence as vacationers. Kandoori celebration is popular here in October and November.<sup>7</sup>

### Velankanni

12 kms South of Nagapatinam is quite possibly the most visited pioneer sports in this piece of India. Individuals of any remaining beliefs and strict result in these present circumstances church to implore at the place of worship of our woman of Health. Many carry with them little gold and silver reproductions of parts of the body to give to the congregation. Velankanni is especially packed during the celebration time frame in September. There is a little church historical center which has a presentation of a contributions made by the individuals who were restored of their sickness. There are numerous little shops selling strict knickknacks.<sup>8</sup>

### Tiruchirappalli

Tiruchirappalli is arranged on the banks of the waterway Kaveri. This city was a Chola Citadel tracing all the way back to Sangam Age. The Pandya and Pallava Kings held influence over this area for brief periods. The Nayaks of Madurai had constructed the town and the noteworthy stone Fort, which assumed an imperative part in the Carnatic battles in the eighteenth century A.D. Today Trichirappalli is a mix of history and customary just as a traveler place and a flourishing business city. Tiruchi's most cultivated milestone is 83m high stone, which is the lone outcrop in the generally level land at the city. The most among reality about the stone is that it is one of the most established on the planet roughly 3,800 million years, which makes it as old as the stones of Greenland and more seasoned than the Himalayas 344 gets out of rock lead to the top, where there are engravings' tracing all the way back to the third century B.C. Practically nothing survives from the bulwarks except for the primary Guard Gate is as yet flawless. The fortress assumed a significant part during the Carnatic wars and as indicated by an engraving "basically added to establish the frameworks of the British domain in India".<sup>9</sup>

On the stone is the Uchi Pillayar Koil, a sanctuary committed to Lord Vinayaka from where one can partake in an all encompassing perspective on Tiruchi. A trip of steps prompts the Mathredbutheswarar or Thayamanaswamy Temple committed to Lord Siva, where the lingam is a projection of the actual stone. It has a 100 column corridor and Vimana canvassed in gold leaf. Underneath the Siva sanctuary are Pallava care sanctuaries that have lovely models from the sixth and seventh hundreds of years A.D. At the foot of the Rock Fort is a tank and Pavilion which are utilized during the buoy celebration of the sanctuaries. Close to the tank is the house where Robert Clive resided while he was in Tiruchi. These are the popular spots to see.<sup>10</sup> Srirangam, the Districts most significant Pilgrim community is situated in an island only 5 kms from Tiruchi, Surrounded by the waters of the waterway Kaveri on one side and its feeder Kollidam on the other. It is a 600 section of land island town encased inside the seven concentric dividers of the monstrous Sri Ranganathaswamy sanctuary. There are 22 gopurams, one of which is one of the tallest in India. Not a long way from the island is one of the best designing wonders of India, the Grand Anicut which was worked by Karikalan Chola in the second century A.D to saddle the waters of the stream Kaveri. Thiruvanaikaval arranged 2 kms east of Srirangam. This delightful Siva sanctuary gets everyone's attention from the bigger Ranganathaswami sanctuary because of its

astounding building plan. This sanctuary is otherwise called Jambakeswarar sanctuary named after the elephant which is accepted to have venerated Lord Siva here. Introduced under antiquated Jambu tree, the lingam is incompletely lowered by water and is intended to address God manifest as water. This sanctuary has some extremely intriguing cutting. Mohini Alangaram, Vaikunter Ekadesi, Garuda Sevai, Flower Festival and vehicle celebration at Srirangam during the last seven day stretch of December and first seven day stretch of January. The buoy celebration at Teppakulam is held during the long stretch of March - April. Samayapuram Mariamman Temple Poochorial celebration is coordinated during the period of April.<sup>11</sup>

### **Madurai**

Madurai presumably more than 2500 years of age, is the most established city in Tamilnadu. Its starting point and name rise out of the fantasies of a stunning legend. In woods close to a lotus lake, Indra lord of Gods venerated constrained Siva as a Swayambu Lingam. At this detect, the Pandiyam ruler '*Kulasekara*' constructed an extraordinary sanctuary and by clearing the backwoods, he made a lotus - formed city around the sanctuary. The unfamiliar essayists Megasthenes (302 B.C), Pillay (77 A.D) and Ptolemy (140 A.D) composed references on Madurai. Marcopolo visited Madurai in 293 A.D and Batata is another movement written in 1333 A.D who referenced this city in his book. Inseparable from Madurai is the glorious sanctuary devoted to Goddess Meenakshi. This is one of the well known Shakti holy places in India, drawing a large number of aficionados consistently. It has likewise been the focal point of Tamil culture, supporting writing, workmanship, music and dance throughout the long term. Rumors have spread far and wide suggesting that when the third and last Tamil Sangam met at Madurai, Tamilnadu scholarly works were tossed into the sanctuary tank, where a heavenly power made works of legitimacy buoy and breaks writing to sink. Rectangular fit, the sanctuary structures are of grand measurements 847 feet long and 792 feet in expansiveness and the most seasoned pinnacle of these sanctuaries of thirteenth century A.D. The southern pinnacle is embellished by more than 1500 multi-shaded figures and pictures of the assortment normal toward the South Indian sanctuary towers.<sup>12</sup>

The striking highlights of the sanctuary are the shocking construction known as Ayirankal Mandapam. The Mandapam displays 985 columns, and each is an intricate show-stopper. Every column includes high fancy strong figures that come energetically alive. Seen from a point these 985 columns show up in an orderly fashion a building work of art without a doubt. Mariamman Teppakulam is a square tank of wonderful and colossal size. This tank is the location of a vivid buoy celebration held in January to commend the birth commemoration of King, Thirumalai Nayak, who fabricated this tank. The divinities of Meenakshi and Sundareswara are set in a joyously brightened glide; Illuminated with many lights, this entrancing buoy is taken round the tank to the sound of customary music. Thirumalai Nayak Mahal is somewhere else of interest in Madurai. The monstrous white columns here are one of the striking highlights.

### **Palani**

The sanctuary at Palani is one of the six residences of Lord Subramanya. This sanctuary is worked on a 140m high slope and can be reached by either utilizing the means or electrically worked winch. During the celebrations of Panguni Uthiram (March - April) and Adi Karthikkai (July - August) Kavadi artists dance and walk their direction from all over as they rush to the sanctuary in hundreds frequently in a condition of daze. The Government Chithirai Exhibition is held from April to June consistently.

### **Mamallapuram**

The prestigious an old seventh century community for Pallava Culture and expressions arranged only 60 kms south of Chennai city on the Bay of Bengal coastline. Mamallapuram is a mainstream sea shore resort and culture front, particularly for the sightseers who come from the world over, who love to guzzle and absorb its rich practices. There are nine stone cut sanctuaries. The Mahisasuramardhini cave, portraying the goddess battling an evil spirit on one side and Lord Vishnu's vast rest on the other is an especially wonderful one. Krishna Mandapam has a bas-relief striking for its sensible portrayal. The board identifies with one of the tales of Lord Krishna. There are five solid sanctuaries, each made in an alternate style. They are otherwise called the Pancha Pandava Rathas and four out of the five rather should have been cut out of a solitary rock.<sup>13</sup> Whoever takes a visit to South India never miss to visit Mahabalipuram. This spot gets a decent volume of Domestic and Foreign travelers in Tamilnadu particularly during December, January and February.

### **Kanchipuram**

Kanchipuram is known as one of India's seven hallowed urban communities. It was under the Pallavas from sixth to eighth century A.D and later become the bastion of the Cholas, Vijayanagara Kings, the Muslims and the British. It has been the focal point of Tamil learning and culture and strict foundation for quite a long time. Kanchi additionally is notable focus of the best silk sarees made in the country. Kanchi has sublime sanctuaries special engineering magnificence, an expressive declaration to its heavenly Dravidian legacy. Adi Sangaracharya set up his Episcopal seat Kama Kodipeedam.<sup>14</sup> The Ekambarashwara sanctuary with 57m high Rajagopuram, probably the tallest pinnacle in South India. The 2500 years of age mango tree inside the sanctuary is the principle fascination of this sanctuary. The Vaikaunda Perumal sanctuary was worked by Nandivarama Pallava in the seventh century A.D. A few engravings and Panel of figures are found in this sanctuary identifying with the conflicts between the Pallavas and the Chalukyas. The Kailasanatha sanctuary worked by Rajasimha and his child Mahendravarman III in the eighth century A.D. is noted for its model and architecture.<sup>15</sup>

### **Rameshwaram**

The sacred island town of Rameswaram is associated with terrain India by Pamban connect. This Pilgrim community is one of the most excellent in the nation, known as the sanctuary with the longest passageway in India (1220m). The Ramanathaswamy sanctuary is worked at where Rama venerated Lord Siva after he remained Ravana, the ruler of Lanka,

who had stole his significant other Sita. The petitions since Ravana turned out to be an extraordinary aficionado of Lord Siva.<sup>16</sup> The Department of Tourism in India has intended to make Rameshwaram as “Public Pilgrim Tourist Center” and has looked for a definite report from the State Government to assist with carrying out this project.<sup>17</sup>

This paper is for the most part worried about the social parts of places of interest in Tamilnadu with extraordinary reference to Tamilnadu. The travel industry is the fundamental mode for widening the constraints of human information. The travel industry has consistently remained as a one of a kind for the social engendering that is important to unite individuals. In the travel industry a social trade happens, the traveler conveys back home with him new propensities and lifestyle.

### End Notes

1. Baker, C.J., *South India*, MacMillan Company, Chennai, 1975, p.62.
2. Nagaswamy, R., *Art and Culture of Tamilnadu*, New Delhi, 1980, p.61.
3. *Ibid.*, p.71.
4. *Ibid.*, p.25.
5. Tamil Nadu Splendored of India Tamil Nadu Tourism Department Chennai, April 1993, p.67.
6. William Hickey, *The land of Chola, the Eden of the South*, Chennai 1988, p.43.
7. Tamilnadu Splendour of India, *op.cit.*, p.67.
8. *Ibid.*, p.68.
9. Eknath Ranack, *Temple India*, Vevikananda Kendra Patrika, Vol.10, No.1, 18 February 1981, p.4.
10. *Ibid.*, p.5.
11. Jagadisa Ayyar, P.V., *South Indian Festivities*, Asian Education Services, 1982, p.434.
12. Saravanaan, M., *V.V.M.S. - Guide to South India*, Vadapalani Press, Chennai, 1981, p. 142.
13. *Ibid.*, p.143.
14. Tamilnadu Splendour of India, *op.cit.*, p.35.
15. Srinivasan, K.R., *op.cit.*, p.85.
16. Tamilnadu Splendour of India, *op.cit.*, p.95.
17. Rameswaram to be made Tourist Centre, the Hindu, Thursday, 9 July 1998, p.5.