

The Role of Monumental Legacy in the Cumulative Progression of Cultural Tourism in Tamilnadu

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Abstract: The aim of this paper is to define the various aspects of cultural tourism in Tamilnadu and to review them in the light of current conditions. The historical monuments represent the largest and most important aspect, which also involves the greatest recurrent expenditure on conservation and protection. The Formulation of our definition of cultural tourism was drawn up largely with the Indian and Foreign tourist in mind. Clearly, the aims and importance of domestic cultural tourism in Tamilnadu must be very largely educational. In a state like Tamilnadu with a vast population, poverty and illiteracy would be eradicated or changed with the help of this type of tourism which once was done by the pilgrimage. The Monuments had been classified into various different types on the basis of the priority given to them, due to their appearance in the present condition. Due to the surplus amount of monuments available in the state, it is a great hindrance for the tourists to select the necessary monuments that is to be visited in the first instance.

Keywords: Tourism, Heritage, Scheduling, Publications, Site Museums.

1. INTRODUCTION

The aim of this paper is to define the various aspects of cultural tourism in Tamilnadu and to review them in the light of current conditions. The historical monuments represent the largest and most important aspect, which also involves the greatest recurrent expenditure on conservation and protection. So this reinforced the author to concentrate mainly on the monuments. A normal view of the great number of Tamilnadu's major monuments, it soon became clear that all could not offer equal facilities to tourists. As far as Tamilnadu is concerned it consists of more than 400 heritage monuments¹ under the control of Archaeological Survey of India, Chennai Circle and 88 monuments² under the control of Department of Archaeology, Government of Tamilnadu. A Further aim was to consider the best way in which the various monuments might be visited and more particularly whether it is feasible to organize special tours based upon specific themes. It was also aimed to give definition, scope and domestic importance for cultural tourism, difficulties encountered by the foreign tourists in Tamilnadu, classification of monuments, Tamilnadu's monumental heritage, problems affecting monuments, museums, natural heritage and cultural tourism, tour patterns in practice in cultural tourism, projects enclosing the monuments (major conservation, improvements of environment, proposals for site museums, excavations as tourist attractions, flood lighting, publication projects etc.)

2. DEFINITION, SCOPE AND IMPORTANCE OF CULTURAL TOURISM

Tamilnadu is one of the largest state and has a population of more than seven crores with a great past and a great tradition. It's hoary past can be dated back to the times of Palaeolithic culture which could be dated back to about Fifty Thousand years ago. Tamil civilization is considered one of the oldest and greatest among the world civilizations. It is also a living civilization whose tradition arise from its past. *Cultural tourism* is defined as visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, and scientific or lifesytle/heritage offerings of

a community, region, group or institution³. Cultural tourism is the fastest growing segment of the tourism industry and hence there is a trend towards an increased specialization among tourists. The study on the Cultural/Heritage tourism leads to the result on the relationship between the cultural/heritage destination and the overall satisfaction of tourists.⁴ This broad definition and clarification about *Cultural Tourism* includes the national and foreign tourists of more wealthy communities to prefer the first class hotels for their stay and in connection with this to spent considerable amount of money. Thus, cultural tourism in Tamilnadu has a part to play as a foreign exchange earner. On the other hand the cultural interest of such visitors is limited to one or two monuments only. So, as far as these tourists are concerned they do not make us to define the scope of cultural tourism to a great extent. But the second class of tourists who are economically lower than the first and having a diverse interest in tourism with a fair and explicit cultural interest in mind is our concern.

The cultural interest that makes the tourists to visit Tamilnadu is of various varieties like The Monumental Heritage (art and archeitecture), The Religious heritage, The Natural Heritage, Traditional arts and crafts, Music and Dance, Gastronomy etc. *The Monumental Heritage* of the state makes the national and foreign tourists to visit Tamilnadu, which we may broadly be, call as Cultural and Historical interest. This class of tourism is considered to have a great potential for the development of tourism activity in Tamilnadu. The tourists in this class may also be classified into two categories i.e tourists with general interest to visit limited number of monuments particularly most important monuments and tourists with more interest to visit regional and thematic objectives. The monumental heritage may in broadest terms be classified into different types like Hindu monuments (stone temples {from 7th century onwards}, forts, palaces,) Jain monuments, Islamic (Mosques and Darghas), Christian monuments (Churches), British monuments (*constructed out mostly for the purpose of administrative purposes*), later in the Eighteen century the houses which are also considered to be like that of palaces belonging to Chettinad region of Sivaganga district. One of the important unique heritage elements of Chettinad region was the Art Deco Style houses (also called as French art Deco) largely built in 1940-1950's⁵. Second variety of cultural interest the *Religious Heritage* where the primary visit was to have religious tour was considered important as it overlaps with the monumental heritage. More particularly the tourists from various parts of India visit this state for the purpose of pilgrimage. The varied interest on different religious practices prompts the tourists to visit the state. *The Natural Heritage* both in wealth and attractiveness in the bird and animal sanctuaries, zoo's are the other powerful stimulus for cultural tourism. Tamil Nadu, the cultural hot seat of South India has added another feather in its cap owing to its diverse natural heritage. Tamil Nadu Wildlife Tours are thus quite naturally a rage among the tourists. In *Traditional arts and crafts*, the richness and variety of Tamilnadu's traditional arts and crafts are famous and the encouragement they are currently receiving are noteworthy. The silk weaving in Kanchipuram, bronze making in Swamimalai, Thanjavur Paintings, Sculpture making (*Stone craft*) in Mamallapuram, Pattamadai Mats (*Pattamadai paai*)⁶, Metalware making - Copper and Brass (*Deepam, standing lamps, aarathi (votive lamps), hand lamps, chain lamps, Patterned trays, panchpaathra*), Pottery Making, Embroidery, Durries, etc are some of the classical art works of Tamilnadu. The primary impact of Tamilnadu's arts and crafts on cultural tourism could be known from Cultural Shopping. Almost all tourists wish to take home souvenirs of this kind, and therefore this assumes considerable importance. *Music and Dance* in Tamilnadu is the primary attraction for large number of national and foreign tourists. Tamil folk music and songs are highly appreciated by people all along South India for its unique pattern and style. Tamil Nadu possesses an attributed taste of Music history for a few thousand years. The popular, fundamental *Tala* implementation is represented in the outcome of this style. The mainstream ragas such as *Thodi, Kavadi Chindhu, and Kalyani, Karaharapriya*, widely applied within this style.

There are three art classes which presents to its unparalleled expertise from the dazzling, ancient days of Tamil Nadu. The literary sequences (Iyal), Music(Isai), and Drama(Nadagam) are those three prominent art forms. These kinds of music have firsthand display values. The *Therukoothu* (Street Play), *Thappattam, Karagattam and Kavadi attam, Dummy Horse dance and Peacock Dance, Kolattam, Kummi and Oyilattam* are all rural courses of dance forms with folk music, mostly older but still in operation also cheered by Tamils with passion and ardency.⁷ Encouragement of often struggling musicians, singers and dancers by the tourism industry would appear to serve several useful purposes simultaneously. *Gastronomy* is also considered much important because of various varieties of delicious cuisine prepared in different places. The region has a rich cuisine involving both traditional non-vegetarian and vegetarian dishes. It is characterized by the use of rice, legumes and lentils. Its distinct aroma and flavour is achieved by the blending of flavourings and spices including curry leaves, mustard seeds, coriander, ginger, garlic, chili, pepper, cinnamon, cloves, green cardamom, cumin, nutmeg, coconut and rosewater. Rice and legumes play a significant role in *Tamil cuisine*. Chettinad is known for its

culinary delicacies, which is also one of the main reasons why the people visit the area. The meal is essentially spicy and contains all the elements of the Tamilnadu cooking tradition. *Parota* made with maida or all-purpose flour, and loosely similar to the north Indian wheat flour-based Paratha, is served at food outlets in Tamil Nadu, especially in places like Madurai, Nagercoil, Tirunelveli, Tuticorin, Virudhunagar and the adjoining areas. Madurai has its own unique foods such as *jigarthanda*, *muttaiparotta* (minced parotta and scrambled egg), *paruthipal* (made of cottonseeds), *Karidosai* (dosai with mutton stuffing) & *ennaidosai* (dosai with lots of oil) which are rarely found in other parts of Tamil Nadu. Nanjilnadu (Kanyakumari district) region is famous for its *fish curry* since the region is surrounded by the three great water bodies of Asia: (Indian ocean, Arabian Sea and Bay of Bengal). The western Kongunadu region has specialities like *Santhakai/Sandhavai* (a noodle like item of rice), *Oputtu* (a sweet tasting pizza-like dish that is dry outside with a sweet stuffing), and *kola urundai* (meatballs), *Thengai Paal* (sweet hot milk made of jaggery, coconut and cotton seeds), *Ulundu Kali* (Sweet made out of Jaggery, Gingely Oil and Black Gram), *Kachayam* (sweet made out of jaggery and rice), *Arisimparupu sadam*, *Ragi puttumavu*, *Arisi Puttumavu*, *Vazhaipoo Poriyal*, *Kambu Paniyaram*, *Ragi Pakoda*, *Thengai Barbi*, *Kadalai Urundai*, *Ellu Urundai*, *Pori Urundai*. The natural crops of this region forms the main ingredients in this Kongunadu cuisine. Eating-out in its capital city Chennai, is a great experience and provides a glimpse of the unique lifestyle of the city. Chennai is known for its cuisine, brought to the city by people who have migrated from different parts of Tamil Nadu. Chennai has a large collection of restaurants, some of them are unique '*Speciality Restaurants*,' which serve '*South Indian Cuisine*' with an ambience to match, while most others cater South Indian Tiffin and meals, at very reasonable prices.

The Formulation of our definition of cultural tourism was drawn up largely with the Indian and Foreign tourist in mind. Clearly, the aims and importance of domestic cultural tourism in Tamilnadu must be very largely educational. In a state like Tamilnadu with a vast population, poverty and illiteracy would be eradicated or changed with the help of this type of tourism which once was done by the pilgrimage. The obvious function of domestic tourism is to bring the unity among the communities of foreign and Indian nationals, an appreciation of regional diversity, an awareness and if possible understanding the Tamilnadu's past and of her most recent and ancient history. Another important aspect of domestic cultural tourism market is the inclusion of visits to hydro – electric dam sites, industrial complexes and agricultural research stations. In the ancient Tamilnadu there existed trade guilds who made business with the agricultural products and they were called as *Mani Grammatthar*, *Thisai Ayiraththu Ennoorruvar*, *Anchuvannathar*, *Naanadesigar*⁸ etc. *Tamilnadu Agricultural University* in Coimbatore, *Cotton Research station* (Srivilliputhur)⁹, *Coconut Research Station* (Veppankulam)¹⁰, *Horticultural Research Station* (Kodaikanal, Pechiparaai, Palur etc), *Hybrid Rice Evolution center* (Gudalore), *Rice Research Station* (Ambasamudram), *Sugarcane Research Centre* (Cuddalore, Melalathur, Sirugamani) etc. are some of the agricultural stations in Tamilnadu.

But the thing of less interest is that this aspects was not stressed for the foreign and national visitors as it was considered that they are of less interest for them. Generally speaking, and because we are frankly doubtful whether their inclusion does not make the scope of cultural tourism too broad. As far as Tamilnadu is concerned generally the domestic tourists outnumbered the foreign tourists.¹¹

In foreign tourist arrivals, Tamilnadu stands second next to Maharashtra and in domestic tourist arrivals it stands third next to Andhra Pradesh. Ministry of Tourism in India had sanctioned Rs.66 crores for the year 2010-2011¹² for the development of various projects pertaining to tourism industry.

3. GENERAL DIFFICULTIES ENCOUNTERED BY THE FOREIGN TOURIST IN TAMILNADU

Before examining the aspects of cultural tourism in Tamilnadu which is the main theme of this paper, there is also need to focus on the general difficulties which the foreign and national tourists encounters in Tamilnadu. The difficulties faced by the tourists are climate condition, travel, accommodation, food, drink, night life, health and hygiene, attitudes of Tamil people to foreign and national tourists.

Tamilnadu's *Climate condition* undoubtedly presents a serious obstacle to the foreign tourist. But it favors the tourists from other states of India. Tamilnadu has a tropical climate and mainly features the fairly hot climate except during the monsoon season. The climate of the state ranges from dry sub-humid to semi-arid. As Tamilnadu is dependent on monsoon rains droughts occurs often in the state. From the beginning of the month of April till the end of June the state consists of hot weather. The month of May has a very high temperature which is also considered to be the very hottest month of the year. As far as Tamil tradition is considered during the days of *Agninatchathiram* the temperature seems to

be very high. The cold weather in the state starts from the month of November and ends in around middle of March. The state has three seasons of rainfall namely south – west monsoon from June – September, north – east monsoon from October – December and in the dry season from January to May. Moreover, the fact that Tamilnadu is in the southern hemisphere, which means its tourists season differs from the foreign tourists and national tourists. Foreign tourists are still very largely confined to the summer months which are considered to be the best months for tourism in Tamilnadu. The hill stations in Tamilnadu offers enough to bring a tourist from outside during the summer season. The scenic locations and the pleasant climate during the summer season attract the tourist to visit these regions. But even during the winter too tourists from the countries like Singapore, Malaysia etc visits this regions as they have vacation during the months of November and December. The transport for these hill stations also facilitates the tourist to select these regions for the tour, but, during the heavy rainy seasons transport facility gets disturbed. Another important aspect of the Tamilnadu climate which is to be considered carefully is the examination of adverse effects of combined heat and humidity conditions which is present in its coastal lines. In particular, many parts of Tamilnadu offer great natural beauty combined with a considerable moderate climate, and offer, for example, opportunities of seeing other monuments in various places like Thanjavur, Mamallapuram, Dharasuram, Gangaikondacholapuram, etc. The Tamilnadu Tourism Development Coporation should also explore ways of advertising and opening up monsoon tourism. This season to some extent coincides with the European summer, and moreover, coincides with that incomparable Indian fruit, the *Mango*, which until today remains completely beyond the reach of the winter tourist.

The tourist who visit Tamilnadu has four choice of *Travel* i.e., Road, Rail, Air, Water. Tamilnadu has various modes of roads namely National Highways, State Highways and other roads (major district roads, other district roads, East coast road, etc. As far as Road transport in Tamilnadu is considered, there are different modes of travel through Government owned buses from normal seated to ultra deluxe buses with and without air – conditioned facilities. The transport department offers online booking facility for the passenger’s convenience. Apart from this numerous number of private owned ultra modern buses are operated throughout the state. Today even the sleeper facility has been introduced in these buses. Various tourists vehicles like tourist vans, taxis, etc are also available for the tourists. Likewise, Rail transport in the state is also an important mode of transport. Chennai is the headquarters of Southern Railways. Tamilnadu has a total railway track length of 5,952 km and 532 railway stations in the state.¹³ As far as foreigners are it will be great challenge for them to compete with the local population. In avoiding this backdrop air-conditioned trains would solve their needs. As they will be very much comfortable for them to travel apart from travelling in incredibly dusty, dirty and uncomfortable hot. Chennai, capital city of Tamilnadu and India's fourth-largest urban agglomeration, has a well-established suburban railway network, which dates back to 1931. Both the road and rail transport in the state connects almost all the places in Tamilnadu. This favors the tourists to visit each corner of the state in connection with the selection of the sites they have preferred to visit. As far as Air transport is concerned Tamilnadu has three major International Airports in Chennai, Coimbatore and Trichy. The domestic airports being in Madurai, Salem and Tuticorin. This initially paves way for the tourists to reach the preferred destinations in short span of time. In connection with the Water Transport, Chennai Port, formerly known as Madras Port, is the second largest port of India, behind the Mumbai Port, and the largest port in the Bay of Bengal. Passenger transport in this port is handled in Ambedhkar Dock.

Tourists from the foreign countries and from other parts of India is confronted as they moves about the state by a whole galaxy of different types of *Accommodation* varying from western style hotels, resorts, small hotels, Dak bungalows for very low expense ranging from Rs.500/- to as expensive as many in his own country or region. It must be remembered that a substantial proportion of western tourists are touring on a budget and will inevitably look for value of money. The tourist who is looking for value is bound to be impressed by many of the Tamilnadu hotels which are found scattered all over the state. Tamilnadu consists of numerous numbers of five star hotels like Taj Connemera, Taj Coromandel, ITC Chola, Park Sheraton, Le Meridian and other lesser star category hotels in Chennai and other cities which provides high class hospitality and service for the customers. The tourist who wishes to stay outside the main cities and in the remote places of hill stations, the Dak bungalows, Class I tourist bungalows and Resorts often provide the available and comfortable accommodation. It is so impressing with the standard level of facilities provided by the tourist bungalows which also fulfills the sort of accommodation which most of the western tourist and the high class tourists from the other parts of India requires. But, by contrast many of the older bungalows and hotels all over the state, although less expensive, require to be substantially improved along the lines of the tourist bungalows if they are to have regular tourist occupation. Finally, although there are certain issues regarding the poor maintenance of the hotels, the development of Tourism industry and the simultaneous improvement in the economic conditions will pave a way for the development in the hospitality in the tourist destinations.

India, for the westerner, enjoys a stereotyped reputation for the hotness and spiciness of its *Food*. Each and every part of Tamilnadu has different style of cooking and indigenous taste to their credit. Both vegetarian and non-vegetarian is prepared which has high spicy content. But, a considerable proportion of Tamilnadu dishes are no more highly spicy or hot. As a reaction against the supposed unpreparedness of the European, Middle East and North Indian palate for native dishes, a tradition of western and north Indian style of cooking has grown up and come to dominate the tables of many hotels, etc. As a result, the unwary westerner may find himself doomed to a regimen of insipid soups, boiled vegetables, tough and unpalatable meat, depressing puddings and badly made coffee.

4. CLASSIFICATION OF MONUMENTS PREFERRED BY THE TOURISTS

The monuments had been classified into various different types on the basis of the priority given to them, due to their appearance in the present condition. Due to the surplus amount of monuments available in the state, it is a great hindrance for the tourists to select the necessary monuments that is to be visited in the first instance. On the basis of the appearance of the monuments they are outlined, which initially makes us to provide a clear picture for the tourists which one they need to select for their visit. The monuments to be considered important in the first criteria are the one's which are archaeologically and architecturally important and second criteria monuments may be classified in terms of its attractiveness and easy accessibility. As the monuments of the first criteria are mostly under the control of state and central government agencies, these are very well preserved due to which the concentrating efforts should be on the second priority monuments though their attractiveness and accessibility are with ease, there needs to be the improvement in the basic amenities in the basic infrastructural facility to the visitors.

The monuments of Tamilnadu could be classified categorically and invariably on the basis of their size, style of construction, periodization and characters ranging from small temples, cave temples of jains, small mosques, churches, forts, colonial buildings, to the huge temple complexes with large and expanded fortified walls. The great Chola Brahadiswara temples at Thanjavur and Gangaikonda Cholapuram, Airavateswara temple at Darasuram, Shore temple at Mamallapuram, Vaikunda Perumal, Kailasanatha Temple at Kanchipuram are the standing examples for the temple structures in Tamilnadu. Old Jumma Mosque at Keelakarai, Nagore Dargah, Basilica of Our Lady of Good Health at Velankanni, Santhome Cathedral Basilica at Santhome, Jain temple complex at Thirumalai, Cave temple at Siththannaval are classified on various grounds;

- Monuments owned and preserved by Archaeological Survey of India, Chennai Circle under the Ancient Monuments and Archaeological Sites and Remains Act, 1958 deserves the special mention. These monuments numbers nearly two hundred and eighty five and includes temples, forts, mosques, churches, warehouses, arsenal, rock cut jain temple, iron pillars, etc as per the ASI records.¹⁴
- As per the Tamilnadu Ancient Monuments and Archaeological Sites and Remains Act, 1966, more than eighty eight monuments are preserved in the state.¹⁵ by the Department of Archaeology, Government of Tamilnadu. These monuments are of various categories like temples, tombs, sculptures etc in line. Besides the above mentioned monuments more than thirty thousand temples are maintained by the Department of Hindu Religious and Charitable Endowment Board
- Monuments and temples under the private ownership are countless in number. Many temples and monuments, though with less architectural excellence are still being worshipped and being maintained by Committees of Management and having resources for the maintenance of the so called temples and monuments.
- Next to this is the monuments which are preserved and maintained by the ASI with the agreements made with persons or trust who owes the same.

5. NECESSARY BASIC INFRASTRUCTURE

The availability of proper road, rail and other source of approach to the site or the heritage monuments are the basic needs to promote the tourism in the state. Many temples are located in the remote access from the local towns and cities. Hence, proper survey must be done and necessary arrangements for the accessibility should be made in those sites. Heavy dusty roads must be cleaned, as the deposition of the dust particles in the monuments affects their architectural excellence. It is also important here to note that, making necessary arrangements for approaching the heritage sites is mandatory in one hand, but at the same there must also be utmost care to be taken in safeguarding the monuments from the tourists as they would disturb or damage the locality due to over enthusiasm. It is also relevant to note here that the inadequacy of official guides with adequate knowledge on the history of the site and monuments hurdles the tourists in getting the proper

insights about the sites. In this case the unofficial guides play a pivotal role in misguiding the tourists without any proper expertization in the heritage structure, due to which they earn good income. So there is a need for the government to take appropriate steps to train the public, students and others in guiding who are interested in the study of Cultural Heritage of Tamilnadu. They should be taught other languages like English, hindi, French apart from Tamil, which may help them in interacting with tourists from various states of India, European and other countries. The guides may be given proper identification with uniform, identity card etc. One of the vital aspect to be considered must necessary in the heritage sites or monuments is the site museums, where the historical antiquity, architectural excellence, sculptural marvels, etc could be placed before the visitors for their completed understanding the heritage and history of the site or monuments. But only certain centres like Nayak Mahal at Madurai, Saraswathi Mahal and Palace at Thanjavur, Poompuhar, Vellore, Karur, Dharmapuri and few other sites have site museums erected by state and central government agencies. It is necessary to have atleast a small site museum in each heritage sites through which the visiting tourists would come to know the underlying historical background of the state. Another facet to be taken into account is the practice of lighting in the sites and monuments. It will basically upgrade the actual nature of the monuments and would be glittering for the tourists to have a extraordinary sightseeing.

6. CONSERVING THE HERITAGE

Conservation of the heritage is the main venture in the present changing environmental context, as the atmosphere is in the complex situation due to the exposure of smoke, fluctuation in the temperature condition, change in the position of the sea level, humidity, etc. Besides this, manmade disturbances such as plantation, modern constructions around the monuments, repairing works done on the heritage monuments, vandalism for the purpose of the raw materials in the sites and monuments are other known threats existing. It is a very severe task for the government agencies like Archaeological Survey of India, Department of Archaeology, Government of Tamilnadu, Trust and other managements in preserving the heritage invariable of the above mentioned factors. The allotment of appropriate funds for the conservation and preservation process is very much necessary to maintain the historical sites and monuments with the small old historical affluence. For example the Chola paintings at the Brahadeeswara temple at Thanjavur, Paintings at the Cave temple at Sithannaval are to be preserved with maximal care as the paintings were done with fresco-secco technique which could be easily perished due to the changing temperature conditions. The conservation of the Kailasanatha Temple at Kanchipuram is also a very hard task as it is constructed out of sandstone which may be disturbed by various effects of pressure, water saturation and other related processes.

The monuments under the maintenance of the private trusts and managements deserve special attention, as they are maintained with sufficient care which is possible for them through the reliable financial status generated by them. Moreover it is also the duty of the government to look after their work as the monuments may get disturbed unknowingly by the trustees in the process of the conservation, where with enthusiasm they would interlock modern techniques in the preservation process which may disrupt the originality of the structure. So, the requisite instructions from the experts who are excelled in cultural heritage preservation and traditional architectural techniques are imperative. This would preserve the cultural milieu of the monuments or sites, which in addition would attract the tourists as the admiration over the aesthetics and art, are basic qualities of the people. The heritage buildings at Karaikudi are noteworthy due to their architectural and artistic excellence. The huge housing complexes with more than fifty rooms, multiple gateways, corridors, well designed courtyard, a unique identity of the complexes needs more concentration in preservation to which the reason being the arrival of the tourists in more number for the high quality culinary delicacies.

7. SCHEDULING MONUMENTS

The major problem existing in the process of conservation of monuments is scheduling the monuments as per the conservation agencies either it is ASI or State Department of Archaeology, Government of Tamilnadu or Trustees. Here the uneven nature of scheduling the monuments creates many problems like freedom of entry into the site or monument, collection of entry fee and the way in which it should be utilized, intrusion of unwanted elements and unofficial guides. The area restrictions also create issues whether the monuments which are unscheduled should come under whose purview. In order to avoid this, department of culture, government of India should proceed with necessary action in handing over the monuments to appropriate agencies. It is exclusive that the government should enact policy and general rules in such matters where the accessibility of foreigners and non-hindus into temples should be made possible. It is otherwise would become unknown to the tourists to inherit the arts and cultural virtuosity of ancient Tamils. A uniform policy must be adopted for temples, mosques and churches without disrupting or hurting the harmony, hopes and identity of any

particular religion which would be beneficial for the state in the source of income through the tourists. The department of tourism should make it clear to the visitors in such cases where the entry is restricted to certain monuments on the ideology of particular religion, otherwise the cultural tourist who is coming all the way from thousands of miles ago to have a look at the monuments would be frustrated, if it turned to be a catastrophic circumstance.

8. ENVIRONMENT AND ITS PRESERVATION

The growth and the developments in the technological scenario initially pave way for the improvement in the economic growth. This process lead to the major programming development in the field man made plantation, laying of road, construction of new buildings and industries, introducing irrigation projects, excavating the land for grasping chemicals poses a great threat for the environment. As far as monuments are concerned, though many of them are the control of state and central government agencies, certain monuments are under the threat of vandalizing for their raw materials. For example, Sanur in Kanchipuram district, a megalithic burial site which is under the control of ASI, though fenced is being disturbed by the unwanted elements in recent years. Same is the case with Adhichanallur (Megalithic site) in Thirunelveli district also under the control of ASI, has not been even fenced as it encloses of hundreds of acre lands. The urn burial monuments are under menacing by the local people as there is no proper maintenance by the authorities. If it is to be preserved, a suggestion for construction of site museum is contemplated. Apart from the constructed monuments like temples, mosques, churches etc, Pre and Proto historic sites which are capable in yielding innumerable number artefacts are under possible commination where pilfering of stone tools, pot sherds, beads made out of precious semiprecious stones is undergoing. The process of sand quarrying is the major problem in the river beds of palar, thamiraparani, vaigai, kaveri, which are enclosed with innumerable number pre and protohistoric sites in which different types of tools are seen embedded in the terraces of the rivers. In addition to this construction of new modern buildings in and around the heritage monuments also affects the environment of the structure. Mamallapuram, an ancient port city of Pallavas houses variety of monuments like structural temples, rock cut caves, rathas etc is facing serious problem in the form of construction of new buildings mainly resorts, commercial complexes and hotels. The respecting authorities should take appropriate steps in preserving those monuments from their unchanging beauty.

9. PUBLICATIONS

It is very much important to have comprehensive idea of the sites or monuments going to be visited, which will be useful for the tourists to grasp inbound cultural heritage of Tamilnadu. In that case, necessary publications should be done by the Department of Tourism and Culture, Department of Archaeology, Government of Tamilnadu, Archaeological Survey of India (Excavation, Epigraphy and Museum branches), Chennai Circle, Dept. of Museum, Government of Tamilnadu, Trust Management and Private agencies who possess certain monuments under their control.

- ❖ The tourism department should make it clear about the monuments to be visited by the tourists by the printed materials like pamphlets, brochures, hand books which are to be distributed to the general public at places like railway stations, airport, ports, shopping complexes, highly crowded malls, fixing still boards in the areas of dense movement of people, and erection of flex banners in particular identity. Apart from this, scientific technologies like facebook, whatsapp could also be used for promoting the culturally important tourist destinations.
- ❖ Dept. of Archaeology, Govt. of Tamilnadu should bring out excessive number of publications on the excavations done by them, which will helpful for the cultural tourists to inherit the cultural antiquity of the ancient Tamil country. The publications about the preserved coins and epigraphs would promote to grasp the cultural milieu of Tamilnadu by the tourist who throng the state for accumulating the cultural history of the state. The publications should be made in fine and high quality attractive paper materials, which in-turn kindles the interests of the tourists to have a glance about the site or monuments.
- ❖ The publications of ASI, as of now are very attractive and printed in the high quality paper materials. In addition to this handbooks with few elaborate details of the monuments are to be included and upgraded. The concentration on printing separate materials for pre and proto historic monuments like rock shelters, burial monuments are also important, as they are the basic resources for the studies of cultural enhancement of the state.
- ❖ Museum department should print catalogues with multi-dimensional photographs of the antiquities, architectural style of the museum, details of the departments available in the museums etc. It will be a good initiative, if the hand books with detailed reports of the antiquities are printed and published with well finishing designs.

10. EXCAVATIONS AS CULTURAL IDENTITY

Excavations serves as the important tool in the exposing the cultural differences that existed in the earlier periods, life style practiced at various stages, materials used in the forgone periods, helps in the reconstruction of social structure of the regions, etc. As far as Tamilnadu is concerned various sites pertaining to different cultural identities like Palaeolithic (Attirampakkam), Mesolithic, Neolithic (Paiyampalli), Megalithic sites have been excavated. These sites yielded enormous amount of artefacts, each one formulating the cultural diffusion of the state. The excavated material remains being brought to the museum play a pivotal role in the exposure of the cultural identity of different regions of the state. The intensive study on the materials and their description, methods of displaying the artefacts in the museums is a basic need for a tourist to understand cultural antiquity of the site and its surroundings. Erection of site museums would make remarkable development in the cultural tourism, as the tourists gets the opportunity of the visiting the site, rather than simply visiting the museum to have look at the artefacts. This also reduces the complications from the objects or monuments getting disturbed or damaged and makes the tourist to have glance on the originality of the site. Well organized and highly equipped site museum can provide considerable contribution in the role of visitor's experience at the sites. Besides, the actual antiquities being displayed in the museums, the photographs in multi-dimensional view, clip art diagrams of the original artifact or monuments, proper lighting are the unavoidable sources for the tourists, by which they can have an idea of multi-faceted overlook on the things in which they have to concentrate. For example a site museum in the temples, mosques, churches, cave temples, rock cut structures can have the photographs with multi - dimensional view of the garbagriha, mandapas, vimanas, pillars, paintings, sculptures, architectural features of the monuments etc, which helps the cultural tourists have a completed idea about the traditional pattern of construction of the monuments in the state. If it is the pre and proto historic sites, various photographic views of artefacts, nowadays particularly in 3 dimensional view, the drawing showing the methods of making the tools, way in which the tools are shaped, uses of the tools, different sizes of the burial monuments, types of the burials, pattern of construction, methods of extracting the metals etc should be displayed in the site museums, only after which the tourists can have basic insights about the technical skills adapted by the ancient people due to the dissemination of knowledge.

11. CONCLUSION

The development of cultural tourism lies on the significant improvement in the monumental heritage. Suitable measures taken in the procedure of conservation and preservation of ancient cultural identity saves the artistic beauty which creates the curiosity to the tourists in the ancient sites of the state. Though the technological development had gained a great momentum in the present century, the conservation of monuments and the exposure of the cultural history of the monument or the site could be well represented to the tourists by splurging mammoth amount of money in the infrastructural development of various departments of the state, these modern technologies should not be the one's disrupting or diminishing cultural uniformity of the state. Distinctive race of people living the state has most blossoming cultural notification for each and every region. The mode of different types of transport insists the people to travel even to the secluded places. This accomplishes the reason for the tourists to reach the remote areas where the un-approached monuments are located. The government of Tamilnadu should take necessary steps to provide feasible environment for the tourists to visit the state. During the monsoon season, visiting the monuments or a site is very difficult, for which government to provide proper safety measures with uninterrupted transport, food, accommodation and other relevant facilities. Main threat encountered by the government in the preservation of the monuments is changing environmental conditions. So, proper environmental protection policies should be enacted for the preservation of heritage monuments and sites. Modern development strategic measures should be stopped in and around the heritage sites and monuments, by which the originality could be retained. Complete scheduling of the monuments which are in the remote locations, without any ownership (state or central) should be scheduled from further damage or collision by general public or by unwanted elements. Necessary publications for the cultural identity of the state are very important to promote the cultural identification of the state.

END NOTES

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