

Historical Importance of Heritage Tourism in Tamil Nadu – A Study

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ABSTRACT

Heritage tourism is the fastest growing segment of the tourism and hence there is a trend towards an increased specialization among tourists. The attraction over the adventure, culture, history and archaeological monuments etc., marks the increase of tourist in any region. The main objective of promoting tourism was to enhance economic activities, employment generation and community development. More facilities at spots will bring more revenue, more development and ultimately more rural employment and community development. This article points out the historical importance of Heritage Tourism in Tamil Nadu.

1. INTRODUCTION

Heritage tourism is one of the types of tourism whose aspire is to find out historical and cultural important places and it is extremely trendy and commendable tourism action in the modern times. Heritage tourism is an innovative and modern phenomenon linking to cultural tourism but its starting point is mapped our back to the ancient periods of human knowledge. Heritage tourism is the travel motion made to scrutinize and experience the places, activities and artifact that sensibly stand for stories and life of people in past and present. The national Trust for Historic preservation in the United States defines Heritage Tourism as “travelling to experience to places and activities that authentically represent stories and people of the past and present. It includes historic, cultural and natural resources”. It is one of the oldest forms of travel and involves heritages of all kinds like colonial heritage, urban renewal, religious tourism, genealogy, Industrial heritage and ethnicity. Maintenance of heritage structure is very important because it provides a sense of uniqueness in a fast-changing world for present and upcoming generations. Heritage buildings essentially signify the past history and culture of a nation. Therefore, heritage buildings need on important tool to protect them.

2. SIGNIFICANCE OF HERITAGE TOURISM

The significant part of the tourism industry is Heritage tourism. This is a speedily growing niche market. Through heritage tourism a visitor can experience the local customs, traditions, arts, history, sites and culture that realistically represent a particular place. To the heritage tourist, this culture must be unique and authentic. Heritage is a cultural, political and economic resource. Since heritage has value in itself, heritage artifacts are appropriate for collection, preservation and presentation. National heritage based on national history “explains the distinctiveness of nation through time”, and thus it is a precious tool in increasing national using and pride, are creating a national image. As an economic resource, heritage is used in various forms. The so-called heritage industry is a “major commercial activity which is based on selling goods and services with a heritage component”. Tourism and leisure services perceptibly play an insignificant role in the Industry, but the manufacturing and sale of heritage products can be considered as equally important. Aspects of heritage can be used for the purpose of creating images for places and for promotion.

LIST OF HERITAGE AND HISTORICAL SITES IN TAMIL NADU

Brihadeesvara Temple, Thanjavur, Airavatesvara Temple, Darasuram, Shore Temple, Mahabalipuram, Sri Meenaksi Temple, Madurai, Kapaleesvar Temple, Chennai, Vivekananda Rock Memorial, Ramanathaswamy Temple, Rameshvaram, Sri Ranganathaswamy Temple, Tiruchirapalli, Nataraja Temple, Chidambaram, Chitragupta Temple, Kanchipuram.

BRIHADEESVARA TEMPLE, THANJAVUR

The Brihadeesvara temple is one of the largest temples in south India. A part of the UNESCO world Heritage site, the shrine boasts of an imposing tower, frescos, inscriptions and sculptures. Against statue of the Nandi welcomes visitors at the entrance of the 'Big Temple'. The most popular temple of Tamilnadu is known by alternative names like Peruvudaiyar kovil.

Built in-Between 1003 and 1010 AD

Built by-Raja raja chola 1 of the Chola dynasty

The Vimana tower, sanctum and sanctorum is the interesting fact of the this temple Airavatesvara temple situated in the Darasuram. Featuring the Dravidian architectural style, the sacred place worth, exploring and is one of the popular temples of Tamil Nadu. Various mythical creature known as Yalis are carved on the pillars of the temple.

Built in-12th CN AD

Built by- Raja Raja chola 2 of the Chola Dynasty.

Many mythologies are associated with the temple. The steps to the temple are another interesting aspect which produce all the seven notes 'Swaras' of music when tapped on.

SHORE TEMPLE, MAHABALIPURAM

Built in-700-728AD

Built by-Narashimhavarman 2 of the Pallava Dynasty

The shore temple stands as a backdrop in the Mahabalipuram Dance Festival which is held annually in the month of Jan-Feb. This temple made up of blocks of granite. The temple is also recognized as the first stone structure created by the Pallavas.

SRI MEENAKSHI TEMPLE, MADURAI

One of the most iconic temples of Tamilnadu, the shrine houses four main entrances and towers facing in four different directions. Approximately 33000 sculptures adorn the temple.

KAPALEESVAR TEMPLE, CHENNAI

Built in-7th CN CE

Built by- Pallavas

A37 – Meter tall Gopuram over powers the street where the temple is situated.

VIVEKANANDA ROCK MEMORIAL KANYAKUMARI**Built in-**1970**Built by-** Kanyakumari committee and Ramakrishna mission in madras planned for the construction of the memorial.**RAMANATHASWAMY TEMPLE, RAMESHWARM****Built in-**12th CN**Built by-**Pandya Dynasty

There are two lingams within sanctum and sanctorum. One was made by sita and the other one was brought by lord Hanumsn from Kailash and is called as Vishvalingam. As per the directions of lord Rama, Vishvalingam is worshipped first.

SRI RANGANATHASWAMY TEMPLE, TRICHYRAPALLI**Built in-**1ST CN CE During the Sangam period**Built by-**several dynasties have contributed for the construction of the temple. However, the first amongst them were the Cholas.

Millions of Devotees gather at the temple during the annual festival which is celebrated for 21 days during the Tamil Month of Margazhi. SriRanganathaswamy Temple also appear in the tentative list of UNESCO world Heritage site.

NATARAJA TEMPLE, CHIDAMBARAM

The Natraja Temple reverse God Shiva as the lord of Dance also called as the Natraja. The holy place is recognized as one of the oldest surviving active temple complexes in south India. 108 from the Natya shastra are carved the Waiis of the temple, Moreover these, postures have laid a foundation of a classical Indian dance form known as Bharathanatyam. It also represents one of the Pancha Bootha sthalams of the almighty. Natraja temple is one of the five elemental lingams in the Shivism pilgrimage tradition. A unique feature of this temple is the be Jeweled Idol of Natraja that Lord Shiva performing the Ananda Dandava.

CHITRAGUPTA TEMPLE, KANCHIPURAM**Built in-**9th CN**Built by-**Medieval Cholas

Cithragupta is believed to have emerged from a painting drawn by a Siva. He was given the responsibility of recording the good and bad deeds of the human beings by the almighty.

IMPACTS OF HERITAGE TOURISM

Heritage tourism products historic, cultural and natural resources in towns and cities by involving people in their local community. So they can relate to their personal, local, regional, or national heritage, people are more often motivated to safeguard their historic resource. It educates resident and visitors about local and regional history and shared traditions. Local residents through their involvement and exposure to local historic sites become better informed about their history and traditions. Knowing the importance of one's heritage provides continuity and context for community residents and it strengthen citizenship values, builds community pride, and improves quality of life. Heritage tourism can promote the economic and civic vitality of the community or region.

3. CONCLUSION

Heritage tourism is vital for many countries due to the inflow of large money of local and foreign. The creation of new jobs in the travel industry at cultural and historic attractions and in travel related to establishments. It increases the revenue and taxes. According to various estimates, heritage tourism contributes more than 60percentage to the overall share of tourists in India, domestic and foreigners, 80 percentages of the foreign tourists are interested in visiting rich heritage sites like Delhi, Jaipur, and Agra. This comes as a surprise considering places like Tamilnadu, Kerala, Uttar Pradesh and Matyapradesh. They have so many beautiful heritage monuments.

4. REFERENCES

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