

Niche Tourism at Chettinadu Region -Sivagangai District

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ABSTRACT

India is primarily a cultural destination not only in international tourism but in domestic tourism also. Tourism is also growing as an industry in India. In recent years a phenomenal growth in tourism is observed in India; inbound as well as outbound. Though tourism as an industry is contributing to the GDP and it is considered as a smokeless industry there are certain trends that are developing to avoid the impacts of tourism at the destination. There is a gradual shift in tourism demand from mass to niche tourism. Special Interest Tourism (SIT) which encompasses various niche tourism segments is an emerging field. This trend has resulted in various new forms of tourism like adventure tourism, eco-tourism, wild life tourism etc.

Key Words: NICHE TOURISM, CHETTINANDU REGION, SIVAGANGAI DIST

1. INTRODUCTION

Tourism is seen as an engine of development, catalyst to economic prosperity of a country. Tourism refreshes the mind, brings happiness, relaxation, enjoyment and gives new experience etc. to the tourists. Tourism ensures an all-round growth through economic multiplier effect which percolates to various stake-holding sectors like the airlines, railways, surface transport, cruises, hotels, telecommunication etc. Apart from generating direct employment, its indirect effect ensures inclusive growth of the local community. From a service sector, tourism has emerged as a leading export industry like the Gems and Jewelers Industry, Information Technology and Engineering Products. Therefore, priority is accorded by both Central and State governments to give a major fillip to tourism sector. A new thrust is being given for providing tourist infrastructure of international standard and marketing of destinations. Arrangements of services such as travel, accommodation and food with ease and comfort help in attracting repeat visitors and providing effective publicity by word of mouth. Tourism in the past was regarded as a religious or leisure activity. Now, the improved connectivity, quality roads and easy access to tourist attractions, E- booking, etc. have made travel easier. Monotony of work, stressful lifestyle, and 3 desires to explore new places have necessitated travel and tourism. The free trade and open-sky aviation policies have also contributed to tourism growth. The pace of growth in recent times has left the infrastructural facilities and availability of human resources lagging behind, thereby leaving a challenge to match the growth and have futuristic and perspective plans in place.

HISTORY OF SIVAGANGAI DISTRICT

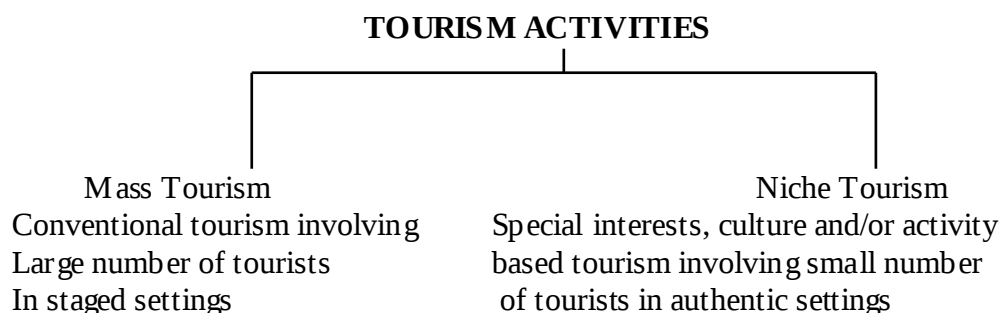
The Sivagangai district was a part of the old Ramanathapuram District. The old Ramanathapuram District played a dominant role in the history of South India. In the early centuries, the Ramanathapuram district formed part of Pandian Kingdom till the end of the 15th century. After the fall of Nayak, two of the Palayakarars viz Sethupathy of Ramanathapuram and Raja of Sivaganga became prominent rulers of this part. Towards the middle of the 18th century the Europeans, the French and the British entered into this part. The Sethupathy of Ramanathapuram lost this personal freedom and the British took control of the administration of Ramanathapuram in 1795. It was converted into a Zamindari in 1803 and Mangaleswari Natchiar became the first Zamindar. During this period, the Raja of Sivagangai also revolted against the British. The famous Marudhu Brothers, Periya Marudhu and China Marudhu assisted the Raja of Sivagangai in the revolts against the British. After the death of the Raja of Sivagangai (Muthu Vaduganadhar), the queen passed on the sovereignty to Marudhu Brothers, who ruled Sivagangai peacefully and devoted on payment of regular revenue to the East India Company in 1801. The Marudhu brothers were known for their efficient administration. They worked for the welfare of the people and made Sivagangaiseema as a fertile land. They constructed many temples, ooranis and tanks. The Marudhu Brothers of Sivaganga revolted against the British in collaboration with Kattabomman of Panchalankurichi. However, the two brothers were captured by the British and were hanged in Kalayarkovil on 1.10.1801. The British installed Gowri Vallabh Periya Uday as Zamindar of Sivagangai. Finally in 1975, a British collector was appointed to administer the territory of Ramanathapuram district by carving out portions from Madurai and Tirunelveli district and Madurai as the Head Quarters of this District till 1985, when it was trifurcated. Perhaps, the Old Ramanathapuram district was the biggest District was the biggest district in Tamil Nadu. The Pasumpon Muthuramalingam district came into existence on 15.03.1985; consequent on the trifurcation of the composite Ramanathapuram district. In September 1997, the Government changed the name of the district as Sivaganga district.

TOURISM IN CHETTINAD REGION

Chettinad is the homeland of the Nattukottai Chettiars (Nagarathar), a prosperous banking and business community. It is well known for its Chettinad Cuisine which is very hot and spicy. In fact, Chettinad has one of the South Indian Cuisines with large number of specialty restaurants. A typical Meal will have meat, a large number of courses, and is served on banana leaf. Also, the old Chettiar mansions are rich in heritage, art and architecture. For example, Kanadukathan has one beautiful palatial house. The affluence of Chettiars is shown off in their palatial houses. Carved teak wood doors and frames, marble floors, granite pillars, Belgian mirrors and Italian tiles are the norms. Chettinad showcases the rich art and cultural heritage of Tamil Nadu. A Tour to Chettinad will be an extremely enriching experience for the tourist as the place is full with rich cultural heritage, exotic food and remarkable specimens of Dravidian architecture. Chettinad is well known for its mansions, temples and culinary delicacies. Chettinad is a wonderful small town which has the remnants of its glorious past. Chettinad is famous for its houses and buildings. Chettinad is the homeland of Nattukottai Chettiar also known as the Nagarathars. The Chettiars who are the residents of Chettinad are considered to be the pioneers of banking. Legends say that the Pandyan King of 13th century invited the people of Chettinad to stay here in the. They were a big business community which gave the city the name of Chettinad.

NICHE TOURISM POTENTIALS CHETTINADU REGION SIVAGANGAI DISTRICT

Vettangudi Bird sanctuary, which is located near to Trirupathur attracts a number of migratory birds such as white osis , Asian open bill stork and night heron as well as some endangered species including the painted stork, gray heron, darter little cormorant, little egret, intermediate egret, cattle egret, common real, spotbill , pintall and falmingos. The best season to visit is from November to February. AnjanamaarpanchShaheedlhWaliyullah , Raxiyullahta'alaanhudargan, pallichadai, Ariyakudi in the South Trirupathi is a 400 year old temple just 3 km away from Karaikudi. Pillayarpatty Vinayagar Temple, Pillayarpatty around 15 km away from Karaikudi. Koviloor Temple, Karaikudi, Kandadevi Temple, Idaikattur Church, KollangudiVettudaiyarKaaliyamman Temple, Kaleeswarar Temple, Nagarasivan Temple, Kundragudi Temple, Kollakalaiaimman temple and KallalSomasundaramSoundaraNayagi Temple and its Masimaham festival mostly in the month of February every year . Panchabhutheswaram, known VedhiyanendalVilakku, is 5 km away from Manamadurai. It is on the way to Paramakudi via Elaiyangudi. The route in which Lord Rama went to Sri Lanka to confortRavanan. More importantly, this place known for its hard cut-rock (granite) temple dedicated to Shri MahaPanchamukhaPrathyangira Devi. It also Houses the big deity of the god. There are two or more sannidhies for Lakshmi Ganapathi and SornagarshnaBhairavar. It has come in a total area of about 5.5 acres (22,000 m2). Soon within the temple premises, ten more sannadhies are going to come for DasamahaVidya, MadapuramBadrakali Amman temple Madapuram, ThayamangalamMuthuMariyamman Temple, ThirumalaiThirumalKovil. In Sivagangai District Tourist at Operator provide best service in cat renal. The Travel have grown Manifold with a fleet of more than 200 Vehicle in various Categories the tourist guid are also available at a reason cost. Sivagangai also provide outstanding shopping opportunities to the visitors who can poorhouse a variety of handicrafts, Curio items, work of art and handmade mattresses designed and sculpted statues of gods and goddesses are sold in front of the Shrines and Marketplaces.



MICRO NICHES

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CULTURAL	ENVIRONMENTAL	RURAL	URBAN	OTHERS
Heritage Tribal Religious Educational Genealogy Research	Nature and wildlife Ecotourism Adventure Alpine Geotourism Coastal	Farm/barns Camping Wine/Gastronomy Sport Festivals and events Arts and Crafts	Business Conference Exhibition Sport Gallery Art	Photographic Small Cruise Volunteer Dark Youth Transport
Micro-niches				
Alternative Tourism Development				

2. SUGGESTION

It is necessary to lay rail lines between Madurai and Chettinad region head quarter is known as Karaikudi.

3. CONCLUSION

In this conclusion the niche tourism going well in different parts of the Chettinadu region – Sivagangadistrict in implementing the tourism potentials.

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