

TOURISM DESTINATIONS IN VELLORE DISTRICT - A BRIEF ANALYTICAL STUDY

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Man is a social animal. From the civilization period man wanted to know the God's nature by visiting one area to another area. Subsequently he wanted to satisfy his daily needs by migrating from one place to another. In this process he not only travel the different regions, while he was forced to stay temporary in certain areas. During his stay he use got the opportunity to see some of the monuments, mountains, river's and other natural beauties.

After satisfying the physidological needs, the man turn his attention towards nature inorder to use the nature for his survival. Hence, travelling is as old as human civilization. During his travel from one destination to another, he forced several problems and preserved the nature for future generations. By this way the success story of primitive men began and travelled to different areas. The tourist is the new world coined during the nineteenth century which means a person who undertakes a journey for enjoyment. He may stay temporarily in a particular place and spend the money according to his economic status and he does not take any assignments or job.

Tourism is the fast developing industry in modern times. With the establishment of several industries, people want to visit different places inorder to spend their holidays along with their family members for a change from their retain life. The technological developments paved the way for the social and economic life of the people in each country. The introduction of Railways was very useful to carry on the goods from one place to another, which led to the establishment of several industrial towns and cities. Similarly when the steamships were discovered, the people use to cross the seas and reached the different continents. The introduction of motor car which gave great freedom of mobility to people. Finally, when the Airplanes were discovered, the people visited different regions for different purposes in short time, which led to the new concept of mass tourism.

The fast development in the field of transport system and communication have made the entire world practically as one neighbourhood. It is because of the development in information technology has prompted the people to move various regions within a number of hours. The economic development and leisure, the quest for pleasure and recreation are the main factors for the development of mass tourism.

India is considered a safe place for tourism and has beautiful places to see by the outsiders and known for hospitality. Many historical places and cultural centres can be seen in each and every states. Tamilnadu is known for ancient temples and modern industrial achievements. In India tourism development was tool place only after 1960's. TamilNadu is a window to modern south and became a archive of ancient legacies. The capital of the TamilNadu Chennai is not too far from different tourist centres, which is connected with excellent roads, rail and air services. Hence TamilNadu government is providing all facilities and ensure safety to the travelers in any point.

Among the various districts of Tamilnadu, Vellore District is known for ancient legacies. It is blased with several interesting and valuable features to her credit. It is bounded in the north by Chittoor District of Andhra Pradesh and portion of Tiruvallur District and on the South by the Thiruvannamalai District. In the west is the Krishnagiri District, while Kanchipuram, Tiruvallur and Thiruvannammali district are in its eastern boundary. The total area of the district is 6077 Sq.kms. Vellore city became its Headquarters. Historically speaking, Vellore District is enriched with temples and monuments of high value and importance. It also posses number of forests forts ancient temples and natural sceneries. The tourist centres of Vellore district attracted many domestics and foreign Tourists.

Vellore District was bifurcated into two districts as Vellore and Thiruvannamalai District on 30th September 1989. The Vellore district lies between 12.15" and 13.15" North latitude and 79.50" longitude. According to the census of 2011 its population was 3928109. It consist of 9 Municipal towns, 27 town panchayats and 753 Villages Panchayats. Similarly it has three Revenue Divisions and 877 Revenue Villages and her 3 parliamentary and 12 Assembly Consistencies. The Vellore district has thickly forested slopes of the Eastern Ghats in the northern part of TamilNadu and it has many tourist Centres like Hill spots.

Tamilnadu is known for members historical monuments which speak about the ancient culture of Tamil people. Likewise Vellore District also possess several ancient movements which remain as a tourist attraction. Through which we are able to know about the Social, Economical and religious condition which was existed in those days. The district have varied historical remains, right from historic period. Though number of forts are existing in Vellore district, among them Vellore fort is known for artistic splendor. It is preserved by the Archeological survey of India, to which number of nature and other state people frequently visited it.

In the modern times South India in general and Vellore district in particular has attracted number of travellers, scholars, patients, students and the pilgrims from other parts of India, as well as from foreign countries. Vellore is also called as Raya Vellore and the name Vellore was originated from this Vela trees. Many ancient Tamil Kings, Vijayanagar rulers, Marathas established their rule in this region.

Tourism has been recognized as smokeless industry. The people from different areas came to Vellore district with different purposes. Some of them who are visiting the Christian Medical College and Hospital, Vellore for their treatment who are staying in Vellore area for months together. The people who are coming to the hospital along with the patient use to visit number of Tourist Centres in Vellore District.

This study attempts to analyze the Tourist Centres in Vellore District and the Socio- economic and cultural impact of Tourist Centres, by which how far it is useful to generate employment opportunities to the people of Vellore district. The study is based on the available sources which are collected from the scattered locations. The scholar collected the primary sources through non-verbal communications. In order to highlight the socio-economic changes due to the Tourist centres in Vellore district the brochures, Souvenirs and the personal interviews are more helpful to complete the challenging task. The Government orders, News Paper reports, Tamilnadu Tourism Development Corporation Publications, Statistical reports, Magazines and pamphlets, Manuals and Gazetteers supplied the first hand and primary information to this research topic. The Secondary sources which are collected from various records, Tourist Guide, Demand notes on Tourism, the records maintained by the State Government related to the schemes sanctioned by the Central Government and other documentary materials preserved by the Tourist Department are very useful to reconstitute the thesis in a detail manner. Similarly the materials which collected from the secretariat library and from various libraries in Chennai and Vellore are more helpful to complete the research work in a successful manner.

Tourist Corporation Development was only inception in 1976 but the literature available on this subject is very negligible. In spite of that, the scholar explore the impact of Tourist Centres in Vellore district with the help of some guides and by the way of spot interviews. The period of study is covered only from 2000 to 2010 since the relevant data is not available and the Tourism Development office which is functioning within the Vellore fort failed to maintain the relevant records properly. The main hypothesis of this study is to analyze how the tourist Centres in Vellore district are playing a key role in changing the economic life of the people in this district to certain extent. The scholar considered Tourism as one of the potential which has changed the life style of the people in Vellore District. The poor people who are living in and around the Tourist Centres are able to earn something from the travellers.

The rural agricultural products are sold to the reasonable prices to the people who are visiting the Tourist Centres. Apart from several welfare programmes implanted by the TamilNadu Government, Tourism in Vellore district also playing an important role in the Socio- economic development of the people of Vellore district, particularly among the Tourist Centres. Recently both the Central and State Government are giving much importance to develop the Tourist Centres in Vellore district. Tourist Centres in Vellore District can be classified into Historical Tourist Centres, Religious Tourist Centres, Medical and Entertainment tourist centres.

The study is presented into four chapters. The introduction contains human nature to visit different places since the dawn of civilization. In order to know the nature man has started to move from one place to another. Hence travelling is as old as human civilization. The word Tourism and tourist was the product of nineteenth century. The incredible progress in the field of industries, technological development of transports contributed to the development of modern, Tourism. Vellore district is best known for its tourist centres like Vellore fort, ancient temples, Christian Medical College and Hospital and Entertainment Centres.

First Chapter highlight the Historical tourist centres like Vellore fort, Tipu Mahal, Hyder Mahal, Basha Mahal, Begum Mahal, Kandy Mahall, The Graveyard of Tipu's family, Hill forts, Clock Tower, Delhi Gate, Arcot and State Government Museum and other Monuments.

The Second Chapter religious tourist centres examines the ancient temples in Vellore District. The Jalakanteswara temple, Sri Margabanduswamy temple Rathinagiri temple, Murugan temple at Vallimalai, Sripuram Golden temple. How far these temples promoting tourism in Vellore district has been traced in a detail manner.

The Third Chapter deals with Medical and Entertainment tourist centres. The Christian Medical College and Hospital existence in Vellore district and how it promoting medical tourism in Vellore district has been gleaned. Similarly the Entertainment Tourist centres like Yelagiri Hill, Jalagamparai waterfalls, Mordhana Dam, Amirthi Zoological Park, Kavabur Solar observatory. These tourist centres how attracted the Tourist and responsible for the social and economic upliftment of the poor people of the rural areas has been examined in this chapter.

The Fourth Chapter Impact of Tourist Centres in Vellore district contains the Socio- economic and cultural impact which is took place because of the Tourist Centres in Vellore district. The social impact like the exchange of knowledge and the development of marginal areas took place. The industrial development jobs opportunities in various fields have been took place and improve the living conditions of the Tourist centres people. The principal of Co- existence, socio-political equality, general happiness among the people as the cultural impact has been traced in a systematic manner.

The conclusion contains an overall assessment of Tourist centres of Vellore District and its social, economic and cultural impact has been brought out in detail manner. It also contains the various measures are taken by the Tamilnadu Government and the District Tourist office to promote tourism in this district and the amount allotted for the development of tourist centres in

Vellore district also mentioned systematically.

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